

**CONTENT.
COVERED.**



Elmlea

The foods stopping Brits from going Vegan

57

PIECES OF COVERAGE:

1.9B

ONLINE READERSHIP:

2.5M

ESTIMATED COVERAGE VIEWS:

105

SOCIAL SHARES:

28

LINKS FROM COVERAGE:

68

AVERAGE DOMAIN AUTHORITY:

3.56M

DAILY READERSHIP:

31

DA 70+:

Half of Brits find it tough to be vegan

IT may be Veganuary for some, but millions admit they could not give up eating animal products.

A study found more than half of us would struggle to get by without meat, cheese, eggs or milk.

The survey by vegan cream maker Elmlea Plant found many who want to give up animal products for Veganuary would only last until this Friday.

And cheese topped the list of what non-vegans would miss the most, followed by eggs and milk.

But Elmlea Plant's Catherine Lloyd said: "A lot of the foods people would miss by going vegan now have great alternatives that are indistinguishable in terms of taste."

The Mirror

JAN 06, 2021

DAILY READERSHIP:

450K

72POINT.

CONTENT.
COVERED.

Cheese is a little cracker

The Daily Star

JAN 06, 2021

DAILY READERSHIP:

282K

VEGANISM is not an option for over half of Brits – because they could not live without cheese.

The dairy delight topped a list of the 40 most-loved animal-derived foods.

Catherine Lloyd, of Elmlea Plant, who commissioned the research, said thousands had begun Veganuary but “many don’t expect to make it even half way”.

72POINT.

CONTENT.
COVERED.

Veganism off the menu for millions who can't live without eggs and cheese

MILLIONS of Britons admit they would struggle with veganism because they couldn't live without cheese, eggs – and pancakes. Classics such as roast chicken, fish and chips, and bacon sandwiches would also prove too much to resist, according to research of 2,000 Brits. Cheese topped the list of the top

40 items Brits could not go without, with 56 per cent admitting they would struggle to stick to a diet where it was off limits. Another one in six couldn't give up pepperoni on a pizza, and nearly a quarter wouldn't want to do without cream. Sausages, a juicy steak or a lasagne, would also tip people over

the edge, were they to try a plant-based diet. It also emerged the average adult reckons they would only make it to January 8 before succumbing to their old favourites if they were to give Veganuary a go. Elmlea Plant commissioned the research, and teamed up with recipe channel So Vegan, to create plant-

based recipes for Veganuary. Elmlea Plants spokesperson Catherine Lloyd said: "It's fascinating to see that such a big proportion of the UK population are taking part in Veganuary this year, but that many don't expect to make it even halfway through the month. "However, going vegan doesn't

have to mean missing out. Vegan alternatives have come a long way and a lot of the foods people would miss by going vegan now have really great alternatives that are indistinguishable in terms of taste. "It was good to see the results finding that people are willing to try vegan foods, even if they wouldn't adopt the lifestyle completely."

The Herald

JAN 06, 2021

DAILY READERSHIP:

23K

SAY CHEESE: It may be Veganuary but four in ten of us would not consider taking the vegan plunge because they'd miss milk chocolate, creamy lasagne and particularly cheese too much. Half of us would struggle not to eat eggs, research from Elmlea Plant has found.



The Sun

JAN 07, 2021

DAILY READERSHIP:

1.2M

72POINT.

CONTENT.
COVERED.

Sun

The Sun

DEC 30, 2020

FOUR in ten adults are put off going vegan – because they would miss milk chocolate, lasagne and cheese too much, an Elm-lea Plant poll found.

SPOT

DAILY READERSHIP:

1.2M

72POINT.

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Half of us find it tough to be vegan

The Irish Mirror

JAN 06, 2021

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But Elmlea Plant's Catherine Lloyd said: "A lot of the foods people would miss by going vegan now have great alternatives that are indistinguishable in terms of taste."

DAILY READERSHIP:

28K

72POINT.

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SAY CHEESE: It may be Veganuary but four in ten of us would not consider taking the vegan plunge because they'd miss milk chocolate, creamy lasagne and particularly cheese too much. Half of us would struggle not to eat eggs, research from Elmlea Plant has found.



