

BUSINESS SUPPORT TOOLKIT

EVERYTHING YOUR BUSINESS NEEDS
TO GET INVOLVED IN THE WORLD'S
BIGGEST PLANT-BASED CAMPAIGN.

VEGANUARY



**DOWNLOAD THE
ASSET PACK**

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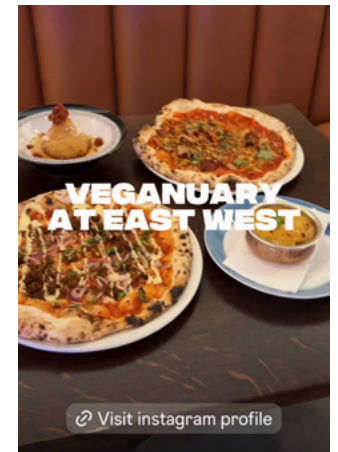
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JANUARY IS THE BIGGEST PLANT-BASED MOMENT OF THE YEAR

Veganuary is a global campaign encouraging people to try vegan for the month of January and beyond. What started at a kitchen table in York in 2014 has grown into a worldwide movement, and we're gearing up for our most exciting year yet.

In 2026, hundreds of organisations across the UK took part – from M&S and Tesco to Wagamama and foodservice giants like Brakes and Bidfood. They launched products, filled restaurants, ran promotions across their vegan options, and reached millions of people at exactly the moment **those people were actively looking for plant-based options.**

Whether you're a food brand with a new product to shout about, a restaurant adding a plant-based special or a company that wants to do something meaningful in January, there's an opportunity for every business to take part in Veganuary. **It's completely free to get involved!**



PLANT-BASED EATING IS NOW MAINSTREAM

Plant-based eating has moved into the mainstream. No longer a passing trend, it's a structural shift in how people eat. In January 2026, around 30 million people worldwide tried vegan during Veganuary. The majority of participants aren't vegan; they're flexitarians, meat reducers and veg-curious **people interested in exploring plant-based options.** January is the perfect moment to get in front of them, and it's the ideal opportunity to turn first-time buyers into year-round customers.

- **48%** of UK meat eaters say they've reduced their annual meat intake, with 38% now identifying as flexitarian, vegetarian, pescatarian or vegan
- **74%** of UK consumers choose plant-based meals at least occasionally
- **More than a third** of UK adults planned to buy plant-based food during Veganuary 2026

THE SCALE OF THE VEGANUARY CAMPAIGN IS HUGE

Getting involved means being part of the biggest plant-based moment of the year – not just in the UK, but globally. If your business operates internationally, we can talk about opportunities beyond the UK too. In 2026:

- **9,000+** international media stories featured Veganuary, including national coverage from BBC, The Guardian and The Sun
- Our social media content was seen **157 million** times
- **950,000+** followers across our social channels
- Our London Underground billboard campaign alone was seen more than **3 million** times



The inclusion of vegetables and plant foods is being seen not as a passing preference, but as a fundamental part of how people expect to eat in the future.

BETHAN JONES

Plant-Based Food Buyer, Tesco



HOW TO GET INVOLVED

**TAKING PART
IS COMPLETELY
FREE. HERE
ARE OUR KEY
ASKS AND
SUGGESTIONS.**



PUT PLANT-BASED FRONT AND CENTRE

Make plant-based easy to choose this January by launching a new product or menu item, or by highlighting your existing range. With the right placement, promotions or special offers, you can help more people make simple swaps and try plant-based. By communicating abundance, you can help customers see plant-based choices as delicious, satisfying and nutritious, and inspire them to create fulfilling, balanced meals.



SHOUT ABOUT VEGANUARY

Use the momentum of Veganuary to help more people discover your plant-based options. Use our assets, logos and badges in your marketing, tag Veganuary on social media and use **#Veganuary**.





YOUR NEXT STEPS

BRANDS, RESTAURANTS & RETAILERS

There are so many ways to get in front of plant-curious consumers this January, depending on the category you operate in:

BRANDS & MANUFACTURERS

- Launch a new vegan product or spotlight an existing one.
- Collaborate with other brands to create plant-based recipe content and show people they do not have to miss out on their favourite dishes.
- Send us your January press releases and we will share with the Communications team. Ask us for a quote from our CEO to support your Veganuary-specific activity too!
- Share details of your promotions with us to be featured on our Special Offers page this January.
- Work with your buyers to plan activations, offers and in-store signage.
- Submit a [recipe for our website](#).
- Use the Veganuary logo on-pack and in your marketing activations.

RESTAURANTS & FOODSERVICE PROVIDERS

- Add a Veganuary special to your menu or spotlight your existing dishes. We have logos and 'badges' in our asset pack to highlight these specials.
- Join the [Veganuary Restaurant Guide](#) as thousands of people use it to find plant-based options throughout the year.
- Remove plant-based surcharges on items such as oat and soy milks.
- As a foodservice provider, create inspirational menus and discounts to encourage catering teams to give plant-based a go.
- Send us your January press release and we will share with the Communications team. Ask us for a quote from our CEO to support your Veganuary-specific activity too!
- Host an event such as a Veganuary Coffee Morning or Veganuary Tasting Menu. Speak to us for more details.
- Run discounts, tastings, pop-ups or giveaways to get people trying your plant-based dishes.

