

Mr Sudhir Tamne  
Vice President, Innovation & Technical  
Burger King India Limited

10 March 2021

Dear Mr Tamne:

I hope you are well.

As you know, we have been in contact with Burger King India about ensuring that there's at least one vegan (or plant-based) burger such as a Vegan Whopper, advertised and marked as such, on your menu. So we've been excited to keep up with Burger King's vegan burger launches abroad and to read that even in the UK, Burger King expects that half its menu could be plant-based in a decade. May we please learn about Burger King India's plans to include a Vegan Whopper on its menu?

Thanks to various reasons, including animal welfare, climate change, health, and concerns over the likely origin of the novel coronavirus in a meat market, the world's meat production has declined over the last two years. At the same time, the consumption of vegan foods has skyrocketed. India has the lowest rate of meat consumption in the world, and a 2019 article on a website run by Franchise India Holdings Limited – Asia's largest integrated franchise solution company – noted that the number of vegans in India rose by 360% in a decade, indicating that the shift towards plant-based eating started well before the pandemic. Since then, it has only become more pronounced.

The various bird flus currently plaguing India have increased the number of people looking for alternatives to eggs and meat, too. According to a recent survey by Public App, 61.68% of nearly 3,500 Delhi-NCR residents polled said they will not eat chicken or eggs during the current bird flu scare. Food businesses are responding by offering vegan meat and other plant-based products to cater to changing consumer preferences. A study by market research company Ipsos that came out in 2019 – again, before the pandemic and the recent bird flu crisis – already had revealed that 63% of Indians are willing to eat plant-based meat.

A report by Global Market Insights found that the demand for vegan fast food is on the rise and that India, China, and Japan were leading the way in meeting the demand for vegan food in the Asia-Pacific region even before the pandemic. Unsurprisingly, researchers from the University of Bath, the Good Food Institute, and the Center for Long Term Priorities have found that there is considerable consumer interest in vegan meats in India.

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- PETA Asia
- PETA Australia
- PETA Foundation (UK)
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- PETA Germany
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For example, Indians have been buying jackfruit instead of chicken flesh since the start of the pandemic because of its meaty texture. In fact, in March 2020, jackfruit was selling at 120% higher than its normal price, while the price of chicken flesh plummeted around the country. And while the pandemic and bird flu have negatively affected poultry product sales, Good Dot – a prominent Indian plant-based meat company – ensures that its products are affordable to the average Indian consumer, selling around 15,000 to 20,000 units each day.

Interest in vegan egg and dairy foods is also on the rise in India because of animal welfare, environmental, and health concerns (including that 75% of Indians are lactose intolerant). In response, the Indian Institute of Technology Delhi created a vegan egg product made from moong dal and chickpeas, sold by the company PlantMade, and Mumbai's Evo Foods has created something similar. Numerous vegan cheeses are also available in India, including the one made by Soft Spot Foods, which is used by PizzaExpress.

The numbers don't lie – animal-free foods *are* the future. The demand for healthy, cruelty-free, and eco-friendly vegan foods is so high that, according to Polaris Market Research, the global plant-based meat market is estimated to reach USD35.4 billion by 2027. Experts say that in 20 years, 60% of the “meat” people eat will not come from slaughtered animals – it will either be laboratory created or plant-based. Meanwhile, a report by Grand View Research revealed that the global plant milk market size is estimated to reach USD41.06 billion by 2025.

The fast-food industry is already profiting from the public's growing penchant for vegan food, but it has yet to offer clearly marked vegan food items to the vast Indian market, which is a massive missed opportunity. KFC's vegan chicken sold out in five hours at one US location, and its trial vegan Imposter Burger sold out after just four days in select UK locations, with sales 500% higher than those of a standard launch. José Cil, the CEO of Restaurant Brands International Inc, said that Burger King's plant-based Impossible Whopper was “one of the most successful product launches in Burger King's history”. Taco Bell is adding vegan meats to its US menu this year, and vegan food has become the UK's fastest-growing takeaway. Now, McDonald's and KFC's parent company, Yum! Brands, have entered into a new global partnership agreement with plant-based meat company Beyond Meat to explore more vegan options for their menus.

