



VEGANUARY PRESS PACK 2026

VEGANUARY 

ABOUT VEGANUARY

WELCOME TO VEGANUARY!

For over a decade, Veganuary has been encouraging people to try vegan for January and beyond. Millions of people from almost every country in the world have tried vegan with us since we launched in 2014, and the food landscape has changed dramatically.

Veganuary is focused on changing consumer behaviours and attitudes, while providing all the information and practical support required to make the transition to veganism as easy and as enjoyable as possible through the month.

People can take part at www.veganuary.com/try-vegan.

Veganuary is more than a pledge: we also support brands, retailers and restaurants to expand their plant-based options. Last year, **thousands of businesses took part** in Veganuary, while **more than 1,480 new vegan products and menus** were launched. Some of the most exciting Veganuary launches over the years include the Greggs vegan sausage roll, the McDonald's McPlant, Burger King's Plant-Based Whopper, the Plant-Based Baybel and Cadbury's Plant Bar.

Veganuary now has official country chapters in the US, UK, Spain, Germany, India and Latin America. We also work with partner organisations who run additional Veganuary campaigns in Ireland, Australia, Iceland, Austria, Brazil, Greece, Italy, Malaysia, Peru, Singapore, Switzerland and Canada. It has truly become a global phenomenon.

THE **IMPACT** OF VEGANUARY

**FOR EVERY
ONE MILLION
PARTICIPANTS
WHO EAT VEGAN
FOR 31 DAYS THE
POSITIVE IMPACTS
ARE HUGE!**

Based on calculations extrapolated from
Poore & Nemecek (2018) Science

science.sciencemag.org/content/360/6392/987/



**6.2 MILLION
LITRES OF
WATER SAVED**



**405 TONNES OF
PO₄³⁻eq SAVED
(EUTROPHICATION)
the same as 1,645 tonnes
of sewage spared from
waterways**



**103,840 TONNES
OF CO₂eq SAVED
equivalent to
1.2 million flights
from London
to Paris**



**3.4 MILLION ANIMALS
SPARED FROM A LIFETIME
OF SUFFERING**
**according to
The Vegan Society's calculator**

VEGANUARY ALUMNI

JASMINE HARMAN, TV PRESENTER, CLASS OF 2014:



"I discovered the Veganuary campaign and I thought *well, this is a good excuse to try it, and I can say to my husband 'well, I'm only going to do it for a month' and so he will be accepting of that and won't give me too much of a hard time.* And then of course, the month of January came to an end, and there was no question, I would stick with it. I feel very proud and very privileged to have been with Veganuary from the start and to be one of their Ambassadors."

CHRIS PACKHAM, NATURALIST AND TV PRESENTER, CLASS OF 2019:



"As I've become more and more aware of our impact, the impact our diet has on the environment – and of course the species that live in it – I've become increasingly concerned to minimise the negative aspects of that impact." "Being vegan is a great way to support the natural world and to live sustainably."

DEBORAH MEADEN, ENTREPRENEUR, CLASS OF 2020:



"Taking part in Veganuary helped me change how I eat, and now my diet is the best for animals, the planet and for me. If the climate crisis, animal suffering or the loss of wild places and species concerns you, sign up, take part and let Veganuary help you, too."

PETER EGAN, ACTOR, CLASS OF 2016:



"The first thing which is wonderful about Veganuary is that there is no pressure. Like people give up drinking for January, it's a very, very good idea. So you can, if you like, say 'ok I'm only going to do it for January'. I'd be very surprised if you decide to do it for January and then not do it for February because it is such an exciting and interesting way of living in terms of foods." "It is a powerful movement, it's a creative movement and I love being part of it. A growing movement, certainly."

BRIAN MAY, MUSICIAN, CLASS OF 2020:



VEGANUARY!!! Yes! It's done - and I loved it. Not a morsel of meat or fish or dairy passed my lips. It was so much easier than I expected, and gave me so much. So I am now plunging in for a Vegan February!!! I certainly don't feel like giving up this new journey of discovery. Who's with me?"

