

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Hi Michael,

I'm writing from People for the Ethical Treatment of Animals (PETA) to suggest an idea that could build on Café Royal's reputation *and* customer base: offer a standout *vegan* oyster.

There's no need for any weird stuff here; marinated oyster mushrooms grown in Scotland are the likely heroes of this story. And this is an opportunity for Café Royal to create something entirely its own: a chef-led vegan oyster crafted from mushrooms, aubergine, or other humble ingredients, elevated into an iconic dish that no one else offers.

I've seen first-hand what can happen when talented chefs embrace this kind of challenge. A few years ago, I invited French chef Alexis Gauthier to create a vegan alternative to foie gras. The result, his now-famous "faux gras", became a staple at Gauthier Soho and helped spark a wider conversation about reimagining classic dishes using the power of plants.

Similarly, celebrated Flemish chef Nicolas Decloedt accepted my challenge to reinvent moules frites without animals, even crafting delicate edible "shells" from mashed potato. If these chefs can reinvent foie gras and mussels, Café Royal can create the Scottish 'land oyster' for the next 200 years. Shuck yeah!

More people than ever are choosing plant-based foods, whether for ethical, environmental, or health reasons. By introducing a vegan oyster, you could provide the full Café Royal experience to vegans, vegetarians, those who avoid shellfish, and people who just fancy some delicious food. So basically, everyone!

We hope you'll take this opportunity to *see food* differently.

We look forward to your reply.

Yours sincerely,

Dawn Carr
Vice President of Vegan Projects

PEOPLE FOR THE ETHICAL
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