



Ali Tyebkhan
CEO
Rhydycar West

9 February 2026

Dear Mr Tyebkhan:

Greetings from People for the Ethical Treatment of Animals (PETA). Now that Rhydycar West has been granted outline planning approval, you'll no doubt be looking to the future. Merthyr Tydfil is a town in transformation: from closing the UK's largest opencast coalmine, to soon opening the UK's longest indoor ski slope. We urge your resort to be a beacon of renewal and hope by opening with sustainable, fully vegan menus.

At a time when ski runs in France, Italy, and Switzerland are becoming snowless, *having meat on the menu is like burning coal: an outdated climate catastrophe*. The United Nations encourages people to eat vegan, and the International Ski and Snowboard Federation advises plant-forward catering. Major events are adapting to the times, with 100% vegan food served at Billie Eilish and Massive Attack's UK concerts.

Offering top-notch plant-based catering at Rhydycar West will help to preserve Merthyr's status as the most biodiverse region in the UK. Vegan foods cause the least harm to wildlife and the environment. Meat-free fare also spares gentle, playful, and loving sheep, cows, pigs and others from a life of pain, desperation, and a violent death. And serving local crops supports Wales' hardworking horticulture and arable farmers.

Vegan food is also inclusive: Merthyr Tydfil featured in the BBC series *Veganville*, where local sports fans enjoyed tasty vegan burgers, and many couldn't distinguish them from flesh!

Just as Merthyr's dirty mines and ironworks have closed, and renewable energy has boomed, meat-eating is declining, as we enter a new era of climate action and compassion for animals.

Will Rhydycar West be a true trailblazer, and protect life on Earth by opening with 100% vegan menus? If you agree, we'd be delighted to offer you free vegan cheese fondue for all skiers on your opening day.

We hope you'll seize this opportunity.

Yours sincerely,
Dr Carys Bennett

Senior Corporate Projects Manager
PETA

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

PO Box 70315
London N1P 2RG
United Kingdom
+44 (0) 20 7837 6327
+44 (0) 20 7923 6242 (fax)

Info@peta.org.uk

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
Cannon Place, 78 Cannon Street,
London EC4N 6AF.
Registered in England and Wales
as charity number 1056453,
company number 3135903.

Affiliates

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands