

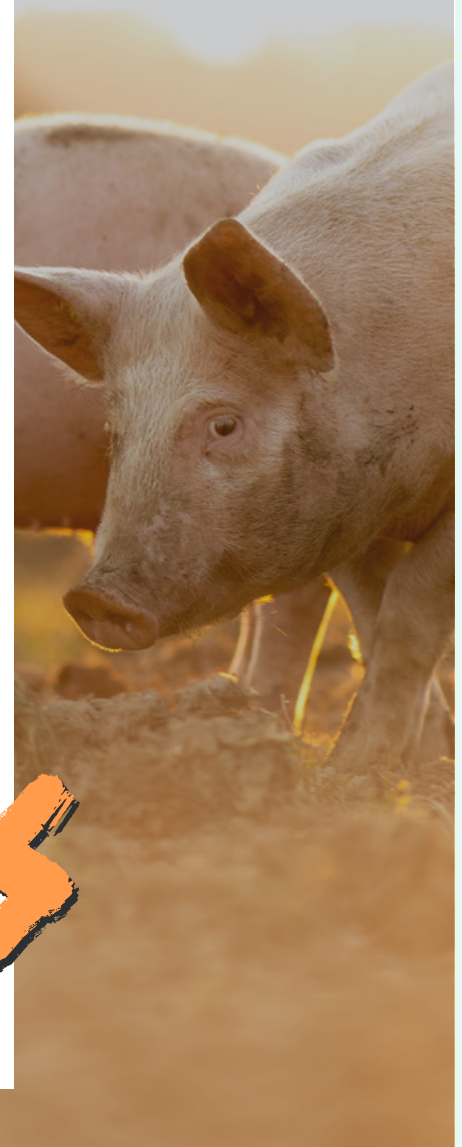
**VEGANUARY 2023**

**CAMPAIGN IN  
REVIEW**



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# FOREWORD

Dear supporters and friends,

The world is facing an ever-increasing number of global challenges, but looking back at the past 12 months, I believe it has also been a year of progress, hope and proof that, as Victor Hugo said, there is nothing more powerful than an idea whose time has come. Veganism is the idea of our time; it offers a solution to many of the world's biggest problems and has become a popular choice all around the planet.

Veganuary celebrated its 10th campaign this year. It all started in 2013 with an idea at a kitchen table in York, UK, and has become **a powerful movement that inspires millions each year to change the way we eat to protect animals, the planet and our future.**

Thanks to the incredible work of our partner organisations; the generous support of our donors, sponsors, wonderful volunteers, inspiring celebrities and influencers; the guidance and support from our Founders and Trustees; and last-but-not-least the perseverance, determination and creativity of our international team, Veganuary is now a truly global phenomenon.

There are now dedicated Veganuary campaigns in 14 countries across Europe, Asia, Africa, North and South America, and Australia. We've counted people signing up to try vegan with us from every country in the world (except Vatican City and North Korea). Never before have we seen such overwhelming media coverage around the globe – from TV reports about Veganuary in Canada, Chile, South Korea, Brazil and Taiwan to dozens of media stories in Greece, China, Japan and even Ghana!

**This 2023 campaign, more people and businesses than ever participated in Veganuary.** We've encouraged vegan product launches and marketing activations by thousands of food businesses around the world. Highlights include Mellow Mushroom in the US rolling out a new vegan menu; Subway Argentina and Dunkin' in Chile promoting plant-based eating through their Veganuary activations; the British Army training their

chef instructors in plant-based cooking; the German national train services adding vegan menus to all their on-board restaurants; and Aldi UK launching their biggest-ever range of vegan products!

My personal highlight was receiving the support of legendary musician Billie Eilish, who didn't just become an official Veganuary supporter, but encouraged her social media following of 107 million fans to try vegan with us. And we've had many celebrities and influencers join in to promote plant-based eating or giving Veganuary a go themselves, from US actor Ryan Eggold and UK comedian Diane Morgan to Tomás Boric, political figure and brother of the president of Chile.

This year, for the first time, we wanted to find out how many people are actually taking part in Veganuary along with the 700,000 people who signed up to receive our resources through our website for the 2023 campaign. We conducted YouGov surveys in several of our focus countries with incredible results! The research found that 4% of UK respondents, 9% in Germany, 7% in the US, 5% in Chile and 7% in Argentina reported to have participated in Veganuary for at least part of the month of January. These figures provide an exciting glimpse into the broader public participation in Veganuary and its influence as a social movement, and we're looking forward to evaluating the impact of Veganuary further in the years to come.

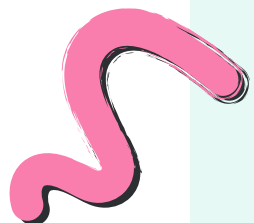
It is thanks to every single person who shared our vision, and supported us in any way, that Veganuary 2023 was our biggest and most international campaign yet.

**Thank you for believing in us and fighting for a more just, more compassionate and more vegan world with us.**



With gratitude,

**Ria Rehberg**  
**CEO VEGANUARY**



# THE 2023 CAMPAIGN IN NUMBERS



**MORE THAN 700,000 PEOPLE** worldwide officially signed up on our website to try vegan with us during this campaign year. Studies show that millions more participate without even signing up!



**OVER 155 MILLION PEOPLE WERE REACHED** through Veganuary's social media channels internationally



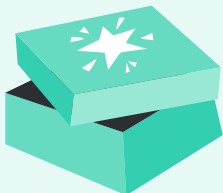
**MORE THAN 6,800 MEDIA STORIES** were published about Veganuary around the world



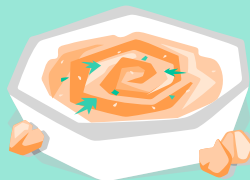
**2.3 MILLION PEOPLE VISITED THE VEGANUARY WEBSITE** looking for helpful tips and advice on going plant-based



People from **NEARLY EVERY COUNTRY IN THE WORLD** took part in Veganuary this year (only Vatican City and North Korea had no sign-ups recorded)



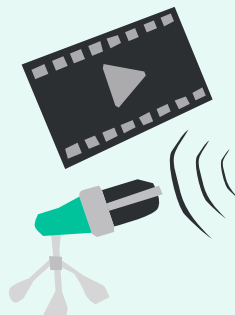
**MORE THAN 820 NEW VEGAN PRODUCTS** were launched for Veganuary



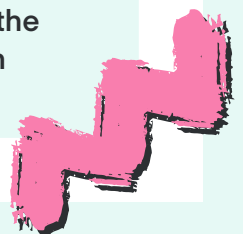
**MORE THAN 790 NEW VEGAN MENUS** were added to (chain-) restaurants for Veganuary

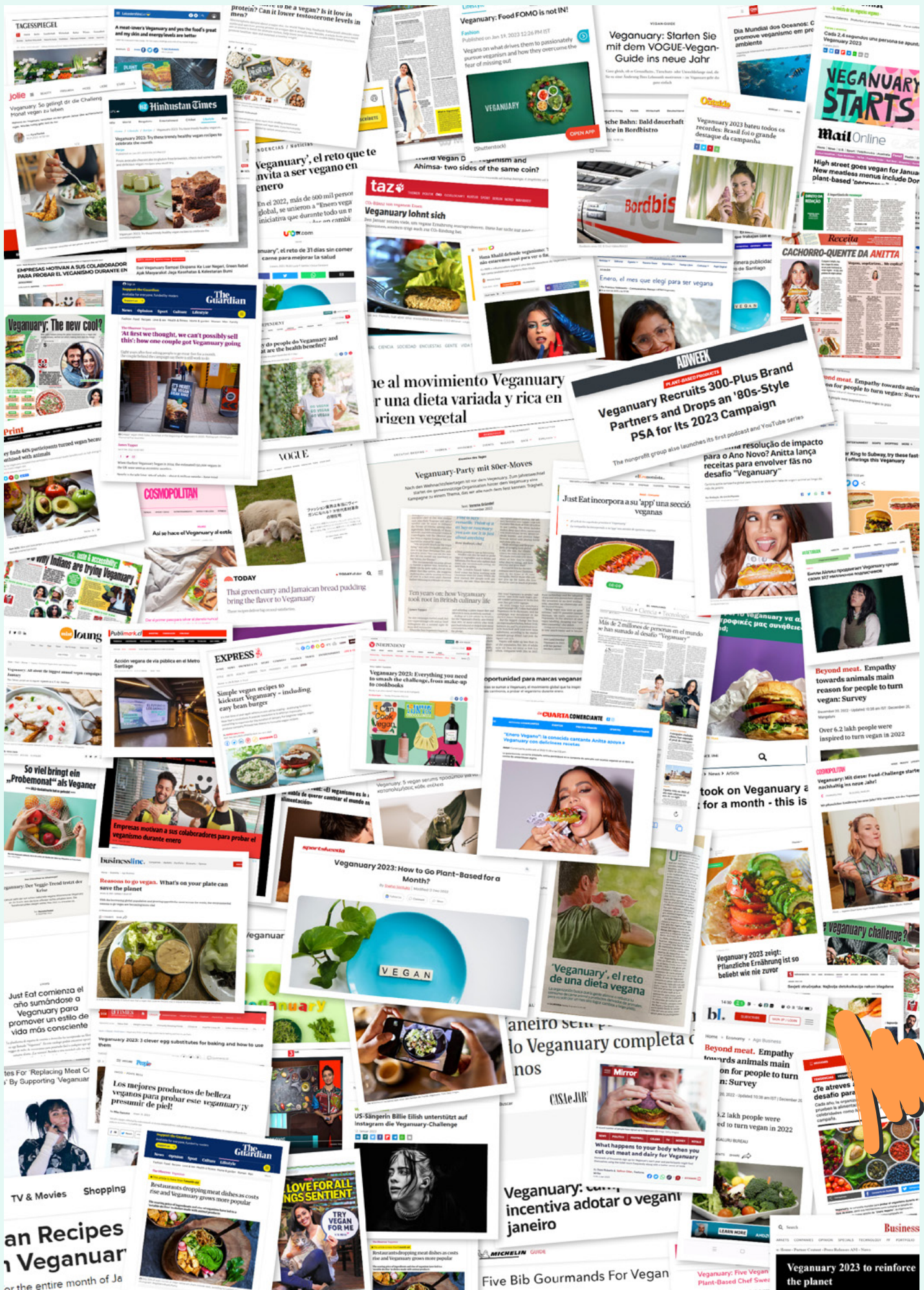


The hashtag #Veganuary was viewed on TikTok **MORE THAN 894 MILLION TIMES** by the end of January 2023



