
ATOM

A creative, promotions and shopper marketing agency for consumer brands



Veganuary

Encouraging a plant-based January

Veganuary is a charity which encourages people to try veganism for January.

According to the charity, to date over 250,000 people from 193 countries have taken the month-long pledge to go vegan. By the end of January 2019, this number is expected to rise to 300,000.

In this report we take a look at the brands that embraced the lifestyle this January.



VEGANUARY

Making Vegan Food More Exciting



M&S

EST. 1884

Plant Kitchen is M&S's first range of vegan food; the 60 item strong product range includes plant-based meals, snacks and ingredients.

The new line is designed to make plant-based food more exciting, with products including 'dirty' vegan comfort food like Cauliflower Popcorn and Cashew macaroni.

The range also includes healthier dishes such as Mexican Supergrains and Green Thai Curry & Jasmine rice, broadening its appeal for shoppers.

The launch has been supported by the new M&S Plant Kitchen online hub, showcasing new products and suggesting new recipes.

Wicked Kitchen

Tesco's adventurous Wicked Kitchen range focuses on flavour and quashing the myths that vegan food is bland: "Whether you're vegan or not, our exclusive 'wicked' food range unleashes the mighty flavour of plants like never before".

The range was created by pioneering chef Derek Sarno. It includes a wide selection of products spanning chilled desserts, food to go, picnic deli and ready meals. The range also had a promotion for shoppers where if they purchased 2 Wicked Kitchen chilled ready meals they could get Magnum vegan ice cream for £2 - directing Veganuary participants to the frozen aisle.



WICKED
KITCHEN

Adventure awaits you this Veganuary

Prepared exclusively for TESCO

Affordable Vegan Solutions



Aldi recently launched a range of new vegan products across its UK store estate. Additions include chilled ready meals, meals tailored to lunchtime missions, sweet snacks and cupboard staples.

The new range includes both private label products, such as its Rainbow vegetable stew, priced at £2.19 or Paleo Wholefood Bars which cost £1.99 for a pack of five. The lower price point will make Aldi a popular choice with plant-based shoppers on a budget this January.

Aldi shoppers will also benefit from branded plant-based favourites from brands such as Hellman's and Soulful.

An advertisement for Earth Grown products. At the top left is the 'Earth GROWN' logo in green. To its right is the headline 'A FRESH NEW WAY to go meatless.' in green. Below this is a paragraph: 'Being vegetarian or vegan doesn't mean you should compromise on flavor. Earth Grown products are made with whole ingredients like vegetables and hearty grains, our products are not only delicious, but also sustainable.' On the right side of the ad is a photograph of a bowl of food with rice, beans, and vegetables. At the bottom, there is a green button that says 'BROWSE PRODUCTS' with a right-pointing arrow. Below the button are four product images: 'VEGGIE burger', 'Jazzed Up VEGGIE burger', 'Chicago-Style VEGGIE burger', and 'Black Bean CHIPOTLE burger'.

No Bull

After the huge success of their legendary No Bull Burger, it made perfect sense to add even more mouth-watering, meat-free dishes to Iceland's menu.

Shoppers can choose from 13 different plant-based foods, including No Chick Chunks, No Porkies Sausages and more.

The range was met with a lot of excitement and vegan bloggers were quick to head to Iceland to buy, try and review the new range.

The Iceland logo is a red-to-orange gradient rectangle with the word "Iceland" in white, bold, sans-serif font.

Iceland

A Vegan Super Hero

Food-to-go outlet famous for its sausage rolls, Greggs launched a vegan alternative in 950 of its stores on 3rd January.

The product was made with vegetable oil and contained a 'bespoke Quorn filling'.

The launch was heavily promoted on social media through the Greggs official video and the hashtag #vegansausageroll.



Always Fresh. Always Tasty.™

Eating Out Vegan

Chain restaurant YO! Sushi launched new plant-based dishes to celebrate Veganuary.

The restaurant, which is known for its Japanese street food and sushi, has rolled out new vegan options - all priced at £3.00 - for 'both vegan eaters across the UK, and those who want to kick-start their New Year resolutions by joining Veganuary'.

