

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Claire Williams, General Manager
Grimsby Auditorium

06 February 2026

Dear Ms Williams,

Greetings from People for the Ethical Treatment of Animals (PETA). With ‘Peppa Pig’s Big Family Show’ set to delight audiences at the Grimsby Auditorium, we respectfully urge you to honour Peppa and her family by taking animals off the menu at the Stage Door Café.

As the fictional Pig family comes to life onstage, *real* pigs lose their lives for the bacon and sausage in your café. It’s a jarring contradiction: encouraging children to cheer for Peppa and her family one moment, then inviting them to eat the flesh of pigs the next.

Like Peppa and Evie, real pigs are playful, curious, and social. But on the UK’s industrial pig farms, most spend their entire short lives confined to filthy sheds without sunlight. At just 6 months old – younger than Evie! – they are sent to slaughter. In the UK, around 90 per cent of pigs are forced into CO₂ pits where the gas forms an acid on the pigs’ lungs, noses, and throats, burning their airways from the inside out. The pigs panic, screaming and thrashing as they struggle for breath. This agony can last for over a minute before they finally lose consciousness – after which, their throats are slashed.

The production won’t show Peppa and her baby sister Evie convulsing in a gas chamber, but the products of this real-life suffering can be found in your café.

No pig goes to their death willingly – and we’re certain the violent, bloody reality of the abattoir is not something you’d want in children’s minds as they enjoy an after-theatre meal.

You can bypass this whole ugly business and cater to children’s natural empathy by removing all pig flesh from the menu and upgrading to wholesome pig-friendly products. If you agree, PETA would be happy to get you started with vegan ham or “not dogs” such as La Vie Plant-Based Ham or Taifun Tofu Wieners. They’re tasty, packed with protein, and can be enjoyed with a clear conscience.

We look forward to your reply.

Sincerely,

Dawn Carr
Vice President of Vegan Corporate Projects
PETA

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