Our new YouTube series and Veganuary podcast received **TENS OF THOUSANDS OF VIEWS AND LISTENS** throughout the campaign





# WHO WE ARE AND HOW WE MAKE A DIFFERENCE

Originating in England, Veganuary is an international organisation that is changing the way we eat by driving a global shift towards plant-based food.



Through the Veganuary campaign, we encourage millions of people to eat vegan in January (and beyond) and work with thousands of businesses around the world to increase their vegan options to capitalise on this audience. This in turn inspires many more people to try the vegan options that are more easily available. Our huge media presence and strong social media following further increase the visibility of veganism and the growing plant-based food revolution.



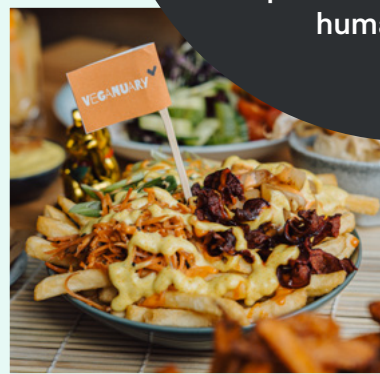
## OUR VISION

Our vision is simple; we want a vegan world.

A world without animal farms and slaughterhouses. A world where food production does not decimate forests, pollute rivers and oceans, exacerbate climate change and drive wild animal populations to extinction.

## OUR MISSION

Our mission is to inspire and support people to try vegan, drive corporate change and create a global mass-movement championing compassionate food choices with the aim of ending animal farming, protecting the planet and improving human health.



## WHY WE EXIST

Industrial scale animal farming is a leading driver of climate change, deforestation and species loss, as well as a significant cause of pollution. It drastically increases the risk of global pandemics and antibiotic resistance and is responsible for the deaths of billions of sentient animals each year. The current way we produce food is highly inefficient, unsustainable and won't allow us to feed a growing global population. That is why we advocate a change towards more plant-based alternatives and, ultimately, a vegan world.

We are convinced that things need to change, and they need to change fast. To get closer to our vision of a vegan world, we will need to break down the main barriers to vegan eating and make plant-based foods more visible, tasty and accessible to the population. We want to see the benefits of veganism widely discussed on TV and social media every day, we want to see it in workplaces, on banners on the streets, in every supermarket, restaurant, cafeteria and petrol station.

Veganuary creates a month-long moment in time when the benefits of plant-based eating are at the centre of public awareness, posing the perfect marketing opportunity for brands, retailers and restaurants to highlight, improve and expand their vegan offerings. By striving to make the month of January all about veganism in the public consciousness of the countries we are working in, we aspire to give plant-based eating the necessary visibility and popularity to effect long-term, sustainable change throughout the rest of the year.

And it's working: Veganuary participants report that they continue to reduce their consumption of animal products even after January, and food companies keep a larger and better variety of plant-based options on the shelves after successful product and menu launches during Veganuary.

## OUR STRATEGIC AREAS OF FOCUS

To help plant-based eating reach the mainstream, we focus on three main areas of work:

- Encouraging and supporting millions of people to try vegan in January and beyond
- Creating the necessary media and social media buzz to raise awareness of the topic and the benefits of choosing vegan
- Encouraging companies to promote and launch more delicious plant-based options to increase the quality, availability and visibility of vegan food

With this approach, we have contributed to the increase in popularity of veganism in several countries, spared millions of animals' lives through the choices of our participants and made Veganuary a huge feature in the retail calendar for businesses around the world. We're especially proud of the fact that many of the newly introduced vegan products and options are set to stay on the shelves and menus after January, as businesses are reporting record sales of their vegan offerings after successful Veganuary launches. We have seen that the 'Veganuary Effect' is real and we're working on spreading it across the globe.



## OUR VALUES

### IMPACT

We are committed to a vegan world; we will utilise research to evaluate how the highest number of lives can be spared and direct resources to that end.

### RESILIENCE

We will continue to create a professional and sustainable (human, social, economic and environmental) organisation.

### DIVERSITY AND INCLUSION

We know that it takes people with different ideas, strengths, interests and backgrounds to achieve our vision; we appreciate the value of this and how it brings us closer to achieving our mission.

### COLLABORATION

By partnering with other mission-driven organisations and working closely with businesses, we will make a bigger difference.

### EMPOWERMENT

We will optimise our outreach to support and encourage people on their vegan journey in a non-judgmental, positive, constructive and easily accessible way.

### RESPECT AND INTEGRITY

In all internal and external relationships, we will strive for genuine, honest and transparent communication.

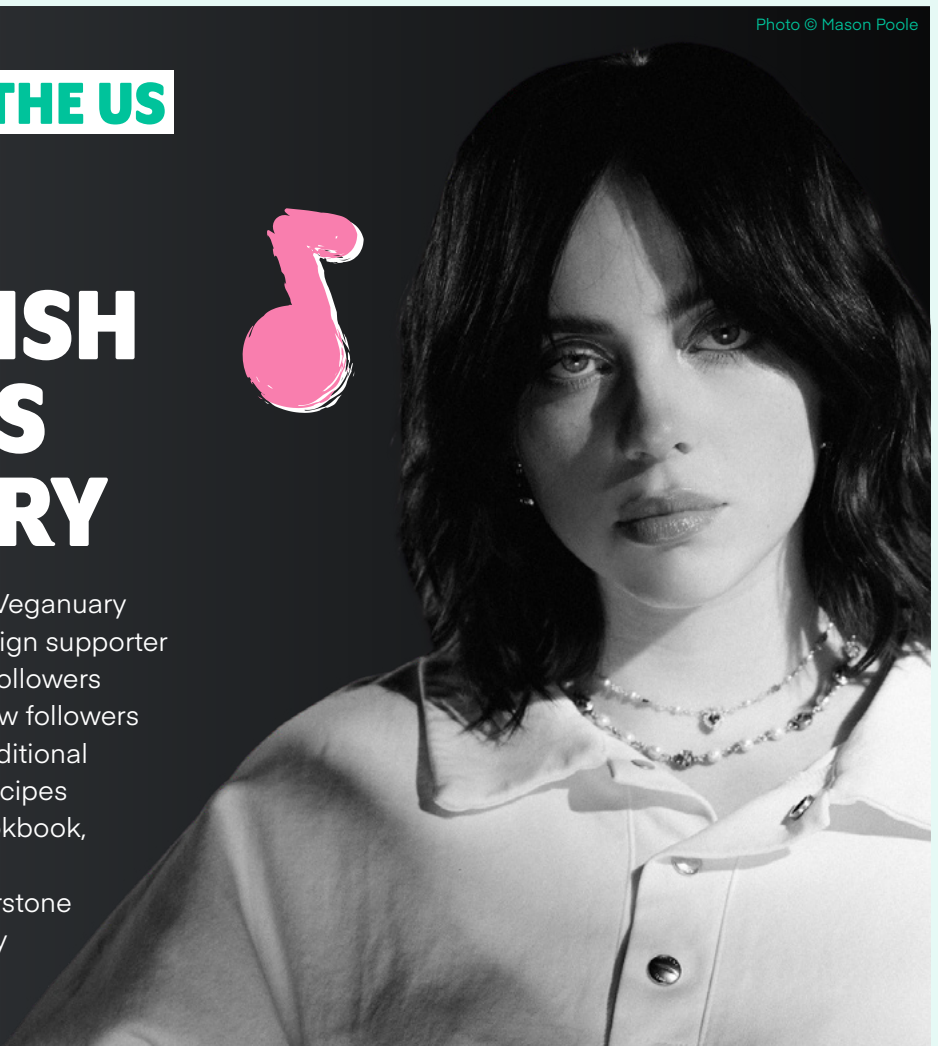
Photo © Mason Poole

**VEGANUARY IN THE US**

**BILLIE EILISH SUPPORTS VEGANUARY**



Billie Eilish gave a huge boost to Veganuary 2023 when she became a campaign supporter and encouraged her 107 million followers to sign up, leading to a rush of new followers and media headlines. Over 15 additional US celebrities contributed new recipes for our updated US Celebrity Cookbook, including singer Mýa, comedian Tig Notaro and actors Alicia Silverstone and Ryan Eggold (he also publicly took part in Veganuary this year).