The Scottish Sun

JAN 07, 2021

DAILY READERSHIP:

165K

72POINT.

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Sun

The Scottish Sun

DEC 30, 2020

FOUR in ten adults are put off going vegan – because they would miss milk chocolate, lasagne and cheese too much, an Elm-lea Plant poll found.

SPOT

DAILY READERSHIP:

165K

72POINT.

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Sun

The Irish Sun

DEC 30, 2020

FOUR in ten adults are put off going vegan – because they would miss milk chocolate, lasagne and cheese too much, an Elm-lea Plant poll found.

SPOT

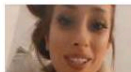
DAILY READERSHIP:

48K

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Daily Mail

Record half a MILLION people take on 'Veganuary' challenge

Sam Baker For Mailonline 2 days ago



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The 'Veganuary' challenge has seen a record 500,000 people sign up to eat a solely plant-based diet for the next month - double the number of people who took part in 2019.

As many as 125,000 people taking part in the challenge are based in the UK, with supermarket giant Tesco even running TV and radio ads promoting the challenge for the first time, [The Guardian](#) reports.

New research conducted by investment bank UBS also found that the number of people opting for plant-based meat alternatives is on the rise, from 48 per cent to 53 per cent between March and November 2020.



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(EST.) COVERAGE VIEWS:

653K

DOMAIN AUTHORITY:

95



Daily Mail

Record half a MILLION people take on 'Veganuary' challenge

Sam Baker For Mailonline 2 days ago



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885M

(EST.) COVERAGE VIEWS:

653K

DOMAIN AUTHORITY:

95

DAIRY FLEE Milk chocolate, creamy lasagne and cheese are among foods Brits would miss most if they became vegan

[Elizabeth Little](#)

29 Dec 2020, 11:20 | Updated: 29 Dec 2020, 11:38

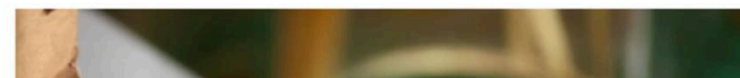
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FOUR in 10 Brits wouldn't consider going vegan – because they'd miss rich milk chocolate, creamy lasagne and cheese too much.

Research of 2,000 adults revealed the top foodstuffs Brits would miss if they were to adopt a plant-based lifestyle as part of Veganuary.



More than half of adults said they couldn't live without cheese Credit: Alamy



The Sun

DEC 29, 2020

(EST.) MONTHLY VISITS: **122M**

(EST.) COVERAGE VIEWS: **107K**

DOMAIN AUTHORITY: **94**



6

72POINT.

CONTENT.
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M Lifestyle • Dieting • Food

Brits say cheese and eggs are main reasons why they can't turn vegan

Cheese, eggs and classics such as a roast dinner, fish and chips and a bacon sandwich all topped the list of reasons why millions of Brits would struggle to go vegan

SHARE      COMMENTSBy **Steve Richmond & Claire Gilbody-Dickerson**
15:48, 5 JAN 2021

LIFESTYLE



Cheese was the top reason why Brits find it hard to turn vegan (Image: SWNS.com)



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Classics such as roast chicken, fish and chips, and bacon sandwiches would also prove too much to resist according to research of 2,000 Brits.

Cheese topped the list of the top 40 items Brits could not go without, with 56 per cent admitting they would struggle to stick to a diet where it was off limits.

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1



Mum branded 'fat piece of s**t' in 'nasty' note left on her car while she was shopping

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2020 quiz: 100 questions to test family and friends

The Mirror

JAN 05, 2021

(EST.) MONTHLY VISITS: 105M

(EST.) COVERAGE VIEWS: 92.2K

DOMAIN AUTHORITY: 94

LINKS FROM COVERAGE: 1



8

72POINT.

