



For immediate release: Thursday 23rd August 2018

Iceland becomes latest supermarket to commit to vegan labelling

Tonbridge, UK - Frozen food specialist Iceland has confirmed that it is currently in the process of introducing a 'suitable for vegans' label for its own-brand vegan products, following a campaign by Animal Aid.

Animal Aid – one of the UK's largest animal rights organisations – started its [#MarkItVegan](#) campaign in 2016. It calls for all major supermarkets to clearly label their own-brand vegan products in some way, whether by the use of the words 'suitable for vegans', a logo or otherwise.

Iceland, in a letter to Animal Aid, has stated that they are only at the beginning of this long and complex process, so the label will not be seen for some time, but nevertheless Animal Aid has welcomed the decision.

Says Animal Aid Vegan Outreach Campaign Manager, Tod Bradbury:

'We are absolutely delighted that Iceland has made the decision to label their own-brand vegan products. This will make a huge difference not only to vegans, but to vegetarians, reducetarians, those wanting to try vegan food, and indeed those who purchase vegan food for family members.'

'Iceland has, as of late, considerably upped their vegan game with plans to [release 13 new vegan meat-alternatives](#) to its stores very soon.'

Iceland will join [Tesco](#), [Asda](#), [Morrisons](#) and Aldi who have all committed to clear vegan labelling following the launch of the #MarkItVegan campaign. 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 to 'up their vegan game' and label their own-brand vegan products.

-ENDS-

Notes for Editors

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

[2] For more information or to arrange an interview, please contact Tod Bradbury:
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