

## A Veganuary for everyone!



**Bielefeld, November 2024 –** With the motto "Veganuary is for Everyone", Dr. Oetker is supporting the Veganuary campaign for the fifth time in a row in 2025. Every January, Veganuary motivates people worldwide to switch to a purely plant-based diet for a month. Over 25,000,000 people around the world participated in this global initiative in January 2024. Since 2021, Dr. Oetker has been supporting the idea and, in addition to purely plant-based pizzas, cakes and desserts, is offering consumers more and more options for vegan preparation of already known and popular products – via preparation instructions and a steadily increasing number of vegan recipe ideas.

### **Focus on Veganuary**

In January 2025, Dr. Oetker will not only motivate people to participate in the global Veganuary challenge with an international campaign and a variety of communication measures, but also promote its awareness. Veganuary 2025 will be integrated with a wealth of information, products and recipes on the Dr. Oetker websites. In the first month of the year, the company's social media channels will present plenty of inspiration for participation, such as numerous delicious recipe ideas from the Dr. Oetker test kitchen.

### **Vegan enjoyment every day in Bielefeld**

In 2025, Dr. Oetker is once again calling for an internal Workplace challenge among employees. Under the international motto "Veganuary is for Everyone!", the focus is on sharing vegan recipes with colleagues

and thus inspiring each other. Another highlight is an internal "corridor survey" and a quiz in which employees in various product categories can guess which preparation is vegan and which is based on a non-vegan recipe. Particularly established and popular in Bielefeld: In January, a vegan dish will once again be offered daily in the company restaurant to actively motivate employees to participate in Veganuary.

### Focus on vegan preparation

Dr. Oetker wants to offer products to everyone to enjoy and supports consumers with vegan products, preparation ideas and recipes in their decision for climate and animal welfare. Many products already carry the European V-label and are therefore recognizable as vegan at first glance. In addition, we point out the possibility of preparing numerous desserts and baking mixes with plant-based alternatives. Recently, the rice pudding and semolina porridge varieties under the sub-brand Dr. Oetker Süße Mahlzeit have also included a reference to the plant-based preparation option.

Our vegan Dr. Oetker products thus support the goals of the Dr. Oetker Sustainability Charter to offer innovative and healthy food, minimize the ecological footprint and be climate-neutral in all direct and indirect areas of influence by 2050.



### LoVE it! range continues to offer vegan enjoyment

Launched in 2021 with plant-based pudding, the Dr. Oetker range now includes vegan baking mixes, vegan desserts, and vegan gelling agents under the LoVE it! sub-brand.

### Vegan is also available on the frozen shelf

Pizza is one of the most sought-after product groups in the frozen food section and is also very popular with vegans. This will appeal to even more consumers who eat a plant-based diet but do not want to miss out on full pizza enjoyment. The Ristorante Margherita Pomodori Vegan offers the perfect plant-based alternative to conventional pizza. The Ristorante is supported by the Bistro Baguette Spicy BBQ Vegan, which has been available in stores since mid-2023. It promises real enjoyment without animal ingredients and is topped with colorful vegetables, a spicy pea protein-based topping and chip crumbs. A special success: The Bistro Baguette Spicy BBQ Vegan was chosen as the winner in the "Ready Meals" category of the V-Label Awards in 2024 with more than 15,000 votes from consumers.

Hints and information on other vegan products or recipes as well as the Dr. Oetker Stories can be [found here](#).





"We want every consumer to be able to decide how he/she wants to eat every day. Vegan preparation instructions on our products can support and inspire this."

Daniela Emonts-Gast, Senior Executive Manager Consumer Marketing

#### The Dr. Oetker Sustainability Charter

Sustainable action and corporate responsibility have a long tradition at Dr. Oetker. Our aim is to give everyone a feeling of home. Guided by this purpose, we are constantly developing our company and paving the way for a sustainable future. That is why we adopted the Dr. Oetker Sustainability Charter in 2020, firmly anchoring our sustainability ambitions in our actions. The Sustainability Charter consists of the dimensions of Our Food, Our World and Our Company and includes both concrete sustainability goals and commitments that we face as a responsible company



More at: <https://www.oetker.com/our-responsibility/driving-sustainability>

We will be happy to provide further image material as well as details of the study

Photo note:

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