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10,000 people call on major supermarkets to label vegan products

Tonbridge, UK – More than 10,000 people have signed a petition, started by Animal Aid – one of the UK’s largest animal rights groups – calling on all major supermarkets to clearly label their own-brand vegan products.

Since Animal Aid launched their #MarkItVegan campaign in late 2016, supermarket giants Asda and Tesco have started to roll out extensive vegan labels on their own-brand products. As well as this, more recently Aldi have indicated that they are doing the same.

However, despite this, supermarket giants Waitrose, Marks & Spencer, Iceland and Lidl do not widely label their own-brand vegan products.

Says Animal Aid Vegan Outreach Campaign Manager, Tod Bradbury:

‘With the ever-growing increase in demand for vegan products, due to more people than ever before adopting a plant-based diet, or reducing their animal product consumption, there has never been a more sensible time for supermarkets to label their own-brand vegan products.

‘Having suitably labelled products, similar to those already enjoyed by vegetarians, makes life much easier for vegans, and those buying on their behalf. It allows us to shop with confidence, knowing that we are not supporting animal cruelty.’

-ENDS-

Notes for editors

1) The petition can be found here: www.animalaid.org.uk/go/markitvegan

2) More information about the #MarkItVegan campaign can be found here: <https://www.animalaid.org.uk/the-issues/our-campaigns/vegan/mark-vegan-campaign/>

3) For more information, or to arrange an interview, please contact Tod Bradbury: tod@animalaid.co.uk / Tel: 01732 364546 ext 223