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News > UK > Home News

Cheese is main temptation for Britons when switching to veganism, finds survey

Seven in 10 adults agree it is easier than ever to get hold of vegan products

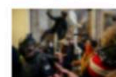
Steve Richmond | 3 days ago



Despite their love of dairy and other animal produce, seven in 10 adults agree it's easier than ever to get hold of vegan products (Getty Images)

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(EST.) MONTHLY VISITS: 139M

(EST.) COVERAGE VIEWS: 122K

DOMAIN AUTHORITY: 94



2



7

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Record half a MILLION people take on 'Veganuary' challenge to eat only plant-based foods for a month - DOUBLE the number who signed up in 2019

- 500,000 people signed up for the 'Veganuary' challenge this year - a new record
- This means double the number of people are taking part compared to 2019
- People ditching meat rose five per cent between March and November 2020

By SAM BAKER FOR MAILONLINE

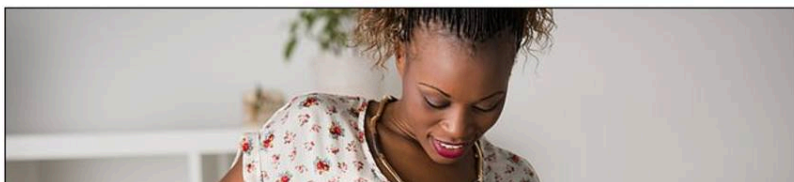
PUBLISHED: 13:30 EST, 5 January 2021 | UPDATED: 13:55 EST, 5 January 2021



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New research conducted by investment bank UBS also found that the number of people opting for plant-based meat alternatives is on the rise, from 48 per cent to 53 per cent between March and November 2020.



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▶ New Year, new you?

(EST.) MONTHLY VISITS:

366M

(EST.) COVERAGE VIEWS:

321K

DOMAIN AUTHORITY:

94



30



2

It's too hard to be a vegan because Britons can't live without fish and chips and bacon

Millions of Britons admit they would struggle with veganism because they couldn't live without cheese, eggs and pancakes. Classics such as roast chicken, fish and chips, and bacon sandwiches would also prove too much to resist according to the research of 2,000 Britons.

PUBLISHED: 14:58, Tue, Jan 5, 2021 | UPDATED: 14:59, Tue, Jan 5, 2021

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You couldn't eat this if you went vegan (Image: Getty)



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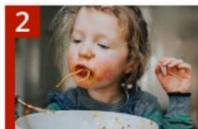
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(EST.) MONTHLY VISITS: **149M**

(EST.) COVERAGE VIEWS: **151K**

DOMAIN AUTHORITY: **93**

LINKS FROM COVERAGE: **1**



1

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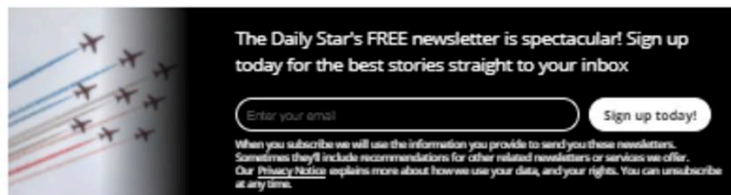
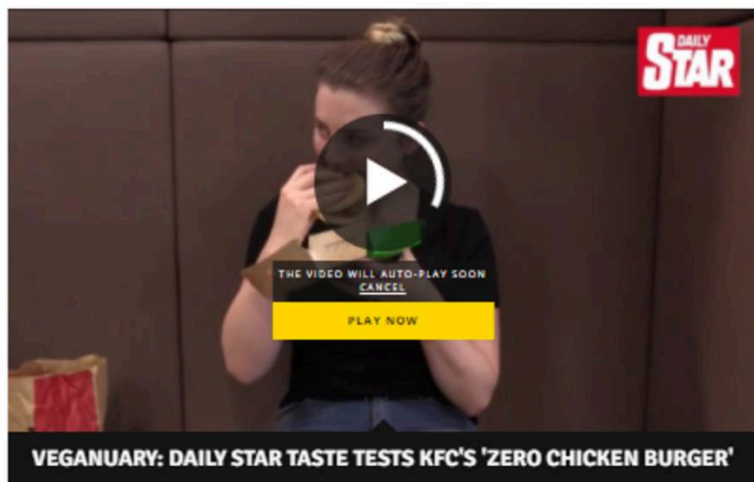
Diet & Fitness Food

Millions of Brits think it'd be too hard to go vegan as they love cheese too much

Many Brits admitted they would struggle to give up animal products to go vegan because they love cheese too much

SHARE    COMMENTSBy [Sophie Roberts](#) Lifestyle and Travel Editor
11.03, 5 JAN 2021

DIET & FITNESS

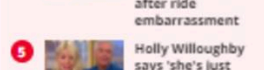
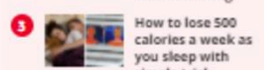


Millions of Brits say they'd find it hard to go vegan because they couldn't live without cheese, eggs and pancakes.

