



Phil Urban, CEO
Mitchells & Butlers

Via e-mail

10 February 2022

Dear Mr Urban:

I'm writing on behalf of PETA UK – PETA entities have more than 9 million members and supporters globally – regarding Ye Olde Fighting Cocks. PETA has previously urged your predecessor, Alistair Darby, to bring the pub into the 21st century with a name change more in line with today's understanding of the sentience of animals.

We know that the pub has gone into administration and would like to urge the new landlord to keep the best bits of this historic pub while updating parts better left in the past – giving it a fresh new name and changing to a fully vegan menu.

We trust that the name of the pub does not intentionally promote cockfighting, but it does call to mind the violence and cruelty of a hideous blood sport that has been outlawed in the UK for more than a century. We previously suggested a name change to Ye Olde Clever Cocks to help highlight the fact that chickens are fascinating and intelligent, but something like The Cheery Chooks or The Happy Hens would be just as delightful.

Changing the pub's name to Ye Olde Clever Cocks – or reverting to the property's name from 1756, the Three Pigeons (more wonderful birds!) – would encourage people to rethink the way we treat chickens. And reopening with an all-vegan menu would be a more inclusive, kinder, and environmentally friendly way to see the pub into the next 1,000 years.

The demand for vegan food is booming. Just last month, The Queen Inn in Wales decided to go vegan permanently after an all-vegan menu for "Veganuary" brought in punters from hours away and the pub enjoyed its biggest month in 17 years of operation!

While the number of fully vegan pubs is growing, there are still not many, so a 100% plant-based menu would be a great USP. And humane vegan chicken – like you can find on the menus of KFC, Nando's, Burger King, and some Mitchells & Butlers properties – is growing in popularity, as more and more people, including meat-eaters, are turning to vegan meals to protect their health, animals, and the environment.

We know this is a difficult time for the hospitality industry, and to help, if Mitchells & Butlers agrees to turn the pub into an all-vegan establishment with a fresh, animal-friendly name, the first month's supply of vegan chicken will be on us.

When it comes to chickens, be a lover, not a fighter.

What do you say?

Kind regards,



Dawn Carr
Director of Vegan Corporate Projects

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