RETAILERS

- Around 95% of the food consumed in this country is sold by just 12 retailers so there is a huge opportunity to promote plant-based proteins if the business is bold enough.
- Use the Veganuary logo or 'Perfect for Veganuary' badge in our asset pack across online, in-store and in your marketing to highlight your plant-based range.
- Work with your own-brand buyers and external brands to plan activations, feature space and in-store signage.
- Educate people via socials and recipe cards on how to cook products like tofu and tempeh, chickpeas or making simple swaps with meat alternatives.
- Share details of your promotions with us to be featured on our Special Offers page this January.
- Send us your January press release and we will share with the Communications team. Ask us for a quote from our CEO to support your Veganuary-specific activity too!

Ready to get started? Download the asset pack here: veganuary.com/corporate/access-corporate-assets-form/

WHAT YOU GET WHEN YOU TAKE PART



THE VEGANUARY LOGO AND FULL ASSET PACK

Everything you need to start promoting your involvement straight away, including logos, social graphics and ready-to-use marketing materials.



REACH THE RIGHT PEOPLE AT THE RIGHT MOMENT

Your products, offers and content promoted to people actively seeking plant-based options throughout January.



SHOW YOUR CUSTOMERS YOU CARE

Aligning with a globally recognised charity sends a powerful signal about your brand values. In January, when millions of people are making more conscious choices, that visibility counts.



QUESTIONS?

Email us at corporate@veganuary.com we'd love to hear from you.



NATIONAL PR SUPPORT

A Veganuary quote for your press release, plus the opportunity to be featured in our national media outreach.



A DEDICATED POINT OF CONTACT

Someone on our team to help you plan your involvement and make the most of the campaign.



YEAR-ROUND VISIBILITY

We reshare, feature and champion the organisations we work with all year round.





IDEAS AND INSPIRATION

In 2026, over 1,000 new vegan products and menu items launched globally for Veganuary, with brands featured in major outlets like The Grocer and Forbes.

The campaign ignites a surge of interest in plant-based products every January, and by taking part, your business has the perfect opportunity to showcase new offerings, attract new customers and drive demand that lasts well beyond the campaign.

Here's what some UK businesses got up to for Veganuary 2026.



WAGAMAMA

Launched the Udonara, a new plant-based dish created specifically for Veganuary 2026.



FOOD WAREHOUSE

Supported the campaign with in-store signage (featuring the Veganuary logo) and discounts to encourage shoppers to try something new.



WAHACA

Added a Root Veg Taco to the menu as a Veganuary special, giving customers a delicious new plant-based option throughout January.

MARKS & SPENCER

Launched Coconut Kefir and expanded the Plant Kitchen frozen range with new additions including mushroom-based pulled 'pork', meatballs and pea-protein mince.



NEWCASTLE UNITED

Showcased vegan matchday food options at St. James' Park, with player Nick Woltemade sampling the plant-based menu, showing how sports and entertainment venues can get involved too.



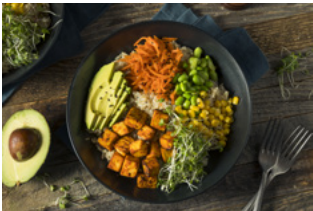
WILD (DEODORANT)

Wild took on the Veganuary Workplace Challenge with real creativity, a points-based system for staff, a lunch-and-learn with influencer Ed Winters and a vegan bake sale.



KEY DATES FOR 2027

Date	What's happening
July 2026 onwards	Start planning: download the asset pack and get started at veganuary.com/corporate/access-corporate-assets-form/
18 December 2026	Deadline to submit press releases, special offers and recipe content and be included in the Veganuary Restaurant Guide.
18 December 2026	Deadline for Workplace Challenge participants to submit quotes for the Veganuary press release.
01 January 2027	Veganuary begins.
31 January 2027	Campaign ends, but we work with businesses year-round, so let's keep the conversation going.



WANT TO GO FURTHER?



WORKPLACE CHALLENGE

The Veganuary Workplace Challenge is a 31-day pledge for your whole team to try vegan together in January. We provide free resources,

meal plans and daily support throughout the month – everything your team needs to take part with confidence.

Find out more: veganuary.com/workplace-challenge

CORPORATE COMMITMENT

A Corporate Commitment is a longer-term pledge to grow the plant-based proportion of your

business. We work with you to set meaningful targets and support you in meeting them, and generate positive PR beyond January to drive lasting change.



THANK YOU! LET'S MAKE VEGANUARY 2027 THE BIGGEST & BEST CAMPAIGN YET!

Every year we're blown away by the creativity businesses bring to Veganuary. We can't wait to see what you do. **Let's make Veganuary 2027 the biggest yet!**

GET IN TOUCH

If you'd like to explore bespoke collaborations, sponsorship opportunities or simply want to find out more about getting involved:

Email us at corporate@veganuary.com

FOLLOW



#Veganuary2027

#Veganuary

VEGANUARY 



Veganuary is a registered charity in England and Wales (1168566).