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The Daily Star

JAN 05, 2021

(EST.) MONTHLY VISITS:

32.3M

(EST.) COVERAGE VIEWS:

37.3K

DOMAIN AUTHORITY:

92

LINKS FROM COVERAGE:

1



2

72POINT.

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W What's On Food & Drink

40 reasons Brits don't want to go vegan in January

"A large proportion of the UK population is planning to take part in Veganuary this year, but that many don't expect to make it even halfway through the month!"

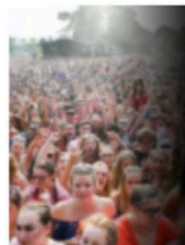
SHARE   By Neil Shaw
00:00, 1 JAN 2021

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Four in 10 Brits wouldn't consider going vegan - because they'd miss rich cheese, milk chocolate and creamy lasagne too much.

Research of 2,000 adults revealed the top food and meals Brits would miss if they were to adopt a plant-based diet.

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(EST.) MONTHLY VISITS:

15.1M

(EST.) COVERAGE VIEWS:

23.7K

DOMAIN AUTHORITY:

89

LINKS FROM COVERAGE:

1



4

DAIRY FLEE Milk chocolate, creamy lasagne and cheese are among foods Brits would miss most if they became vegan

Elizabeth Little

29 Dec 2020, 11:29 | Updated: 29 Dec 2020, 11:43



Comment now

FOUR in 10 Brits wouldn't consider going vegan – because they'd miss rich milk chocolate, creamy lasagne and cheese too much.

Research of 2,000 adults revealed the top foodstuffs Brits would miss if they were to adopt a plant-based lifestyle as part of Veganuary.

 3

More than half of adults said they couldn't live without cheese Credit: Alamy

The Scottish Sun

DEC 29, 2020

(EST.) MONTHLY VISITS:

6.3M

(EST.) COVERAGE VIEWS:

12.5K

DOMAIN AUTHORITY:

86

72POINT.

CONTENT.
COVERED.

40 reasons Brits don't want to go vegan in January

"A large proportion of the UK population is planning to take part in Veganuary this year, but that many don't expect to make it even halfway through the month!"



By Neil Shaw
00:00, 1 JAN 2021

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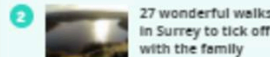
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Cheese topped the list with 56 per cent selecting it, while 48 per cent would find life really difficult if they were to eliminate eggs from their diet entirely. Nearly a quarter couldn't do without cream and one in six couldn't give up pepperoni on a pizza.

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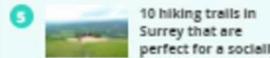
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(EST.) MONTHLY VISITS:

2.3M

(EST.) COVERAGE VIEWS:

5.54K

DOMAIN AUTHORITY:

83

LINKS FROM COVERAGE:

1

B What's On Food & Drink

40 reasons Brits don't want to go vegan in January

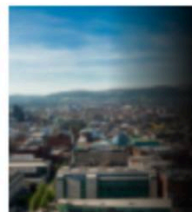
"A large proportion of the UK population is planning to take part in Veganuary this year, but that many don't expect to make it even halfway through the month!"

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By Neil Shaw
00:00, 1 JAN 2021

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(EST.) MONTHLY VISITS:

2.88M

(EST.) COVERAGE VIEWS:

7.35K

DOMAIN AUTHORITY:

82

LINKS FROM COVERAGE:

1

What's On Food & Drink

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"A large proportion of the UK population is planning to take part in Veganuary this year, but that many don't expect to make it even halfway through the month!"

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By Neil Shaw
00:00, 1 JAN 2021

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(EST.) MONTHLY VISITS:

3.35M

(EST.) COVERAGE VIEWS:

8.53K

DOMAIN AUTHORITY:

82

LINKS FROM COVERAGE:

1

N What's On - Food & Drink

40 reasons Brits don't want to go vegan in January

"A large proportion of the UK population is planning to take part in Veganuary this year, but that many don't expect to make it even halfway through the month!"