*“The livestock sector contributes more than 60% of all food-system greenhouse gases. That’s a lot of pressure on our planet, but by replacing meat consumption with plant-based foods, together, we can give the earth a fighting chance.”*

*Billie Eilish*



*“I’ve been pescatarian for a few years now and am trying Veganuary this month because, like so many of us, I love animals. And I don’t want to see any animal hurt, tortured, or abused on my behalf.”*

*Ryan Eggold*



**VEGANUARY IN THE US**



**1.4 MILLION VIEWS ON SOCIAL MEDIA**

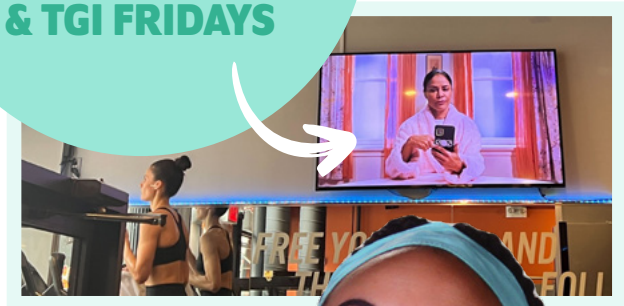
**411,672 IMPRESSIONS ON NETWORK TV STATIONS IN ATLANTA**

**280,914 IMPRESSIONS ON AMAZON STREAMING SERVICES**

**17,383 SPOTS AT NYC GYMS/ RESTAURANTS LIKE CRUNCH FITNESS & TGI FRIDAYS**

**CAMPAIGN AD INSPIRES MILLIONS**

Our latest campaign ad sought to offer hope to anyone experiencing a case of the post-holiday “blahs.” It centres on a family that has fallen into a funk after the holidays, doom-scrolling on their phones, lacking energy and feeling unmotivated in the kitchen. Upon signing up for Veganuary, they are visited by their own personal “Veganuary coach” who helps empower the entire family into a bright new year filled with delicious plant-based food. The inspiring ad ran on all Veganuary social media platforms, multiple TV stations in Atlanta, screens in restaurants and gyms in New York City and on Amazon streaming services.



**Research conducted by YouGov on behalf of Veganuary showed that those who were going vegan or vegetarian for their 2023 new year’s resolution felt more hopeful than those who were not.\***



**ACTOR AND INFLUENCER GABBY REYES BROUGHT THE “VEGANUARY COACH” TO LIFE**

**JOVANE, 33, FORT WORTH, TX:**

*“Veganuary consistently reminded me that I’m not alone – that there are so many of us really trying to make the world a better place.”*



\*Figures from YouGov Plc. Total sample size was 1,186 adults. Fieldwork was undertaken between 28th – 29th November 2022. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

## VEGANUARY IN THE US



**FORBES:**

"New York City is embracing "Veganuary" like never before."



# VEGANUARY TAKES OVER NYC...

Signage and special offers supporting Veganuary could be spotted throughout the streets of New York City this January, outside of bodegas and in high-end restaurants alike. Subway riders on some of the busiest lines in Manhattan (including those heading into Times Square for New Year's Eve!) were greeted with positive, uplifting campaign messaging encouraging them to take the pledge, marking our first on-the-street advertising in the US. Our collaboration with NYC's first Vegan Dining Month highlighted the diverse vegan culinary scene in the city and led to positive coverage in Forbes. More New Yorkers signed up for Veganuary this year than any other city in the US.

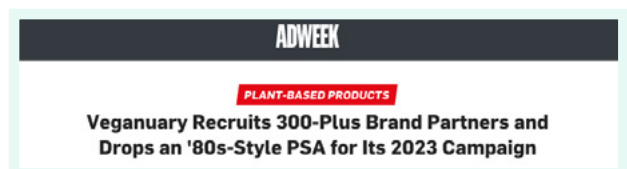
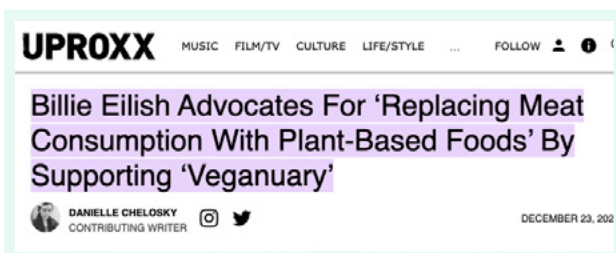
# ...AND CREATES NATIONWIDE BUZZ

Broadcast journalists from Chicago, Philadelphia, New York, Tampa Bay, Las Vegas and even Honolulu covered the campaign on morning segments (with varying degrees of success in pronouncing 'Veganuary!'). In addition to headlines and features in hundreds of national and regional outlets, Veganuary was mentioned in *The New York Post*, *The Washington Post* and *The Financial Times*.

As Veganuary's brand awareness continues to grow, so does participation. Several studies have suggested that total participation in Veganuary is significantly larger than the number of individuals who register through our platforms alone. The team at Veganuary is now actively exploring new and innovative ways of assessing the campaign's overall reach and impact. **In a representative YouGov survey conducted during January 2023, 7% of US respondents reported participating in Veganuary for at least part of the month.\***



Veganuary was featured on **NBC NEWS NOW**, a top national streaming news programme.



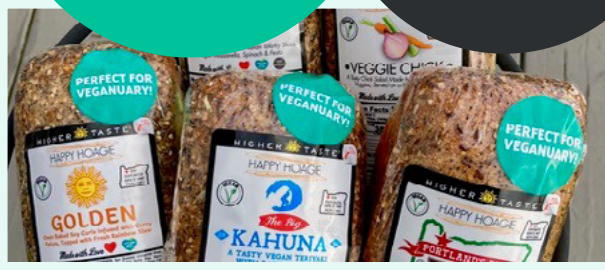
**VEGANUARY IN THE US**

**NEARLY 450 US BUSINESSES TAKE PART**

Brands, restaurants and retailers around the US and Canada went all-in for Veganuary 2023, introducing new menu options, promoting their plant-based offerings through digital and in-store marketing campaigns and launching new vegan products. Here are just a few examples that really stood out this January.

**446 US BUSINESSES PROMOTED VEGANUARY**

**209 NEW MENU ITEMS LAUNCHED**



**ON-PACKAGE BRANDING**

US companies embraced on-package branding as a way to connect with Veganuary participants and market their plant-based options.



**VEGAN MENU LAUNCHES**

Popular pizza chain Mellow Mushroom rolled out a new vegan menu this campaign. "Mellow Mushroom is delighted to launch our 'Build Your Own Vegan Pizza' option just in time for Veganuary," said Anne Mejia, VP Brand Development.

**PETE SPERANZA, WICKED KITCHEN CEO:**

*"We are clearly seeing momentum in the market that we attribute to Veganuary in helping educate and inspire people to try eating plant-based. January is a big month in changing food habits and instead of thinking 'diet,' consumers are now thinking about environmental impact. This is in large part due to the Veganuary campaign. The growth numbers are incredible and we're truly proud to support this success."*



**IN-STORE DISPLAYS**

London Drugs, the popular Canadian pharmacy chain with over 75 locations across the country, highlighted vegan options for Veganuary using eye-catching in-store displays.



**BRAND MARKETING**

Household names like Hellmann's, Ben & Jerry's and Pacifica took advantage of Veganuary as a moment to push their vegan ranges via creative marketing campaigns.



**CATERING SERVICES**

NYC catering company Great Performances launched a limited time Veganuary taco option at popular cafes around the city, including those in Lincoln Center, Rockefeller University, The Brooklyn Museum and Wollman Rink.

## VEGANUARY IN THE US

# WORKPLACE CHALLENGE TAKES OFF

At least 25 US businesses took part in the Veganuary Workplace Challenge this year, including Qlik, Loyola Marymount University, Atlas Copco Mafi-Trench and Lam Research.



### JANICE LAI, VP MARKETING, BEHAVIORALLY:

*"At Behaviorally, sustainability is front and centre as one of the main priorities for the clients we serve and within our company. We have partnered with others to lead and drive the conversation within the global insights industry on the important topic of sustainability with our We Better Behave! series. By collaborating and making a commitment to Veganuary, we are taking another step and doing our part to support a more sustainable future for all."*

### AMANDA CIANCIARULO, MACHINERY ENGINEER, ATLAS COPCO MAFI-TRENCH:

*"Atlas Copco Mafi-Trench is committed to sustainability and preserving the environment for future generations. Participating in Veganuary is a great step toward this goal."*



**WHAT OUR PARTICIPANTS HAD TO SAY...**

*"Veganuary was awesome. The recipes, community, encouragement and showing so many options made the move to a vegan diet easy. Keep up the great work. I am committed to stay vegan after Veganuary."*

*"Just a really positive experience, good vibes, good balance of education and fun stuff like recipes and info."*

*"Veganuary has been a game changer for me. The variety of products in the supermarkets and in restaurants but also word of mouth. Friends and family have been spotting new things for me to try that are vegan. I haven't missed out on anything, so happy I did this and I am still on a vegan diet."*



**VEGANUARY IN THE UK**

# VEGANUARY TAKES THE UK BY STORM

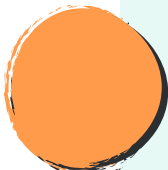
**Veganuary ads, promotions, media stories and events were simply everywhere in the UK this January, and a YouGov survey confirmed that 4% of Brits reported participating in Veganuary during the month!\***

Familiar faces among this year’s participants included some of Britain’s most cherished celebrities who committed to trying vegan with us this January:

This January also saw the launch of our new podcast and YouTube series which offered people a more diverse range of ways to participate in an ever-changing world.

