

VEgAnUaRY

As each year during Veganuary in the UK , fast food giants unveil many vegan options .

This year, **Mc Donald's** has launched its first ever vegan meal with the « **Veggie Dippers** ».

The dippers made of yellow split peas, tomatoes, rice and pesto are covered with breadcrumbs. The products are approved by the Vegan Society (no risk of cross contamination thus) and can be purchased as part of a happy meal or separately in the UK and in Ireland.

KFC also launched a vegan burger (with a Quorn fillet, a blend of 11 herbs and spices, vegan mayonnaise and lettuce). The launch was successful since one million vegan chicken burgers were sold in the UK during January (the equivalent of one vegan burger every three seconds since the launch on the 2nd January according to the « Veganuary » association).

Lastly, **Burger King** has also launched a plant-based burger called the « **Rebel Whopper** »,. The launch saw a backlash on social media due to the cross contamination of the product with non plant-based products making it suitable for flexiratians and not vegetarians or vegans.



Burger King @BurgerKingUK · 6 janv.

You asked and we listened. Introducing the Rebel Whopper, our first plant-based burger! 🍔 Pick up yours exclusively with the app on the 6th and 7th and then available as usual from the 8th. T&Cs apply.



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McDonald's UK @McDonaldsUK · 2 janv.

Introducing our new, @vegsoc vegan approved, Veggie Dippers meal! 🌱



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Squirrel Sisters Peanut Caramel bars

To celebrate « Veganuary », the healthy snacking brand Squirrel Sisters has launched a new peanut caramel snack bar. Entirely gluten-free, plant-based and with no added sugar, the product is available at Waitrose, Whole Foods and Ocado.



Gâto & Co Cookies 'n'cream cookie sandwiches

The plant-based Gâto & Co has unveiled a vegan gluten-free cookie sandwich range.

With a creamy filling, the cookies are only made with natural ingredients and are free from gluten, dairy and palm oil.

With only 99 calories per cookie, the products also contain 50% less sugar than comparable snacks.

They can be found only in Boots.



Doisy & Dam crunchy dark chocolate balls

The famous brand Doisy & Dam has launched a vegan Malteser-style balls called « Ballers ».

The crunchy dark chocolate balls are made with 70% cocoa dark chocolate. They are plant-based and free from palm oil. An healthy alternative to classic chocolate treats!