SHARE f t |

By **Neil Shaw** Network Content Editor
00:00, 1 JAN 2021

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(EST.) MONTHLY VISITS:

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(EST.) COVERAGE VIEWS:

14.1K

DOMAIN AUTHORITY:

81

LINKS FROM COVERAGE:

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Record half a MILLION people take on 'Veganuary' challenge to eat only plant-based foods for a month - DOUBLE the number who signed up in 2019

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- This means double the number of people are taking part compared to 2019
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By SAM BAKER FOR MAILONLINE

PUBLISHED: 13:30 EST, 5 January 2021 | UPDATED: 13:55 EST, 5 January 2021



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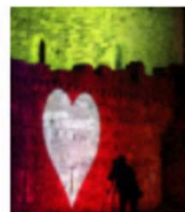
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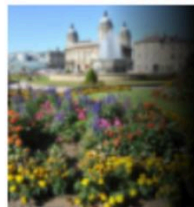
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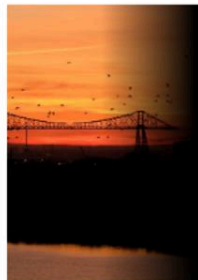
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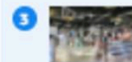
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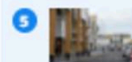
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Four in 10 Brits wouldn't consider going vegan – because they'd miss rich milk chocolate, creamy lasagne and cheese too much.

Research of 2,000 adults revealed the top foodstuffs Brits would miss if they were to adopt a plant-based lifestyle as part of Veganuary.

Cheese topped the list with 56 per cent selecting it, while one in six couldn't give up pepperoni on a pizza.

Another 48 per cent would find life really difficult if they were to eliminate eggs from their diet entirely, while nearly a quarter couldn't do without cream.

It also emerged that if attempting Veganuary, the average Brit estimated they would only reach the 8th January before succumbing to their old favourites like cheesecake or a chicken curry.

Despite these concerns, a fifth are considering taking part in 2021.

But one in 10 have tried in the past and buckled before getting to the end of the month, with the average failure coming on the 12th of January.

Catherine Lloyd, from Elmlea Plant, which has teamed up with So Vegan to create plant-based recipes ahead of Veganuary, and commissioned the research, said: 'It's fascinating to see that such a big proportion of the UK population is planning to take part in Veganuary this year, but that many don't expect to make it even halfway through the month.

'However, going vegan doesn't have to mean missing out - Vegan alternatives have come a long way and a lot of the foods people would miss by going vegan now have really great alternatives that are indistinguishable in terms of taste, including cream and cheese.

'It was good to see the results finding that people are willing to try vegan foods, even if they wouldn't adopt the lifestyle completely.'

Other foods Brits would miss if they went plant-based include sausages, chicken nuggets and bacon sandwiches

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Millions of Brits admit they would struggle with veganism - because they couldn't live without cheese, eggs and pancakes

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Classics such as roast chicken, fish and chips, and bacon sandwiches would also prove too much to resist according to research of 2,000 Brits.

Cheese topped the list of the top 40 items Brits couldn't go without with 56 per cent admitting they would struggle to stick to a diet where it was off limits.

Another one in six couldn't give up pepperoni on a pizza and nearly a quarter wouldn't want to do without cream.

Sausages, a juicy steak or a lasagne would also tip people over the edge were they to try a plant-based diet.

It also emerged the average adult reckons they would only make it to January 8th before succumbing to their old favourites if they were to give Veganuary a go.

Flora Plant commissioned the research and teamed up with So

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913K

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2.96K

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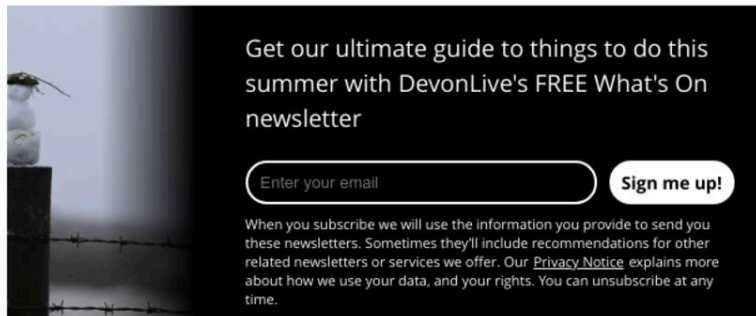
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40 reasons Brits don't want to go vegan in January

"A large proportion of the UK population is planning to take part in Veganuary this year, but that many don't expect to make it even halfway through the month!"