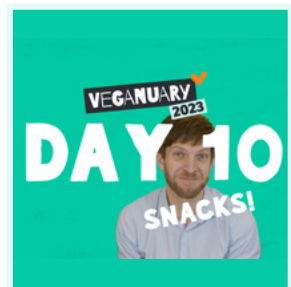
Our 31-day YouTube series offered viewers a daily two-minute dose of helpful tips and advice on trying vegan and had more than 31,000 views with an average rating of 99.45%.

Our weekly podcast had more than 10,000 listens and featured interviews with actor Danny Hatchard, Deliciously Ella founder and chef Ella Mills, Made in Chelsea’s Lucy Watson, gourmet French chef Alexis Gauthier and Oggs founder Hannah Carter.



**ACTOR DIANE MORGAN, STAR OF MOTHERLAND, AFTERLIFE AND MANDY – THOUGH POSSIBLY BEST-KNOWN FOR HER ROLE AS PHILOMENA CUNK:**

“I’ve just signed up to do Veganuary. I’d be fully vegan if I could only stop adding cheese to everything! Please help me!! I really love animals and want to help end their suffering.”



**SINGER AND TV PERSONALITY PETER ANDRE PARTNERED WITH BEYOND MEAT TO PROMOTE VEGANUARY:**

“I’m excited to be taking part in Veganuary and launching the #FirstStepBeyond competition with Beyond Meat to help others take the first step to eat more plant-based foods.”

**COLLEEN:**

*“I love listening to your podcast! I’ve learned so much!”*

**J20:**

*“It was a very good podcast, and I will be trying Veganuary now!”*

**VEGANUARY IN THE UK**

# VEGANUARY CELEBRATES ITS 10<sup>TH</sup> ANNIVERSARY

New Year's Day 2023 marked the 10th anniversary of our very first pledge which launched in the UK on 1st January 2014 – how time flies when you're busy changing the world! To commemorate this milestone, we commissioned a YouGov survey to discover just how big Veganuary's impact in Britain has been over those years.\* The results are truly inspiring!

- Nine percent of British adults have participated in Veganuary at least once since our pledge began in 2014. Based on the current population, this is approximately six million people!
- In total, 85% of non-vegan participants have reduced their consumption of animal products since doing Veganuary with 23% becoming vegan, 43% reducing consumption by at least half and a further 20% by at least a quarter
- The majority of past participants cited animal welfare as a motivating factor for taking part (62%), followed by environmental reasons (54%), personal health (46%) and global health e.g. pandemics/antibiotic resistance (30%) (they were asked to choose all that applied)
- There has also been a marked increase in plant-based consumption amongst people who have not taken part in Veganuary, with 37% saying they eat more plant-based food now than 10 years ago
- Nearly three-quarters (71%) of British adults have heard of Veganuary



**Veganuary is definitely the trend that keeps on trending as we had more UK press coverage this year than ever before!**

More than 1,700 media stories featured Veganuary during this campaign, including TV interviews on Sky News and BBC Sunday Morning Live, more than 125 national stories and a whopping 500+ regional stories across the UK.

An even bigger sign Veganuary is firmly part of British culture was positive mentions on Coronation Street and the Great British Bake Off! Iconic British TV shows promoting the benefits and taste of vegan food shows the huge impact we're having.

Our English-language social media channels also hit new heights this campaign with a total combined following of nearly 1 million (956,000) and #Veganuary having been viewed on TikTok more than 894 million times by the end of January 2023.

Our profile was raised even further as we welcomed two new Ambassadors to help us reach new audiences – Made in Chelsea star and influencer Lucy Watson and gourmet French chef Alexis Gauthier.



**TV PRESENTER JASMINE HARMAN, WHO TOOK PART IN THE FIRST-EVER VEGANUARY IN 2014, SAID:**

"I think I always knew Veganuary would blow up, and it would be huge but seeing just how big it got and how quickly has been just phenomenal." She added: "I feel very proud and very privileged to have been with Veganuary from the start and to be one of their Ambassadors."

\*All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2129 adults. Fieldwork was undertaken between 18th - 19th August 2022. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

## VEGANUARY IN THE UK

# BUSINESSES GET ON BOARD WITH VEGANUARY

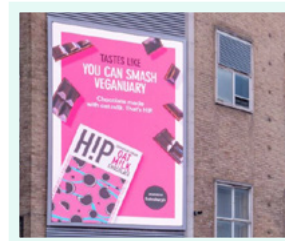
More UK brands and businesses than ever before supported Veganuary this year and our logo could be seen across billboards in out-of-home advertising campaigns, social media, email marketing and in-store.

Veganuary marketing highlights included:

- Burger King launched two new plant-based options – the Vegan Royale Bakon King and Plant-Based Bakon King
- THIS™ held a ‘funeral’ for bacon made from pigs as they celebrated the launch of their new streaky vegan bacon
- Vegan chains Purezza and Unity Diner encouraged diners to bring a non-vegan friend to get a free meal, while Wahaca offered a free plant-based starter to all customers
- The Queen Inn Pub went fully vegan after a trial in Veganuary 2022 and this January turned the pub into the world’s first plant-based steakhouse
- Flora launched a huge advertising campaign urging dairy lovers to ‘skip the cow’

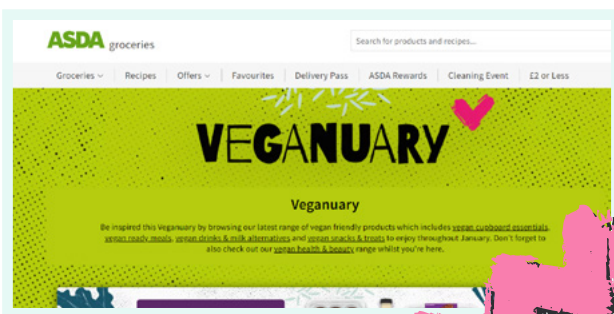
Brands took full advantage of the Veganuary limelight this year! Our sponsor Cauldron saw a 19% increase in engagement across social media, and egg replacement brand Crack’d had over 27 million impressions thanks to their Veganuary marketing campaign. Just Eat’s Veganuary campaign was mentioned over 500 times by press and influencers, reaching over 200 million views.

Heinz launched vegan versions of their best-selling Cream of Tomato Soup and Beans and Sausages, which quickly became fan favourites. Other exciting launches included Magnum’s Raspberry Swirl ice cream, Squeaky Bean’s cooking chorizo sausage, Yorkshire Pudding Co’s vegan toad in the hole and Maltesers’ vegan hot chocolate drink.





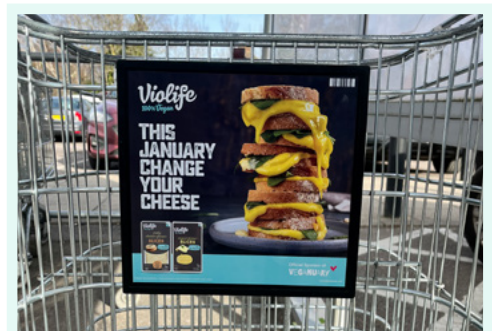
# VEGANUARY IN THE UK



Long-time Veganuary supporter and food delivery service Deliveroo had over 23,000 restaurants and grocers participate in the 2023 campaign! Some of the highlights included big brand collaborations such as the McDonald's Double McPlant using Beyond Meat; The Real Greek partnering with our sponsor EatPlanted to create their January menu; and The Vegetarian Butcher's new sandwich options at Subway and Starbucks. Other chains introduced vegan versions of customer favourites, including Wagamama's Kare Loman, Pret's vegan Ploughman's baguette, Greggs' southern fried vegan chicken baguette and Frankie & Benny's vegan carbonara and Parmigiana Hoagie.

Food service is another growing category as more businesses introduced Veganuary catalogues and sections on their website. Meat-free brand Unconventional Taste saw sales increase by 112% in January 2023 versus last year.

**Supermarkets saw a 21% uplift in sales across their own-brand plant-based ranges during Veganuary according to Kantar.** Due to increased consumer demand, Aldi launched their biggest-ever vegan range and their frozen Plant Menu range saw a massive 200% increase in sales on Veganuary 2022. Asda launched two new vegan brands – OMV! and Plant Based by Asda. Over 80 new items rolled out during January. As a result, their vegan food-to-go lines saw sales soar by 200% on January 2022!



## VEGANUARY IN THE UK

# NEARLY 100 COMPANIES JOIN WORKPLACE CHALLENGE

This year was our biggest yet for UK Workplace Challenge participants, with a total of 94 businesses signing up. While this number is impressive, the diversity and size of the organisations that took part are truly amazing.



We had many repeat participants including PWC, EY, Superdrug, Harrods, Hastings Direct, IHG Hotels and Nottingham Community Housing as well as many new participants from a diverse range of industries:

- Big names: Mars Food Europe, Just Eat Takeaway, Ministry of Defence Veg Network, London Northern Eastern Railways, BAFTA, Gordon Ramsay Restaurants, ODEON Cinemas, Civil Service Veg Network and Too Good To Go
- We also broke into new areas including Sport with Brentford Football Club and Squash Wales
- Technology: SN Systems (part of PlayStation, King and Activision) and Blizzard (creators of the best-selling video game franchise, Call of Duty)
- Distribution: UPGS (owners of brands such as Russell Hobbs, Salter, Dreamtime and Kleeneze)
- Government sector participation was huge this year including Greater London Authority, Suffolk County Council, Surrey County Council, NHS Trusts and NHS Supply Chain
- University and college participation was great with a massive drive coming from the students themselves, including King's College London, Cambridge University, Exeter University, University of York, Oxford Brookes, Chelmsford College and Farnborough College. It's great to see that consumers of the future are so invested in the movement already!