Yo! Sushi joins Lebanese chain Comptoir Libanais and a number of other restaurants all hoping to take advantage of vegan menu options during Veganuary.



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YO!
SUSHI

Vegan To Go

Food-to-go specialist, Crussh turned its Soho store 100% plant-based for the whole month of January.

The vegan store forms part of Crussh's 'Powered by Plants' initiative, which will see new vegan products launch across all of its branches. Crussh currently offers over 50 vegan products across its sites, whilst over 70% of its food range is vegetarian.

"And it doesn't stop there, oh no! We've been busy creating two new delicious vegan wraps including a curried chickpea masala and a butternut, harissa and vegan (I can't believe it's not cheese!) feta". You're in for a vegan feast this Veganuary...



CRUS2H
FIT FOOD

Indulgent Vegan Treats



January doesn't have to be just about cutting back! After all - all that exercising deserves a treat now and then.

Dairy-free dieters and vegans rejoice, as Alpro have launched a range of premium plant-based ice-creams exclusively in large Tesco stores nationwide

Alpro's decadent range is made with premium ingredients like bourbon vanilla extract, and contains 30% less sugar and 30% less saturated fats than similar dairy products, yet they still have a deliciously creamy texture without feeling too heavy. And there's even more good news as the pots contain no more than 120 calories per 100g. That's just 600 calories per tub, so dig in!



Vegan Beauty

The rise in veganism has coincided with increased awareness for what goes into our beauty products. Cruelty free (i.e. not tested on animals) as well as vegan (i.e. not containing ingredients derived from animals) has become increasingly desirable and shoppers are better educated; recognising that lesser known ingredients such as retinol and lanolin come from animals. This is in addition to more obvious ingredients such as honey and milk.

Superdrug reported that sales of their own brand vegan products have rocketed by 414% since 2015!* This month they have also created vegan displays in every store.



Fashion Conscious

Let's not forget fashion. It's not just the contents of the fridge or the bathroom, but those hung in the wardrobe that are also being 'reassessed' by shoppers. Sales of vegan fashion are rocketing as shoppers make more considered choices.

This includes faux leather footwear from brands such as Dr Martens, leather look handbags from Labante (made from recycled plastic bottles) and a shift towards seeking clothing which has not been made from animal textiles such as wool. M&S reported that online searches for vegan fashion increased by over 200% last year!*

M&S is selling hundreds of vegan shoes and accessories to meet massive customer demand

Increased customer demand for cruelty-free fashion prompted M&S to create the range, which comprises hundreds of styles



Vegan clothes are set to go mainstream in 2019 - here's how ethical fashion became cool

As the UK vegan movement continues apace many shoppers are reassessing the contents of their wardrobes as well as their fridges



Thoughts

Whether those embarking on the Veganuary challenge are doing so for health, animal welfare, environmental reasons or simply the desire to try something new, it has never been easier.

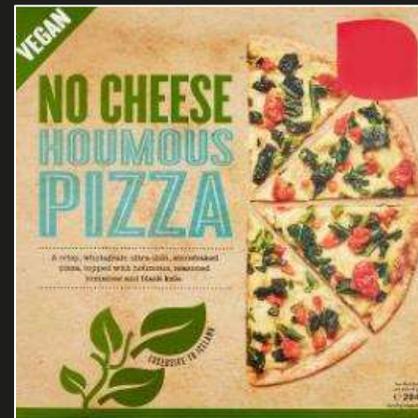
No longer confined to health food shops, vegan food has gone mainstream. If you're in Greggs or your local Tesco, there are much more accessible vegan options and it's hard to miss – with 'visible veganism' wherever you look. This spans food, beauty and fashion with retailers like Boots, Superdrug and M&S embracing the trend.

Retailers have their own exclusive ranges plus brands have also extensively jumped on the bandwagon. Pizza Express have both vegan pizzas in their restaurants and on the supermarket shelves. Plus, a lot of traditionally vegetarian food has transitioned to using vegan ingredients e.g. Quorn.

