



Carlo Zarri  
Culinary Director  
Olympic & Paralympic Games Milano Cortina 2026 Hospitality

**9 January 2026**

Dear Mr Zarri,

Greetings from People for the Ethical Treatment of Animals, PETA. As you sharpen your knives in anticipation of leading the Olympic & Paralympic Games Milano Cortina 2026 Hospitality team, we're writing to urge you to put down the meat cleaver and commit to crafting only vegan menus for the event.

The Olympics are about going for gold, but when farming animals, there are no winners. The individuals slaughtered for their flesh or exploited for their milk and eggs endure miserable lives on factory farms, unable to display natural behaviours and express their unique personalities. Meanwhile, animal agriculture means entire forests – including swathes of the Amazon Rainforest – are cleared, replaced instead with forcibly-bred methane-belching animals. Conversely, animal-free diets generate 75% fewer climate-heating emissions and use 54% less water than diets containing more than 100 grams of meat daily.

The climate catastrophe threatens to push the Winter Olympics downhill into the history books, rather than the sports pages. Rising temperatures have already left ski resorts in France, Italy, and Switzerland snowless and too warm for artificial snow. Even the Scottish Highlands are expected to be snow-free by 2080. It's unconscionable that meat and dairy companies, such as Grana Padano Protection Consortium, IDM Alto Adige, and Valtellina Taste of Emotion, have been allowed to sponsor next year's Games. We are urging organisers to end such partnerships and appeal to you, as Culinary Director, to refuse to serve cruelty and climate calamity.

As the Olympics claim to celebrate unity, serving Earth-polluting products taken from tortured animals – especially to nations most vulnerable to climate catastrophe – would be a travesty. We urge you to showcase the planet's vibrant array of plants as many great chefs do.

I appreciate your consideration.

Sincerely,



Mimi Bekhechi  
Vice President  
PETA UK and Europe

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