We organised several events for Workplace Challenge participants throughout the month, including tasters of EatPlanted products at King's College, Activision and Blizzard; Veganuary talks at Cambridge University (with sampling from EatPlanted and Heura), Greater London Authority, EY, Just Eat and several other organisations. These were exceptionally well-received and brought value to both our sponsors and participants.

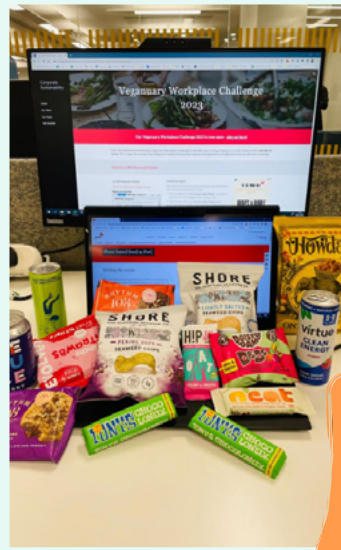
Veganuary also partnered with Humane Society International UK and Plant Futures to deliver a plant-based culinary masterclass to chef instructors across The Army, Royal Airforce, Navy and Civil Service. The session covered the fundamentals of making delicious plant-based dishes and the kitchen was filled with energy as the MOD chefs created delicious and vibrant dishes that were a big hit with military personnel!



# VEGANUARY IN THE UK



Possibly the most inspiring social media output from 2023 Workplace Challenge participants was **ADEPT CARE HOMES** where the staff and residents all took part!



## CLAUDIA HEDGER – CIVIL SERVICE VEG NETWORK CO-CHAIR, CIVIL SERVICE VEG NETWORK:



*"The Civil Service Vegan Network is a staff network for civil servants interested in veganism. Throughout the year we put on exciting events for people to attend in their personal time, send out newsletters and provide resources for improving inclusion of veganism in the Civil Service, so we couldn't think of anything more relevant than encouraging people to give Veganuary a go! To support those interested we've got a range of events running in January including drop-in sessions for those trying Veganuary to get some inspiration and support, as well speakers talking about their experiences and veganism more broadly."*

## DAVE DUSANGH – GENERAL MANAGER, MARS FOOD EUROPE:



*"At Mars Food, we know the importance of what we eat, where it comes from and who we share it with. We believe a better world tomorrow is one where everyone has access to nutritious and planet-friendly food, and that's why we are encouraging our associates to participate in Veganuary, something that I am personally excited about taking part in."*

## JAZ RABADIA – GLOBAL HEAD OF RESPONSIBLE BUSINESS & SUSTAINABILITY, JUST EAT TAKEAWAY:



*"With our global scale, we want to inspire our consumers as well as employees to try plant-based dishes in the month of January and beyond. This is why throughout the month we will be bringing awareness of Veganuary as a challenge to our audiences internally and externally: promoting vegan and vegetarian meals on our platform, offering promotions and special deals to support anyone who wants to embark on this journey with us. This includes our workplace wellbeing challenge that encourages our employees to explore different plant-based foods to help keep their bodies and minds feeling at their best."*



## VEGANUARY IN GERMANY

# THE BUZZ AROUND VEGANUARY IN GERMANY

The Veganuary buzz in Germany is very much alive and reached new heights in this year's campaign. A YouGov survey\* conducted on behalf of Veganuary at the start of the campaign found more than three million Germans had taken part in Veganuary already, and more than a quarter of adults in Germany were interested in trying a plant-based diet in 2023.

Our presence in Germany was amplified even further with the help of some incredible stars who supported our campaign launch video and event, sharing how Veganuary is giving them hope and what drives their decision to be vegan. The supporters included model and author Marie von den Benken; actors Matthias Weidenhöfer, Kerstin Landsmann and Lucas Reiber; strength athlete Patrik Baboumian; cookbook author Alexander Flohr; doctor, queer and vegan activist Aljoshia Muttardi; and influencer Luke Jaque-Rodney.

### Businesses in Germany got on board with Veganuary by running several events throughout the month.



**DEAN & DAVID** held a vegan weekend at one of their Berlin restaurants, offering all chicken-based dishes made with EatPlanted for €1 less than the meat version.



**L'OSTERIA** marked the occasion with press and celebrities in Munich.



**SIMPLY V** opened a 'Museum of Alternative Cheese,' a pop-up store in one of Berlin's most vibrant streets.



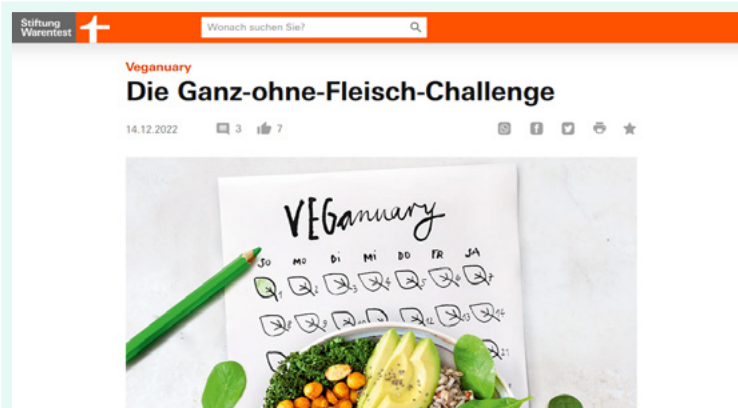
## VEGANUARY IN GERMANY

# VEGANUARY TAKES OVER GERMAN-LANGUAGE MEDIA

Veganuary was featured in more than 2,132 media stories in Germany, Switzerland and Austria, including national TV and radio programmes ARD, ZDF, 3sat, DLF and rbb as well as ProSieben or RTL. We also achieved coverage in renowned media outlets such as *Bild*, *Tagesspiegel*, *Welt* or *taz*, *Spiegel Online* and *Stern Online*, and in lifestyle magazines such as *Cosmopolitan*, *Vogue* and *Bunte*. The positive effects that plant-based diets can have on the environment, animals and health have well and truly landed on the agenda of German-language media, from public and private broadcasting to nationwide media and regional newspapers.



Marketing and trade magazine **HORIZONT** reported on several vegan TV ads that ran during January, including retailer Lidl with Veganuary supporter Ralf Moeller.



Veganuary was hailed as “a chance for health and our planet” by **STIFTUNG WARENTEST**.



**PROSIEBEN, NDR** and **3SAT** were just a few of the TV channels talking about Veganuary and the impact the choices of our participants have had.



The national paper **TAZ** praised Veganuary as a worthwhile initiative and Germany’s biggest newspaper **BILD** also encouraged people to give it a go.



Marketing trade magazine **W&V** featured the campaign with the headline “Veganuary: The veggie trend is defying the crisis” and our flagship campaign video gained coverage on the day of its release.

## VEGANUARY IN GERMANY

# OVER 800 COMPANIES GET INVOLVED

We continue to see encouraging engagement from businesses in Germany, with over 860 brands, restaurants and retailers promoting Veganuary – more than double compared to last year! The 2023 campaign saw an exciting array of new product launches, menu items, in-store promotions, digital marketing campaigns and Veganuary specials such as podcasts and consumer magazine issues.

**MORE THAN 425 NEW VEGAN MENU LAUNCHES**

**MORE THAN 500 NEW VEGAN PRODUCT LAUNCHES**

**MORE THAN 860 BUSINESSES JOINED THE VEGANUARY CAMPAIGN**

**ALDI SÜD ANNOUNCED THEIR PLANS TO EXPAND THEIR OWN-BRAND VEGAN RANGE TO 1,000 PRODUCTS**



**ALL MAJOR RETAILERS**

such as Aldi Süd & Nord, Lidl, Edeka, Rewe, Kaufland, Penny, Globus, Markant and Netto, among others, participated with offers and sales promotions. In many supermarkets, there was no escaping the Veganuary buzz.



Chocolate manufacturer **ITTER SPORT** advertised their new vegan products on large-format screens in streets, train stations and shopping centres. Marketer Ströer forecasted that the campaign will have been seen a whopping 2.3 billion times!



In January 2020, Nina Tümmers took part in Veganuary's first campaign in Germany and stayed vegan. Now she runs **GREENS CAFÉ**, the first vegan café in her hometown of Kempen.



**DEUTSCHE BAHN**, the German train services, veganised three of their best-selling menu items (including currywurst) for Veganuary 2023, available at 345 onboard restaurants and around 450 onboard bistros. They reported that 20% of orders during January were vegan, and as result, all new menu items will be added to the standard menu. This successful launch made numerous headlines!

**RESTAURANT CHAIN GUSTAV GRÜN ANNOUNCED THEY ARE GOING 100% VEGAN**



**HUGE RESTAURANT CHAINS**


such as Pizza Hut Germany, Domino's Pizza Deutschland, Burger King, Subway, L'Osteria, Hans im Glück, Peter Pane, Burger Heart, Burgerme, Mundfein and Pommesfreunde launched dedicated Veganuary menus and new menu items.

