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Morrisons becomes latest supermarket to commit to vegan labelling

Tonbridge, UK – Supermarket giant Morrisons has become the latest to commit to labelling all of its own-brand vegan products.

Since 2016, Animal Aid has campaigned, through its #MarkItVegan campaign, for all major supermarkets to clearly label their own-brand vegan products, just as many products are labelled as 'suitable for vegetarians'.

A petition urging all major supermarkets to do just this has amassed more than 10,000 signatures.

Morrisons will join Tesco, Asda and Aldi who have all committed to clear vegan labelling since the launch of the #MarkItVegan campaign. Some have started to roll-out their newly established vegan logos. And whilst Morrisons has not been able to give a definite date for the label roll-out, they have stated that it will happen this year.

Says Animal Aid Vegan Outreach Campaign Manager, Tod Bradbury:

'We are absolutely delighted that Morrisons has made the decision to start to label their own-brand vegan products. This will make a huge difference to vegans, and those shopping for vegans, as well as anybody who is thinking about including more plant-based foods in their diet.'

'Up until this point, Morrisons had been inconsistent with its vegan labelling, so this will clear up any confusion that this may have caused, and mean that those purchasing vegan products can do so in confidence.'

'We hope that all other major supermarkets follow suit.'

Prior to the launch of the campaign, only Sainsbury's and the Co-Op widely labelled their own-brand vegan products. Animal Aid is now calling on the remaining supermarkets – namely, Marks & Spencer, Iceland, Lidl and Waitrose – to 'up their vegan game' and label their own-brand vegan products.

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Notes for Editors

- More information about the #MarkItVegan campaign can be found here: <https://www.animalaid.org.uk/the-issues/our-campaigns/vegan/mark-vegan-campaign/>
- For more information or to arrange an interview, please contact Tod Bradbury: tod@animalaid.co.uk / Tel: 01732 364546 ext. 223