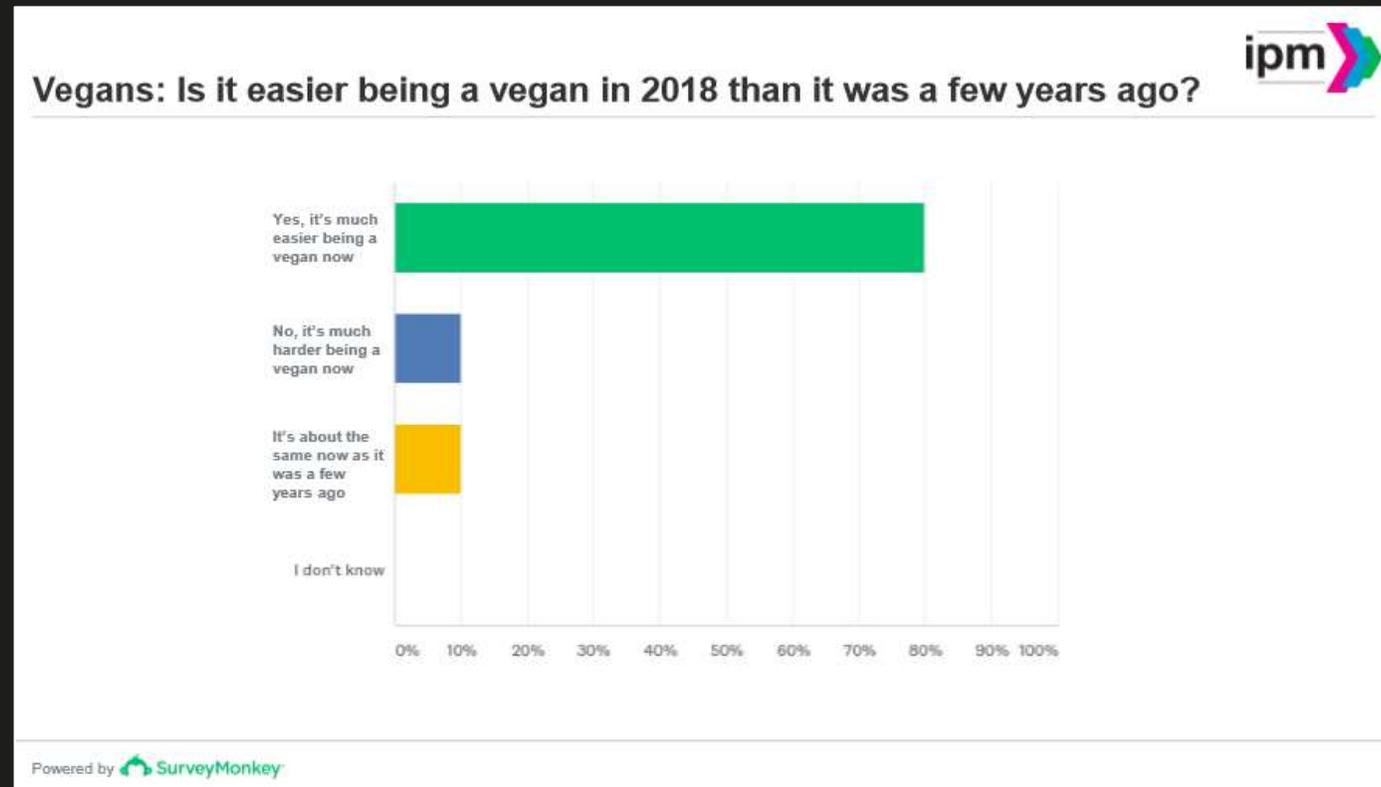
Most retailers have also featured vegan recipes this month. For instance, Flora's Dairy Free spread (Flora Freedom) had a tear off pad in Tesco, with a vegan risotto recipe. (Flora Freedom is also on price promotion).

It's definitely cool to be kind in 2019 and this is a shopper trend that ATOM will be watching closely this year.

Visible Veganism



Easy Veganism



IPM research conducted December 2018

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