By **Neil Shaw** Network Content Editor
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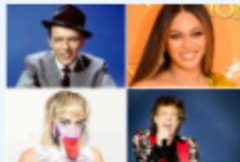
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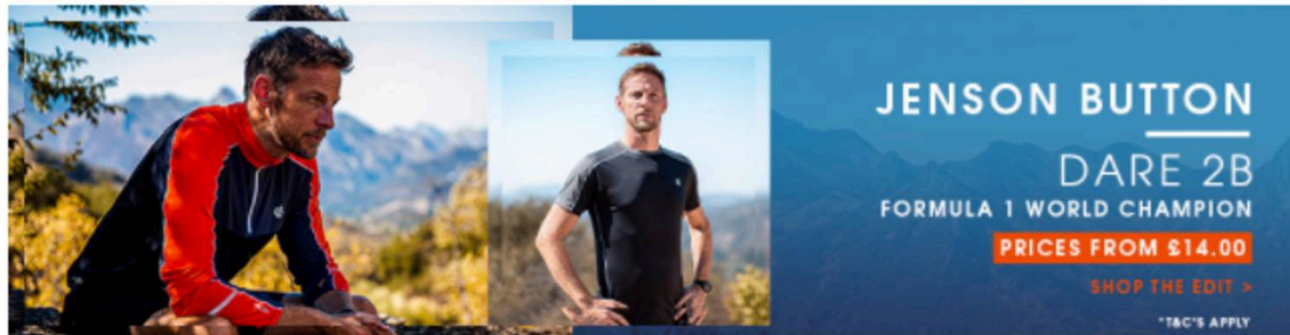
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Record half a MILLION people take on 'Veganuary' challenge to eat only plant-based foods for a month - DOUBLE the number who signed up in 2019

- 500,000 people signed up for the 'Veganuary' challenge this year - a new record
- This means double the number of people are taking part compared to 2019
- People ditching meat rose five per cent between March and November 2020

By **SAM BAKER FOR MAILONLINE**

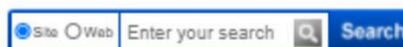
PUBLISHED: 18:30, 5 January 2021 | UPDATED: 18:55, 5 January 2021



The 'Veganuary' challenge has seen a record 500,000 people sign up to eat a solely plant-based diet for the next month - double the number of people who took part in 2019.

As many as 125,000 people taking part in the challenge are based in the UK, with supermarket giant **Tesco** even running TV and radio ads promoting the challenge for the first time, **The Guardian** reports.

New research conducted by investment bank UBS also found that the number of people opting for plant-based meat alternatives is on the rise, from 48 per cent to 53 per cent between March and November 2020.

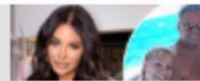


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The Mail on Sunday

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(EST.) MONTHLY VISITS:

3.12M

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By Neil Shaw
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5.5K

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11.2K

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
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What's On - Food & Drink

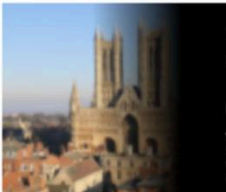
40 reasons Brits don't want to go vegan in January

"A large proportion of the UK population is planning to take part in Veganuary this year, but that many don't expect to make it even halfway through the month!"

SHARE    By **Neil Shaw** Network Content Editor
00:00, 1 JAN 2021

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


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Four in 10 Brits wouldn't consider going vegan - because they'd miss rich cheese, milk chocolate and creamy lasagne too much.

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Veganuary: 4 in 10 love cheese too much to go vegan



Four in 10 Brits wouldn't consider going vegan – because they'd miss rich milk chocolate, creamy lasagne and cheese just too much.

Research of 2,000 adults revealed the top foodstuffs Brits would miss if they were to adopt a **plant-based lifestyle** as part of Veganuary.

