



Ms Nigella Lawson

29 October 2026

Dear Nigella:

Hello from PETA. Spooky season is upon us, and boy, have we got a *showstopper* for you. It's [Hamface](#), our terrifying new horror short, in which a fleshy assassin with a gruesome grin stalks a young family. Hamface is more than a monster made of ham; it's also a grim warning: when you invite killer processed meats into your kitchen, you may as well stock your pantry with cigarettes, or dust your cakes with asbestos. We'd love to see you break the curse of Hamface by creating a sumptuous vegan version of your iconic 'Ham in Coca-Cola' recipe.

The International Agency for Research on Cancer (IARC) classifies processed meat right up there with tobacco as a Group 1 carcinogen, meaning there is sufficient evidence that it causes cancer in humans. The IARC also estimates that consuming 50 grams of processed meat (just two rashers of bacon) per day increases your risk of colorectal cancer – Britain's second-biggest cancer killer – by approximately 18%.

Hamface's killing spree is like so many Bake Off seasons: *In tents*. Happily, we know from your many luscious animal-free recipes that you have what it takes to stop the horror. Updating your 'Ham in Coca-Cola' to feature healthy vegan ham instead of a pig's bottom wouldn't just be a mouthwatering step towards human health – it would help save gentle animals from being reduced to body parts.

Pigs are intelligent, emotionally complex individuals. They use a range of sounds to communicate, can learn to play computer games, and will comfort their friends who are feeling anguished or stressed. Mother piglets even sing to their babies as they nurse. Despite pigs being playful and clever, they're tortured for meat. From birth, they're subject to painful mutilations like castration and tail removal without pain relief, are intensively bred, confined to filthy, dark and crowded sheds, and have their throats cut at just six months old.

Nigella, animals' lives are at stake, so *on your marks, get set...* break free of Hamface!

Yours sincerely,



Dawn Carr

Vice President, Vegan Projects, PETA

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