



Neil Rayner
Owner
The Butchers Arms

14 April 2025

Dear Mr Rayner,

With Easter—a celebration of hope and new *life*—fast approaching, we're writing from People for the Ethical Treatment of Animals (PETA) to suggest a refresh for your pub, starting with a name change from The Butchers Arms to The Butcher *Harms*. By changing just two letters, you could highlight the cruelties that come with butchering gentle animals. And with a new name, you'll want to upgrade to an all-vegan menu – one completely free from foods cut from, or squeezed out of, an animal's body.

Killing animals to satisfy humans' appetite for meat is harmful to both animals and the planet. An Oxford University study found that meat-eaters are responsible for *two and a half times* as many greenhouse gas emissions as vegans. And while meat production is always fatal for the animals involved, it also increases our risk of heart disease, stroke, and many cancers, making a switch to plant-powered meals better for *everyone*!

In the UK alone, eighty-five percent of animals bred for food are confined on filthy factory farms, where they're denied life's simplest pleasures, like sunshine and fresh air. Females are forcibly bred, with the babies torn away shortly after birth to follow in their mothers' grim footsteps or be fattened up for slaughter, where they're hoisted upside down and dragged through electrified water or shot before having their throats slit so their blood drains out.

If we treated the dogs you welcome to your pub in the same way we treat farmed animals, people would be rightly disgusted, but whether they're a curious chicken or loyal lamb, [every animal is someone](#).

Spring and Easter symbolise a fresh start – and the newly branded Butcher *Harms* could rise again, taking a bold stand against cruelty with its shiny new fully vegan menu.

We'd happily help you pay for a new sign and craft a new menu to turn over a new leaf. Thank you for your time and consideration.

Sincerely,

Dawn Carr
Vice President of Vegan Corporate Projects

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