Cheese topped the list with 56 per cent selecting it, while one in six couldn't give up pepperoni on a pizza. Another 48 per cent would find life really difficult if they were to eliminate **eggs** from their diet entirely, while nearly a quarter couldn't do without cream.

Other foods Brits would miss if they went plant-based include sausages, chicken nuggets and bacon sandwiches. And those with a sweet tooth would struggle to live without chocolate brownies, doughnuts or pancakes.

Despite their love of dairy and other animal produce such as cheese and chicken, seven in 10 Brits agreed it's easier than ever to get hold of vegan products. It also emerged that 39 per cent would be more inclined to buy vegan products if they

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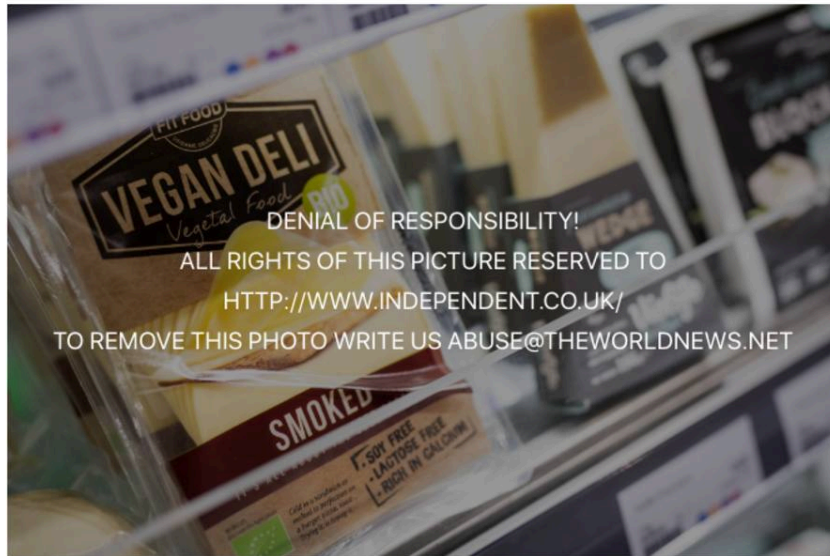
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Cheese is main temptation for Britons when switching to veganism, finds survey



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The average adult would only make it to 8 January before succumbing to their old favourites if they were to attempt Veganuary, according to a survey.

Much of the British public admitted they would struggle with the switch – because they would struggle to live without cheese, eggs and pancakes.

Classics such as roast chicken, fish and chips, and bacon sandwiches would also prove too much to resist, according to research of 2,000 people.

Cheese topped the list of the top 40 items individual's couldn't go without, with 56 per cent admitting they would struggle to stick to a diet where it was off-limits.

Another one in six couldn't give up pepperoni on a pizza and nearly a quarter would not want to go without cream.

Sausages, a steak or a lasagne would also be hard to skip for those trying a plant-based diet, the


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61

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Chocolate, lasagne and cheese among foods Brits would miss if they became vegan

Milk chocolate, creamy lasagne and cheese are among foods Brits would miss most if they became vegan

• 12/30/2020 12:00:00 AM



Source
The Sun

(EST.) MONTHLY VISITS:

1.1M

(EST.) COVERAGE VIEWS:

6.92K

DOMAIN AUTHORITY:

55

DEC 29, 2020

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Milk chocolate, creamy lasagne and cheese are among foods Brits would miss most if they became vegan

DAIRY FLEE

FOUR in 10 Brits wouldn't consider going vegan – because they'd miss rich milk chocolate, creamy lasagne and cheese too much.

Research of 2,000 adults revealed the top foodstuffs Brits would miss if they were to adopt a plant-based lifestyle as part of Veganuary.

Cheese topped the list with 56 per cent selecting it - while one in six couldn't give up pepperoni on pizza.

Another 48 per cent said they would find life really difficult if they were to eliminate eggs from their diet entirely, while nearly a quarter couldn't do without cream.

It also emerged that if attempting Veganuary, the average Brit estimated they would only reach January 8 before succumbing to their old favourites like cheesecake or a chicken curry.

Despite these concerns, a fifth are considering taking part in 2021.

