



Mr. Jamie Lawson  
Owner, Ossett Brewing LTD

**4 June 2025**

Dear Mr. Lawson:

Hello from PETA, People for the Ethical Treatment of Animals. As warmer weather brings British beer lovers to pubs to revel in freedom and friendship, hundreds of thousands of clever rats are languishing in laboratories across the UK, denied freedom and liberty. Because your Key Lime Pie Sour, *Lab Rat*, normalises this cruel use of rats in experimentation, we're requesting you to rename this beer "The Organoid".

Modern, humane, and more scientifically-relevant than using animals, an organoid is a 3D miniature model system grown from human cells to mimic human organs. It's just one of the [many animal-free advances](#) that allow science to produce more human-relevant data without subjecting animals to cruel poisonings, surgical mutilations, electrocutions, and more.

Unlike inanimate tissues, rats are thinking and feeling individuals, each with a unique personality. They exhibit altruistic behaviour, acting with empathy toward other rats. They emit squeals of joy when happy, purr via teeth chattering when they're content, and have superb memories. A rat can even recall up to 30 events, with context!

Sadly, in the UK, rats are common victims of the over 2.68 million experimental procedures performed on animals each year. Rats endure all kinds of abuse, including the horrific repeat dose toxicity test tube is forced down their throats and toxic substances are administered every day for up to 90 days. They will experience sickness, pain and lethargy as they are slowly poisoned to death.

Every rat is someone, and they all deserve better. By renaming *Lab Rat*, you can encourage compassion for these gentle rodents, challenging the normalisation of their use in experiments, while highlighting more progressive and humane animal-free research. (While you're rebranding, a little tweak to the recipe, making the beer vegan, will help animals, too!).

We sincerely hope you will channel the fearless and compassionate energy of rats to embrace this name change. Whenever anyone refuses to view or present animals as objects, like laboratory equipment, the world becomes more of a place worth toasting. Cheers for your time!

Sincerely,

Reuben Skeats  
Anti-Vivisection Campaign Leader, PETA

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