## VEGANUARY IN GERMANY

# OVER 70 BUSINESSES JOIN THE WORKPLACE CHALLENGE

Veganuary is also making an impression in workplaces, schools and other public institutions. This year, more than 70 businesses in Germany took part in the Workplace Challenge and encouraged their workforces to try plant-based for the month, including PUMA, BASF, Unilever, Gerry Weber and Lieferando.

It was fantastic to see that vegan dishes were being served in many institutions and workplaces with the help of large catering companies such as Aramark, L&D, SV Group, Dussmann and Vielfalt Menü. They provided daycare centres, schools, ministries and canteens with delicious and colourful plant-based meals, and some suppliers even developed new menu options for the campaign month.



Many universities took part in Veganuary, providing plant-based options on campuses. Studentenwerk Halle reported that around 30% of dishes sold across their 12 canteens during January were vegan.



**KATHARINA HAUKE,  
MANAGING DIRECTOR, LIEFERANDO:**



*"Vegan nutrition and the importance of a healthy lifestyle is of enormous importance for our society. I and many other colleagues will be taking part in the Veganuary challenge again and I'm really looking forward to the exciting selection of vegan dishes from our restaurant partners that I'll be trying in January."*

**MARCEL KIESEL, HEAD OF  
INTERNAL SALES, ERGO GOURMET:**



*"We see our participation as an important opportunity to start the new year with more awareness on our plates and towards the protection of our environment and sustainability."*

**ANGELIKA  
SCHINDLER-  
OBENHAUS,  
CHAIRMAN AND  
CEO, GERRY WEBER  
INTERNATIONAL AG:**



*"Veganuary is a great opportunity to once again raise awareness that by eating a purely plant-based diet, we can contribute to reducing our personal carbon footprint and thus protect the climate and biodiversity."*

**ALEXANDER  
BOHRER, HEAD OF  
HUMAN RESOURCES,  
TARGOBANK:**



*"We face challenges every day, from climate change to rising food prices. Changing our eating habits can be part of the solution and Veganuary is a great way to just try it out."*

**VEGANUARY IN LATIN AMERICA**

**VEGANUARY'S POPULARITY GROWS ACROSS LATIN AMERICA**

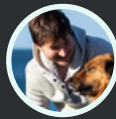


Veganuary runs active campaigns in Chile, Argentina and Brazil and we are astonished by the results we've seen this year. For the first time, the general population of these countries was surveyed on whether they had taken part in the challenge during January 2023. The YouGov poll\* revealed that 5% of respondents in Chile, 7% in Argentina and 8% in Brazil reported participating in Veganuary for at least part of the month, showing the growing popularity of the challenge throughout South America.

Even high-profile political figures in Chile such as Tomás Boric, the brother of Chile's current president, and Jorge Brito, member of the Chamber of Deputies, got involved in Veganuary!

Several prominent figures helped us further increase our presence in Latin America this year, including award-winning singer Anitta, who contributed several vegan recipes to our celebrity cookbook; Brazilian actress Hana Khalil, who shared a video asking her two million followers to join Veganuary; and Brazilian host and superstar Xuxa, who continues to support Veganuary each year through media outreach and public statements.

**TOMÁS BORIC:**

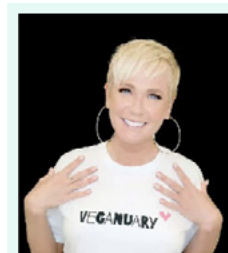
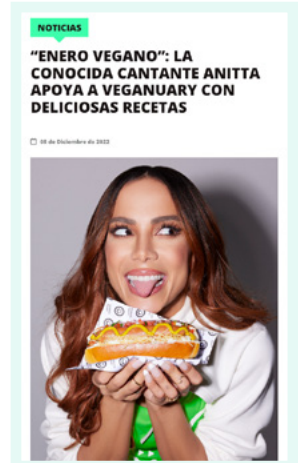


*"I believe it's most consistent to eat vegan when talking about wanting to change the world for the better in relation to food."*

**JORGE BRITO:**



*"I am joining the Veganuary challenge during the month of January and will not be eating animal products. Although I am already vegetarian, it is very important to deepen our empathy and awareness, and as a generation we have the historical duty to address the climate crisis"*



**Xuxa invita a probar el veganismo junto a Veganuary**

A pocos días de iniciar un nuevo "Enero Vegano", celebridades y destacados rostros latinos han mostrado su apoyo a Veganuary, la campaña mundial para probar el veganismo durante el mes de enero y más allá. Para esta nueva versión, la organización, presente en todo el mundo y con una activa campaña en Latinoamérica, busca conientizar acerca de los efectos positivos de...

\*All figures, unless otherwise stated, are from YouGov Plc. The surveys were conducted online in January 2023. The figures have been weighted and are representative of all adults (18+) in Argentina, Chile and Brazil respectively. Argentina: The total sample size was 2,102 adults. Chile: The total sample size was 1,021 adults. Brazil: The total sample size was 2,063 adults.



# VEGANUARY IN LATIN AMERICA

# MEDIA COVERAGE IN NINE LATIN AMERICAN COUNTRIES

Veganuary was the talk of the town all over Latin America! We achieved a total of 331 media stories across nine countries in Latin America, with coverage on television, radio and online press. Some of our press highlights included *El Mercurio*, CNN and *Las Últimas Noticias* in Chile, *El Comercio* in Peru, *El Universo* in Ecuador, *Reforma* in Mexico and *Folha de S. Paulo* in Brazil.



And the media buzz didn't stop there. We also achieved Veganuary's first appearances on Brazilian television with a five-minute report on the TV network Globo that was watched by more than two million viewers, as well as a positive three-minute interview on Chilean TV programme Canal 13 that was seen by more than 660,000 viewers.

Veganuary also took to the streets this year. With four giant billboards, we highlighted the link between the climate crisis and diet to bring the public's attention to the food on our plates and encourage them to take on the Veganuary challenge. The attention-grabbing billboards were visible for an entire month in the main stations of Santiago in Chile and on the buses on the main routes in Buenos Aires, Argentina.



## VEGANUARY IN LATIN AMERICA

# CORPORATE HIGHLIGHTS IN LATIN AMERICA

A total of 232 companies across the continent took part in Veganuary 2023, which has almost doubled from last year! Businesses helped to spread the plant-based hype by running special product offers, promoting the Veganuary campaign and launching new products during the month of January.

Some of the world's most prominent brands such as Subway, Dunkin, Heinz, Ikea, Kraft, Papa John's, Domino's, Nestlé and Unilever participated in Veganuary by creating campaign graphics, press releases about their participation, and even dedicated website pages helping people to choose delicious plant-based options.

Thanks to the dedicated efforts of plant-based brands NotCo, Upfield and Vilay, the Veganuary 2023 campaign gained visibility in over 100 supermarkets across Mexico and Chile!

### MACARENA GARCIA, BRAND MANAGER, NOTCO:



*"At NotCo we were incredibly happy to work with Veganuary once again. Each year this challenge encourages new people to discover, try and change their diets to plant-based to protect the planet and animals (which is our mission as a company). On a communications level, our followers see great value in being part of these initiatives and we have seen an excellent reach on our social networks (30,000 views on stories)."*



## VEGANUARY IN LATIN AMERICA

# THE WORKPLACE CHALLENGE GAINS MOMENTUM

The Workplace Challenge is becoming increasingly popular and we encouraged major businesses in Mexico and Spain to join in this year. Companies including Avon, Natura, The Body Shop, Groupon and Heura challenged their staff to go plant-based for January, with Heura in Spain showcasing employees' vegan dishes of choice on social media.

**MARTA GIL, IBERIA COMMS  
MANAGER, HEURA:**



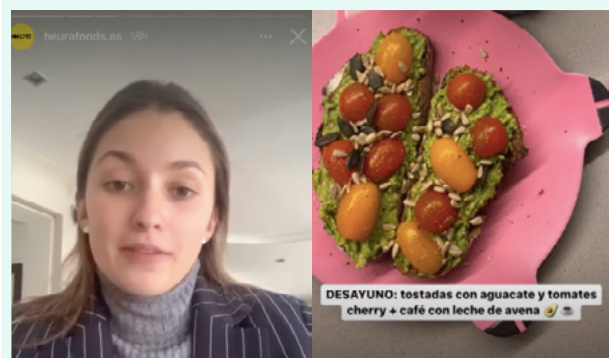
*"We believe that the best way to empower consumers is through information and leading by example. This is why we regularly participate in initiatives such as Veganuary, which aims to encourage 100% plant-based eating during the month of January."*



**SOFIA ESCAMILLA,  
GENERAL MANAGER,  
THE BODY SHOP MEXICO:**



*"We believe it is necessary and natural for our teams to experience other aspects of the vegan lifestyle beyond our products, so that they can learn first-hand about other benefits that this lifestyle can offer them."*



**VEGANUARY IN INDIA**

**BRINGING THE VEGANUARY BUZZ TO INDIA**

**RECORD PARTICIPATION**

Veganuary 2023 was a smash hit in India with 90,792 official sign-ups this year! People trying vegan with us had access to a new Indian starter kit and Indian recipes, along with all the new and exciting international content that Veganuary created such as the podcast and YouTube series.