THE 2025 CAMPAIGN IN NUMBERS



**25.8 MILLION PEOPLE
WORLDWIDE**

tried vegan during January 2025
(based on participation surveys
we commissioned in our core
countries and population data
for those countries)

**1.35 MILLION
INTERNATIONAL**
social media
followers



12,286
MEDIA STORIES
featured Veganuary
around the world



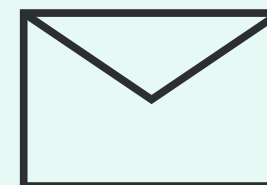
**OVER 1,480
NEW PRODUCTS
AND MENU ITEMS**

launched for
Veganuary 2025
globally



228
ORGANISATIONS
took part in the
Workplace Challenge
around the world

12.8 MILLION
COACHING EMAILS
were sent



WHO'S SUPPORTING VEGANUARY 2026

MÝA, SINGER, SONGWRITER, DANCER, AND ACTOR:

"Veganism is the first step we can all take to a healthier planet and a healthier us from food, fashion to overall lifestyle. The most important film to watch is 'Eating Our Way to Extinction,' connecting the dots of our global impact and understanding why we must act now. I hope you'll get started this January."



VICTORIA EKANOVE, ACTOR, PERFORMER AND CAMPAIGNER:

"I lived meat-free for over seven years and fully plant-based for three. With Sickle Cell disease and a breast cancer diagnosis in my story, I've come to deeply respect the huge role that diet plays in our fight against disease. But this isn't about perfection... it's about possibility. Veganuary gives us all a chance to show empathy – for the animals, for the planet and for ourselves. One month. A ripple effect. A better world. I'm in!"



SAMANTHA RENKE, ACTOR, BROADCASTER, WRITER AND DISABILITY RIGHTS CAMPAIGNER:

"I'm vegan because I love animals and want to live in a way that reflects that. Veganuary is the perfect way to explore a new way of eating and see how small lifestyle changes can make a big difference. Why not give it a go and see for yourself?"



IMOGEN GRANT, OLYMPIC CHAMPION ROWER:

"Eating vegan or reducing meat and dairy consumption is the single biggest personal impact we can make on our emissions. I had been vegan for 18 months leading up to the Paris Olympics and had PBs on the rowing machine and in the gym. Veganuary is a great way to start – that's how I did!"



JANE FALLON, BESTSELLING AUTHOR AND FORMER VEGANUARY PARTICIPANT

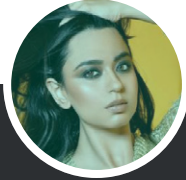
"A pig named Esther changed my perception, but it was Veganuary who helped me make the leap. As a lifelong animal-lover, I feel more true to myself now I eat vegan."



ALEXIS GAUTHIER, MICHELIN-STARRED FRENCH CHEF:

"Going vegan in 2016 was one of the best things I've ever done for myself, so I decided to share that joy the best way I knew how – by turning my whole fine-dining restaurant fully vegan, too. This January, you can experience that same joy for yourself by trying veganism – it's healthy, it's delicious, and it's an act of kindness to this planet and the amazing creatures we share it with. All you have to do is give it a try!"





SOUNDARYA SHARMA, BOLLYWOOD ACTOR:

"I am vegan, I feel fabulous, and I have the energy to slay it on camera every single time. Veganuary's 31-day pledge helps you make a smooth transition to a plant-based diet, for your health, for animals and for the planet. Join my squad, try vegan today!"



KELLIE BRIGHT, ACTOR:

"I choose a plant-based diet because we all win. The animals, the planet and my health all benefit. There is NO better thing we can do to reduce our carbon footprint and the time to do that is NOW. My children deserve a future and so do yours. If you care about climate change, make a difference and do Veganuary."



RICHA MOORJANI, ACTOR:

"Veganuary is an excellent opportunity to try a plant-based diet, while feeling motivated and supported on your journey by a community of extraordinary people who share similar values and are cheering you on as you join this incredibly rewarding (and vital) movement."



KUNTAL JOISHER, MOUNTAINEER

"I have never eaten meat in my entire life and turned vegan 17 years ago. I was successfully able to build top of the world level muscle and endurance and not only survive but thrive in the -50C temperatures on top of Everest, not just once, but twice! Goes to show that no animal needs to suffer or die for our dreams to come true."



JAMES MOORE, ACTOR:

"What an honour to be chosen to be an Ambassador for Veganuary. I'm vegan all year round but if you give it a go in January you will help the planet, animals, and especially your health. What do you have to lose?"