For all these reasons and more, Burger King India would surely benefit from offering at least one vegan burger and making simple modifications (such as ensuring the use of vegan sauces and buns) to turn existing vegetarian burgers vegan. After all, vegan foods are in demand by vegans, vegetarians, and meat-eaters who simply like the taste or prefer a healthier option.

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(22) 4072 7382  
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Info@petaindia.org  
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Thank you again for your time and consideration. I would be pleased to meet with you to discuss this matter further and how PETA India could assist in promoting Burger King India's vegan options. May I please hear from you?

Sincerely,



Dr Kiran Ahuja, BPTH, DNHE  
Vegan Outreach Coordinator  
PETA India  
+91 9619264382 (mobile)

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Mr Samir Menon  
Managing Director  
KFC India

11 March 2021

Dear Mr Menon:

I hope you're well.

I am a nutritionist and medical professional working with People for the Ethical Treatment of Animals (PETA) India to promote vegan (or plant-based – that is, free from meat, eggs, and dairy) foods. We've been reading about KFC's exploration of vegan food options with interest and have been in contact with Ms Shipra Bhatt, Director Marketing – Ecommerce and Mr Sumit Ahuja, Associate Director Food Innovation about the possibility of including a vegan “chicken” option in KFC’s Indian menu, similar to products already introduced by KFC abroad. So we were excited to hear about Yum! Brands’ new global partnership agreement with plant-based meat company Beyond Meat. May we please learn about KFC India’s plans to include a vegan chicken item on its menu?

Thanks to various reasons, including animal welfare, climate change, health, and concerns over the likely origin of the novel coronavirus in a meat market, the world’s meat production has declined over the last two years. At the same time, the consumption of vegan foods has skyrocketed. India has the lowest rate of meat consumption in the world, and a 2019 article on a website run by Franchise India Holdings Limited – Asia’s largest integrated franchise solution company – noted that the number of vegans in India rose by 360% in a decade, indicating that the shift towards plant-based eating started well before the pandemic. Since then, it has only become more pronounced.

The various bird flus currently plaguing India have increased the number of people looking for alternatives to eggs and meat, too. According to a recent survey by Public App, 61.68% of nearly 3,500 Delhi-NCR residents polled said they will not eat chicken or eggs during the current bird flu scare. Food businesses are responding by offering vegan meat and other plant-based products to cater to changing consumer preferences. A study by market research company Ipsos that came out in 2019 – again, before the pandemic and the recent bird flu crisis – already had revealed that 63% of Indians are willing to eat plant-based meat.

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Bath, the Good Food Institute, and the Center for Long Term Priorities have found that there is considerable consumer interest in vegan meats in India.

For example, Indians have been buying jackfruit instead of chicken flesh since the start of the pandemic because of its meaty texture. In fact, in March 2020, jackfruit was selling at 120% higher than its normal price, while the price of chicken flesh plummeted around the country. And while the pandemic and bird flu have negatively affected poultry product sales, Good Dot – a prominent Indian plant-based meat company – ensures that its products are affordable to the average Indian consumer, selling around 15,000 to 20,000 units each day.

Interest in vegan egg and dairy foods is also on the rise in India because of animal welfare, environmental, and health concerns (including that 75% of Indians are lactose intolerant). In response, the Indian Institute of Technology Delhi created a vegan egg product made from moong dal and chickpeas, sold by the company PlantMade, and Mumbai's Evo Foods has created something similar. Numerous vegan cheeses are also available in India, including the one made by Soft Spot Foods, which was used by PizzaExpress.