*"I've turned vegan since last year and I just wanted to write this to tell you that these emails are so good and relatable! Thanks a lot for doing this."*

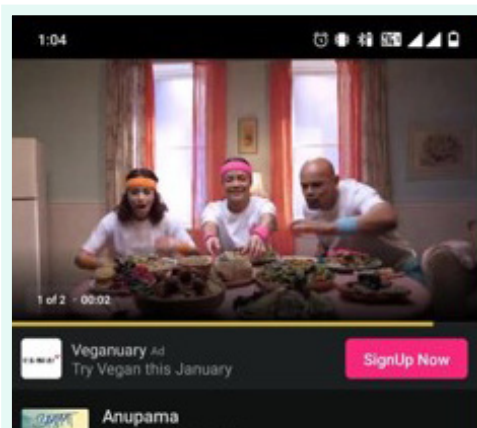
**AMRITHA**



*"Today is my 3-year Veganniversary and I just wanted to thank you and your team for putting in all the hard work into this cause. Going vegan has changed my life in a good way and Veganuary made that possible for me. I could transition so easily because of y'all! So, thanks a lot!"*

**APURVA**

**CAMPAIGN ADS**



Veganuary's video ad ran on the popular streaming platform Disney+Hotstar and generated **NEARLY 627,000 IMPRESSIONS.**



Veganuary placed **EYE-CATCHING ADS ON CABS** in New Delhi and Bangalore.

# VEGANUARY IN INDIA

## CELEBRITY AND INFLUENCER ENGAGEMENT

Three new Ambassadors joined our campaign in India this year – Mount Everest climber Prakriti Varshney and entertainers Amy Aela and Monica Dogra, bringing the total Indian Ambassadors to 10 for Veganuary’s 10th anniversary. A great way to celebrate this landmark!



Five Indian Ambassadors helped spread the word about Veganuary by creating engaging video content for the campaign. The videos had a **COLLECTIVE REACH OF 452,240 ON INSTAGRAM.**



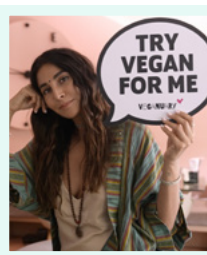
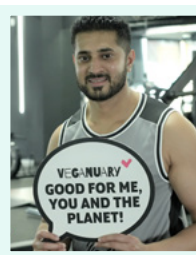
**NEARLY 70 VEGAN INFLUENCERS** supported the campaign by creating and promoting Veganuary content on Instagram.



Veganuary partnered with a vegan bakehouse to produce **A CALENDAR CREATED BY VEGAN ARTISTS.**



This year, celebrated **CHEF VICKY RATNANI** took on the Veganuary challenge and shared delicious vegan recipes every week.



## MEDIA COVERAGE

Veganuary 2023 received widespread media coverage in India, with over 1,009 published articles, 47 detailed Veganuary features, interviews of celebrity ambassadors and opinion articles. Veganuary recipes were also published in print and online versions of all leading Indian newspapers to show people just how delicious eating vegan can be. A full-page article showing the popularity of Veganuary was published in India’s largest English-language newspaper, *The Times of India*.



**VEGANUARY IN INDIA**

**POPULAR INDIAN BRANDS SUPPORT VEGANUARY**

A total of 100 Indian companies participated in Veganuary 2023, including major businesses like BigBasket, Nature's Basket, Swiggy Instamart, Baskin Robbins, Wingreens World and Dr. Reddy's Laboratories.

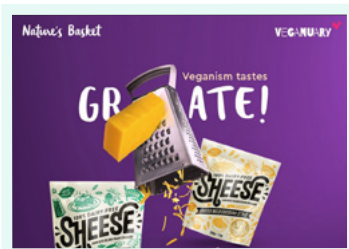
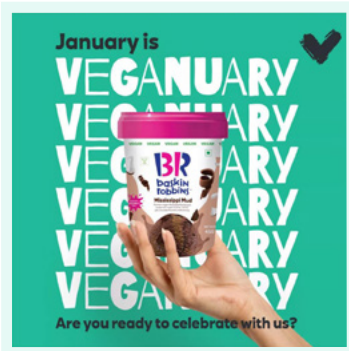


**8 NEW VEGAN MENU LAUNCHES**

**26 NEW VEGAN PRODUCT LAUNCHES**

**7 IN-STORE VEGANUARY PROMOTIONS**

**3 WORKPLACE CHALLENGE PARTICIPANTS**



**MOHIT KHATTAR, CEO, GRAVISS FOODS PVT LTD:**



*"Baskin Robbins has always aimed to give its consumers the very best in indulgence. For its vegan consumers - this includes the option to enjoy plant based and dairy free (vegan) versions of popular Baskin Robbins flavours! Veganism is becoming popular day by day and Baskin Robbins is excited to celebrate with its vegan consumers through participation in Veganuary."*

Participating brands promoted the campaign on their social media channels, shared collaborative content with us and added supportive statements to Veganuary-related press. Here's what brands had to say about working with Veganuary this year:

**VIMAL SHARMA – CEO & FOUNDER, SMOOR CHOCOLATES:**



*"Our customers have always admired us for our authentic menu. The demand and love we have seen for our vegan range is a testament to that, and we are taking it a notch higher by participating in Veganuary 2023 by launching an exotic range of vegan delicacies."*

**VIKRAMADITYA CHAUDHRI, CO-FOUNDER, WINGREENS WORLD:**



*"Vegan dietary choices are the mark of a more conscious generation that cares about a sustainable future. At Wingreens World, we're proud to have a vast range that caters to this very consumer and are happy to work with Veganuary this 2023 to promote health, wellbeing and change for good!"*

## WHAT OUR PARTICIPANTS HAD TO SAY...

*"We LOVE it! So impressed with the recipes, content created and shared, access to information, approach that educates folks and is still encouraging. It's just incredible!"*

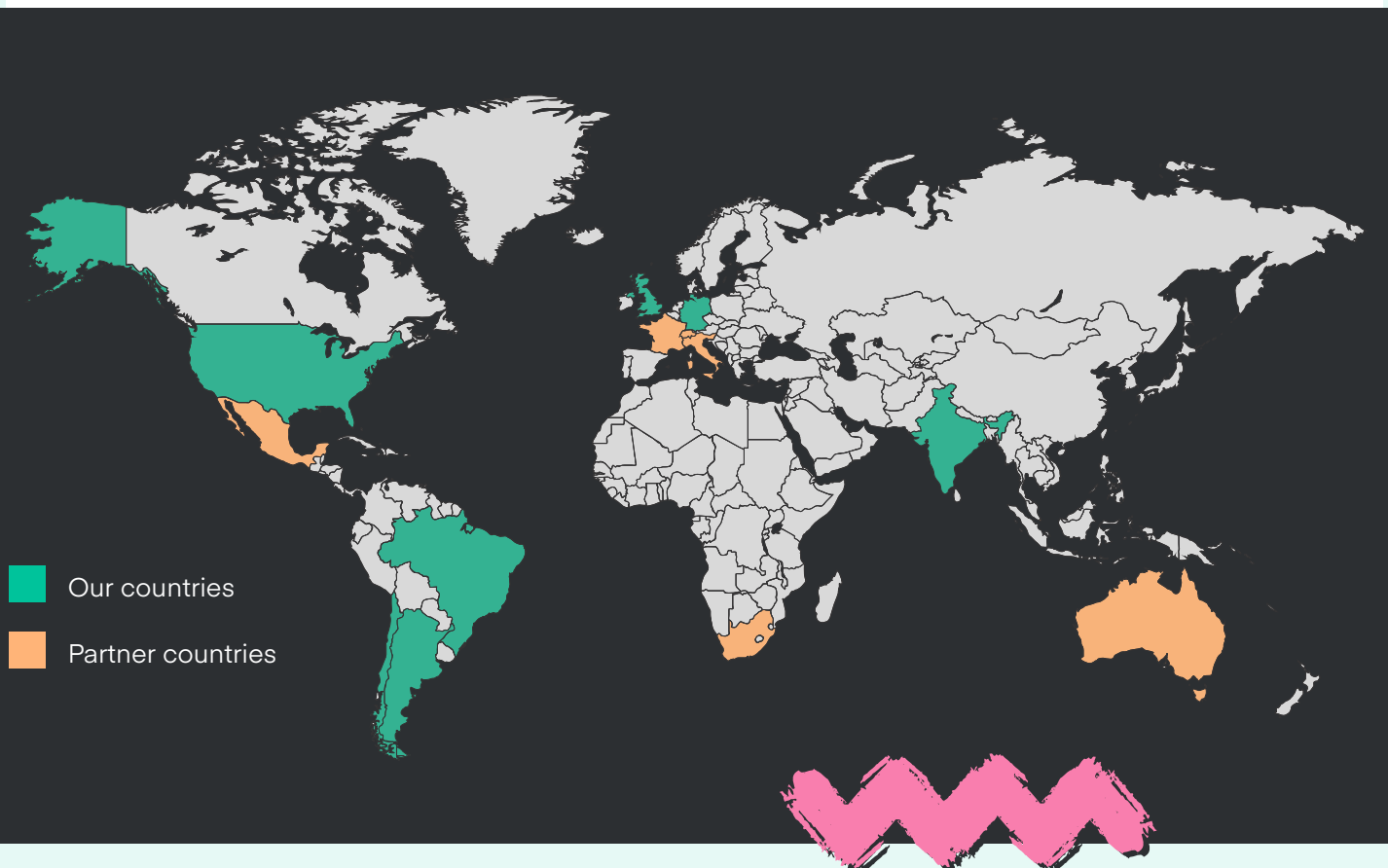
*"Excellent resources in terms of dietary requirements (e.g. supplementing B12) and recipes. Informative but not extremist or guilt tripping people for their choices which I feel is the correct approach for people who may be considering becoming vegan permanently. I am vegan for just over a year and found it excellent for offering new ideas and recipes."*



*"Veganuary clearly relied on consultation from experts in designing its resources."*

# VEGANUARY AROUND THE WORLD

Veganuary is now a truly global phenomenon. Each year our international country chapters in the US, UK, India, Chile, Argentina, Brazil and Germany grow stronger and engage more people to join in and try vegan, drive more awareness and media buzz around plant-based eating, and engage more businesses to make plant-based eating more visible, available and omnipresent. We are incredibly grateful

to our wonderful partner organisations in these countries – Animal Libre in Chile and Argentina; Ahimsa Trust in India; Greenpeace and The Vegan Society in the UK; The Humane League in the UK and US; and ProVeg and Albert Schweitzer Foundation in Germany – for working together collaboratively in driving this progress and ensuring the growth of the campaign.



