



Dear Gordon,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA), where I work with top brands to help them reach the booming vegan market.

I'm sure you – like so many others right now – are thinking about the future and imagining how you want the world to be when the COVID-19 crisis is over. This is the perfect opportunity to reinvent your restaurants as fully vegan ventures: instead of laying off your staff, it's time to lay off animals. As you said yourself, "Vegan is on the rise – we've got to adapt."

And adapting has never been more urgent. Animal agriculture is an environmental disaster, contributing to climate change, drought, deforestation, desertification, and the devastation of ecosystems. Today's farms and wet markets – where animals are crammed together amid their own waste – are key sites for the transmission of diseases such as bird flu, swine flu, COVID-19, and SARS from animals to humans. The coronavirus pandemic is our wake-up call.

The use of animals for food is the biggest cause of death on the planet, killing trillions of fish, chickens, cows, pigs, and other animals every year. Yet there's no need to slit the throat of a beautiful, sensitive animal for a sandwich. Removing meat, fish, dairy, and eggs from your menus would allow you to turn your back on all that unnecessary killing.

It's easy to see why the demand for vegan food is booming. As well as being good for business, this is a great opportunity to use your creativity to help secure the future of the planet and all who call it home.

We look forward to your reply.

Kind regards,

Dawn Carr
Director of Vegan Corporate Projects

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Registered in England and Wales
as charity number 1056453,
company number 3135903.

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