EVANNA LYNCH, ACTOR:

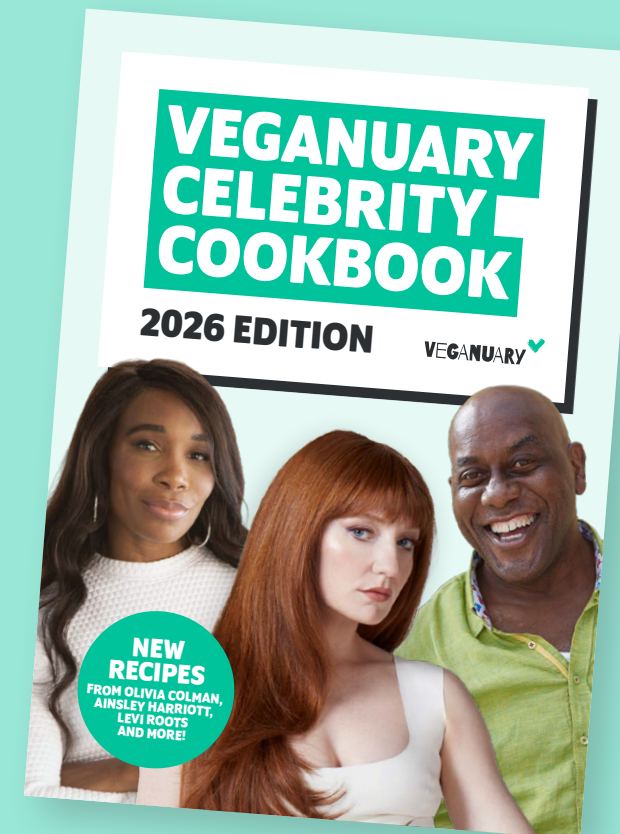
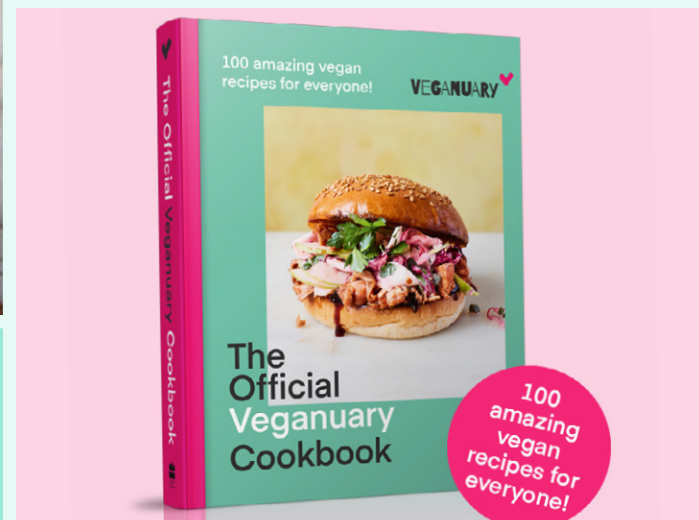
"I've loved Veganuary's work for a long time because I know, having been a vegetarian who was intimidated by veganism, that so many people just won't start because they think it's too hard and that they're going to fail. And Veganuary kind of presents you an opportunity to do it with other people, with a community, and it's not saying it's a lifelong commitment, you know, it's saying 'try it for a month and see how you feel'."

2026 CAMPAIGN HIGHLIGHTS



THE OFFICIAL VEGANUARY COOKBOOK

The Official Veganuary Cookbook demonstrates how easy it is to make eating vegan simple and delish. Our debut cookbook brings 10 years of Veganuary's tried and tested recipes into one beautiful resource.



THE OFFICIAL VEGANUARY PODCAST

Our popular weekly podcast will feature guests including activist and author Ed Winters, and actor, broadcaster and writer Samantha Renke.

NEW PLANT PROTEIN COOKBOOK

An exclusive e-cookbook featuring protein-packed recipes from Olympic rowing champion Imogen Grant, Team GB powerlifter Sophia Ellis, Strongman Patrik Baboumian and nutritionist Rhiannon Lambert.



2026 CELEBRITY COOKBOOK

A collection of mouth-watering plant-based recipes written or inspired by celebrities with new additions from Olivia Colman, Ainsley Harriott, Levi Roots and Kwoklyn Wan.



NEED VEGANUARY CONTENT?

For the 2026 campaign, we have a selection of recipes, celebrity quotes and other assets you can use to create stories for Veganuary.

Content includes:

- Tips and quotes from Veganuary's celebrity supporters
- Plant-based cooking tips from chefs and content creators, including Ainsley Harriott and Hugh Fearnley-Whittingstall
- Vibrant and delicious plant-based recipes with hi-res imagery

Find all content and images [here](#).



HOW TO CONTACT US

We'll be issuing regular news releases throughout December and January. We are also available for interviews, quotes and comments. Please send all requests to: media@veganuary.com.

You are welcome to use our brand assets when writing about Veganuary, provided that you follow our brand guidelines. Find our logos and brand guidelines [here](#).

General images to illustrate a Veganuary story can be downloaded [here](#).

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