 Our countries  
 Partner countries



# VEGANUARY AROUND THE WORLD

Dedicated Veganuary campaigns are also successfully organised in seven additional countries around the world, managed and run by our trusted partner organisations there. Thanks to their amazing efforts, we were able to extend the reach and impact of the campaign to six continents.



## ITALY

Thanks to the excellent work of our partner Essere Animali, Veganuary is now a well-known phenomenon among the Italian population. Anyone who's anyone in the Italian vegan world is virtually guaranteed to be spotted promoting Veganuary during January! Essere Animali works with a long list of influencers and content creators to share delicious recipes and informative blog posts, along with the all-important sign-up link. This year, more than 40 Italian brands, retailers and food outlets supported Veganuary. The team also ran an outreach event on the streets of Bologna, complete with carrot and aubergine costumes to grab the attention of passers-by.



## SOUTH AFRICA

In South Africa, our partner ProVeg worked with dozens of businesses to support the launch of new products and run offers throughout January. They engaged one of South Africa's top retailers, Woolworths, along with the country's biggest coffee shop chain and a top health food chain promoting Veganuary, ensuring that vegan options were readily available to South African participants.

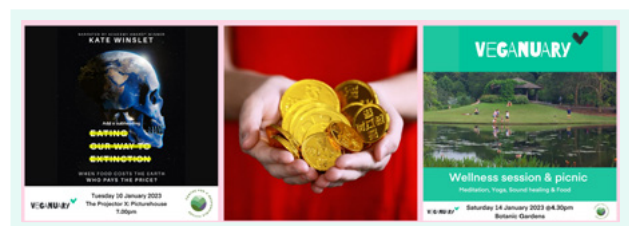
## AUSTRALIA

Animals Australia worked hard to make sure Veganuary participants had the tools and information they needed, tailored to the Australian context. Their food-focused website, VegKit, offers a vegan starter kit plus tips and recipes that complement our official 31-day email series. Australian businesses added to the Veganuary buzz on socials, including VEats, which also provided a full guide to Veganuary. In Victoria, Ferguson Plarre Bakehouses had a Veganuary presence in its 87 stores both with posters and on their digital checkout screens.



## SINGAPORE

Centre for a Responsible Future (CRF), our partner in Singapore, saw a record number of restaurants promoting Veganuary this year. Plant-based egg supplier OnlyEg encouraged all their restaurant and hotel customers to participate, creating wobblers to put on their tables with the QR code to sign up. CRF held wellness and film screening events with free vegan food offers to support the Veganuary community of Singapore.



# VEGANUARY AROUND THE WORLD

## SWITZERLAND

Our partner organisation Vegane Gesellschaft Schweiz ran a successful advertising campaign with posters in 10 of the most frequented railway stations in Switzerland, hanging signs in buses and trams in four major Swiss cities as well as an extended digital campaign on social media. They achieved widespread media attention through their campaign activations with over 80 media articles in Switzerland. Over 120 new vegan products were launched thanks to Vegane Gesellschaft Schweiz' corporate engagement elements of the campaign. Coop and Migros, the two largest retailers in Switzerland, published a Veganuary magazine and a Veganuary booklet respectively which they included in their respective weekly newspapers, reaching 2.5 million and 1.7 million households across the country.

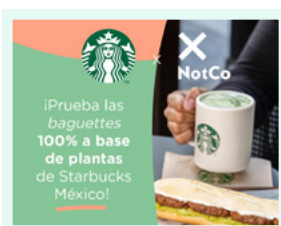


## MEXICO

This year we were thrilled to increase Veganuary's international reach with a new partnership with EligeVeg in Mexico. A project of Mercy for Animals, EligeVeg supports both individuals and food brands to make plant-based food accessible and inclusive to consumers. Thanks to their efforts, many people in Mexico could easily access engaging tools, resources and products to help them try vegan. Starbucks Mexico joined forces with NotCo to launch two plant-based baguettes and many high-profile Mexican brands ran special offers including Miga Vegana, Mr. Tofu, Plant Squad and GÜd.

## FRANCE

Our partner organisation L214 brought Veganuary to France for the third year – with outstanding achievements! More than 130 companies participated in Veganuary in France with household names such as Starbucks, Deliveroo, Paul and Carrefour joining in, as well as a large variety of French chain-restaurants and local brands. Veganuary was also promoted to the French public with a campaign in Paris subways with five French personalities, and through advertising in the renowned *Libération* and popular *Télé Loisirs* newspapers. Over 120 media articles were published about the challenge. A fun campaign in the streets of major French cities also invited people to explore Veganuary.



**A huge thank you to all of our wonderful partner organisations for making the Veganuary movement truly international and driving incredible progress for animals!**

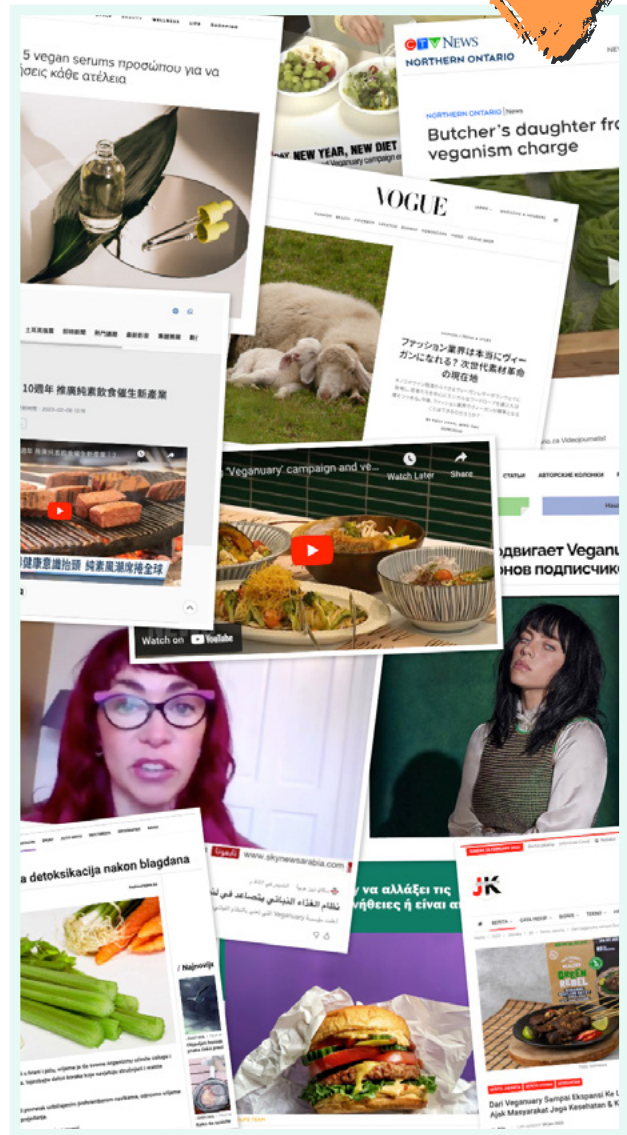
## VEGANUARY AROUND THE WORLD



This year the Veganuary message truly took over the world. The campaign spread virally from our key campaign countries and expanded to have an overwhelming presence and visibility even in countries where neither our organisation, nor our partners, yet run dedicated campaigns.

We have counted over 900 media stories referencing the growth of the movement all over the world. Just a few of the highlights include:

- A Canadian Press wire story that was picked up in more than 30 media outlets across Canada, including the national paper *The Globe And Mail* and led to a TV piece featuring our founders, Jane and Matthew, as well as our International Head of Communications who is from Canada
- TV features in South Korea, Taiwan and on Sky Arabia
- Press stories in China, Japan, Indonesia, Ghana, Bosnia, Russia; dozens from Poland, Czech Republic, Hungary and Lithuania; and more than 50 from Greece!



Dear reader,

Thank you so much for supporting Veganuary and helping to make all this progress possible. If you would like to donate to Veganuary please visit [www.veganuary.com/donate](https://www.veganuary.com/donate)

We're inspired by how the world has embraced Veganuary so far, and the future looks even brighter! To learn more about our plans for continued expansion in 2024 and beyond, please see our [5-Year Strategy](#).

**TOGETHER, WE ARE CREATING  
A KINDER WORLD FOR HUMANS  
AND ANIMALS ALIKE. THANK YOU!**

Veganuary is a charity registered  
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