



Annabel Turpin,
CEO, Storyhouse

13 July 2026

Dear Ms Turpin:

With “*Peppa Pig’s Big Family Show*” set to delight audiences at Storyhouse Theatre, I am writing from People for the Ethical Treatment of Animals (PETA) to respectfully urge you to honour Peppa by removing pig flesh from your menus.

You’d be in good company: the Grisby Auditorium agreed to remove all pig meats from their Stage Door Café during the run of the show and to serve vegan ham instead.

Like Peppa and Evie, 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 and their throats are cut.

The production won’t show Peppa and her baby sister Evie convulsing in a gas chamber, but the products of this real-life suffering are served at the theatre. Encouraging children to cheer for Peppa and her family one moment, then inviting them to eat pigs the next, is deeply disturbing. That awkward disconnect is heightened by how prominently pig-derived foods feature on The Kitchen menu, from pork and bacon to ham, sausages, and even hot dogs marketed to children.

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

Storyhouse can bypass this ugly business and cater to children’s natural empathy by removing pig flesh from its menus and upgrading to pig-friendly vegan products. If you agree, PETA would be happy to arrange for you to receive 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 Projects

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