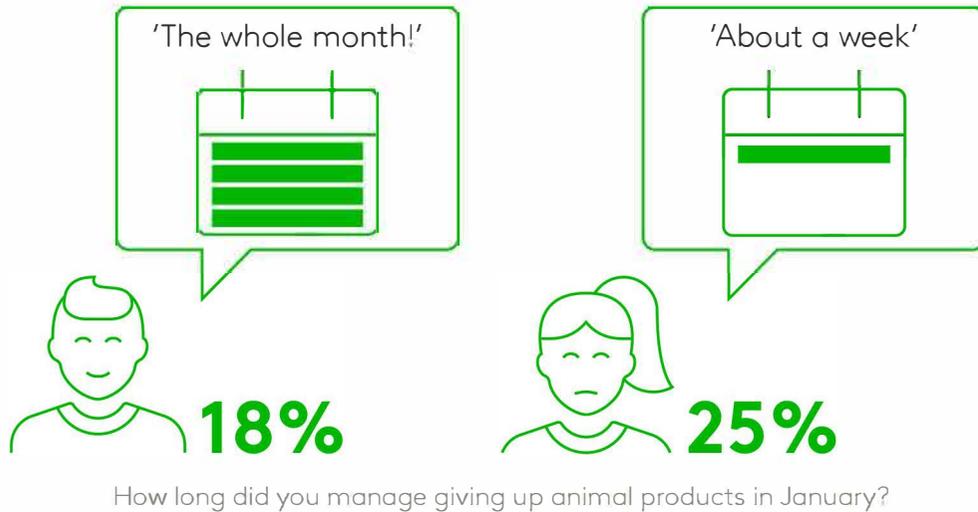
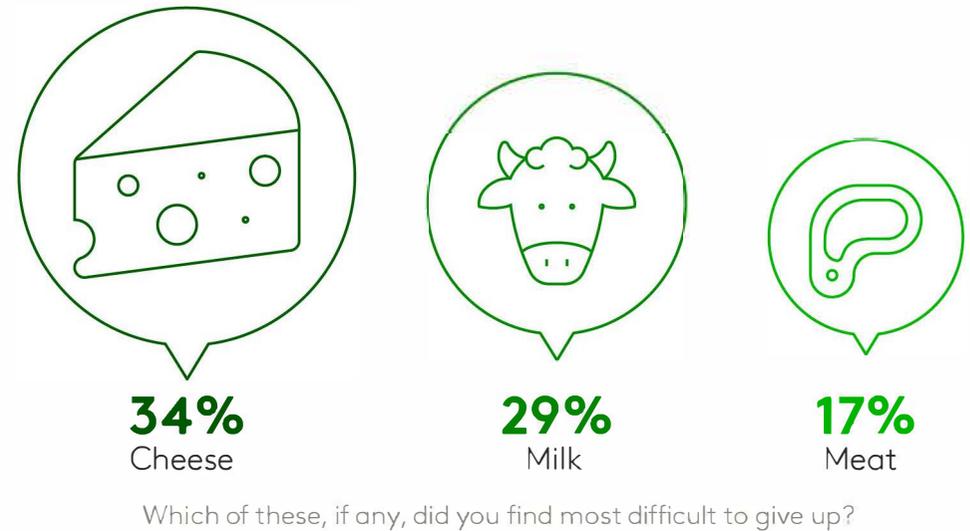


WE SPOKE TO 5,000 PEOPLE WHO WENT PLANT-BASED FOR VEGANUARY. Did it meet their expectations?

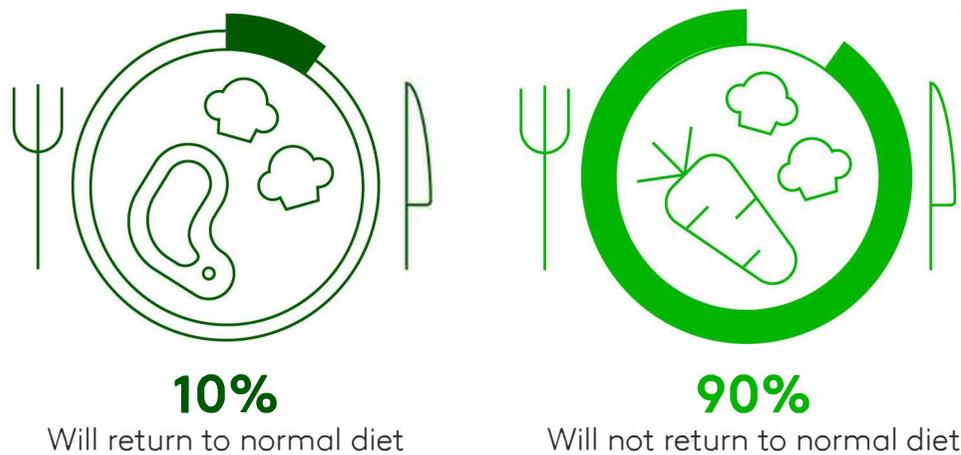
Staying vegan proved challenging, only 18% lasted the whole month.



Our weak spot? Cheese! We struggled to give this up the most.



Veganuary is impactful, only 10% intend to return to original diet.



1/3 of those who **didn't** take part still tried vegan & veg alternatives.