The numbers don't lie – animal-free foods *are* the future. The demand for healthy, cruelty-free, and eco-friendly vegan foods is so high that, according to Polaris Market Research, the global plant-based meat market is estimated to reach USD35.4 billion by 2027. Experts say that in 20 years, 60% of the “meat” people eat will not come from slaughtered animals – it will either be laboratory created or plant-based. Meanwhile, a report by Grand View Research revealed that the global plant milk market size is estimated to reach USD41.06 billion by 2025.

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CIN: U74899DL2000NPL103217

Mr Sanjeev Agrawal  
Chairman  
MM Agrawal Group  
McDonald's India North & East

18 March 2021

Dear Mr Agrawal:

I'm a nutritionist and medical professional working with People for the Ethical Treatment of Animals (PETA) India. We've been reading about your plans to modernise your restaurants to offer more menu items tailored to local flavour and about McDonald's new global partnership agreement with plant-based meat company Beyond Meat. I'm writing to you today on behalf of our more than 2 million members and supporters to encourage McDonald's India North & East to meet the rapidly growing demand for vegan or plant-based foods (that is, ones free from meat, eggs, dairy, and other animal-derived ingredients) by adding a vegan burger such as a McVegan or McPlant to your menus.

Thanks to various reasons, including animal welfare, climate change, health, and concerns over the likely origin of the novel coronavirus in a meat market, the world's meat production has declined over the last two years. At the same time, the consumption of vegan foods has skyrocketed. India has the lowest rate of meat consumption in the world, and a 2019 article on a website run by Franchise India Holdings Limited – Asia's largest integrated franchise solution company – noted that the number of vegans in India rose by 360% in a decade, indicating that the shift towards plant-based eating started well before the pandemic. Since then, it has only become more pronounced.

The various bird flus currently plaguing India have increased the number of people looking for alternatives to meat and eggs, too. According to a recent survey by Public App, 62% of nearly 3,500 Delhi-NCR residents polled said they won't eat chicken or eggs during the current bird flu scare. Food businesses are responding by offering vegan meats and other plant-based products to cater to changing consumer preferences. A study by market research company Ipsos that came out in 2019 – again, before the pandemic and the recent bird flu crisis – already had revealed that 63% of Indians are willing to eat plant-based meats.

A report by Global Market Insights found that the demand for vegan fast food is on the rise and that India, along with China and Japan, were already leading the way in meeting the demand for vegan food in the Asia-Pacific region even before the pandemic. Unsurprisingly, researchers from the University of Bath, the Good Food Institute, and the Center for Long Term Priorities have found that there is considerable consumer interest in vegan meats in India.

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McDonald's India may already have burgers or main meal items that are vegan or that can be ordered vegan (such as by leaving off the cheese), and if so, we're requesting a list of such items from you to promote on PETAIndia.com and our popular social media pages. We also request that you mark such items as vegan (or indicate that a vegan option is available) on your menu and website.

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CIN: U74899DL2000NPL103217

Mr Amit Jatia  
Vice Chair  
Hardcastle Restaurants Pvt. Ltd.  
McDonald's India South and West

05 March 2021

Dear Mr Jatia:

I hope you're well. Thank you for your e-mail acknowledging receipt of PETA India's "Rescued" calendar. It was our pleasure to send it to you.

As you know, we have been in contact with McDonald's India about ensuring that there's at least one vegan (or plant-based) burger option on your menu, such as a McVegan, that's advertised and marked as such. So we were excited to hear about McDonald's new global partnership agreement with plant-based meat company Beyond Meat for a McPlant patty and potentially other plant-based foods. May we please learn about McDonald's India's plans to include a vegan burger on its menu?

Thanks to various reasons, including animal welfare, climate change, health, and concerns over the likely origin of the novel coronavirus in a meat market, the world's meat production has declined over the last two years. At the same time, the consumption of vegan foods has skyrocketed. India has the lowest rate of meat consumption in the world, and a 2019 article on a website run by Franchise India Holdings Limited – Asia's largest integrated franchise solution company – noted that the number of vegans in India rose by 360% in a decade, indicating that the shift towards plant-based eating started well before the pandemic. Since then, it has only become more pronounced.

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