One in 10 admitted they had tried in the past and buckled before getting to the end of the month, with the average failure coming on the 12th of January.

Catherine Lloyd from Elmlea Plant, which has teamed up with So Vegan to create plant-based recipes ahead of Veganuary and commissioned the research, said: "It's fascinating to see that such a big proportion of the UK population is planning to take part in Veganuary this year, but that many don't expect to make it even halfway through the month."

"However, going vegan doesn't have to mean missing out - vegan alternatives have come a long way and a lot of the foods people would miss by going vegan now have really great alternatives that are indistinguishable in terms of taste, including cream and cheese."

"It was good to see the results finding that people are willing to try vegan foods, even if they wouldn't adopt the lifestyle completely."

THE TOP 40 FOODS BRITS WOULD MISS MOST IF THEY WENT VEGAN FOR VEGANUARY


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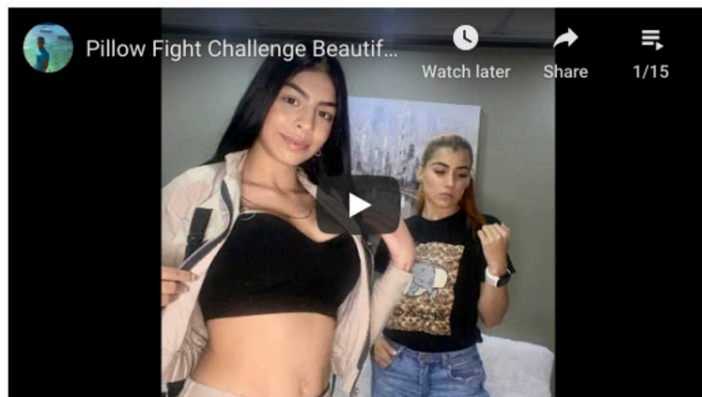


Record half a MILLION people take on 'Veganuary' challenge to eat only plant-based foods for a month

January 5, 2021 Newsfeeds.media



The 'Veganuary' challenge has seen a record 500,000 people sign up to eat a solely plant-based diet for the next month – double the number of people who took part in 2019.



As many as 125,000 people taking part in the challenge are based in the UK, with supermarket giant [Tesco](#) even running TV and radio ads promoting the challenge for the

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Record-breaking 500,000 people sign up for Veganuary 2021



Image: Veganuary



Mohsina Dodhiya

6th January 2021



"Pretty much everyone has accepted we need to be reducing animal products in our diets for environmental reasons."

This year, a record-breaking 500,000 people have signed up for the Veganuary challenge making it the biggest turnout since the movement began in 2014.

The pledges this year have already surpassed 2020's total of 400,000 – and more sign-ups are still pouring in.



weareveganuary 363.4k followers

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Totally Vegan Buzz

JAN 06, 2021

(EST.) MONTHLY VISITS: **130K**

(EST.) COVERAGE VIEWS: **15.6K**

DOMAIN AUTHORITY: **36**



33



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NEWSCABAL > lifestyle > Brits say cheese and eggs are be the main reasons why they can't turn vegan

● LIFESTYLE

Brits say cheese and eggs are be the main reasons why they can't turn vegan



January 5, 2021 Lifestyle
posted on Jan. 05, 2021 at 3:48 pm



Millions of Brits admit they would struggle with veganism because they couldn't live without cheese, eggs – and pancakes.

Classics such as roast chicken, fish and chips, and bacon sandwiches would also prove too much to resist according to research of 2,000 Brits.

Cheese topped the list of the top 40 items Brits could not go without, with 56 per cent admitting they would struggle to stick to a diet where it was off limits.

Another one in six couldn't give up pepperoni on a pizza, and nearly a quarter wouldn't want to do without cream.

Sausages, a juicy steak or a lasagne, would also tip people over the edge were they to try a plant-based diet.

eggs

A survey found eggs was the second main reason why people wouldn't go vegan
(Image: Getty Images)

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It also emerged the average adult reckons they would only make it to January 8th before succumbing to their old favourites if they were to give Veganuary a go.

Elmlea Plant commissioned the research, and teamed up with So Vegan, to create plant-based recipes for Veganuary.

milk

Milk is among the 40 top foods Brits would miss most if they converted to veganism
(Image: Getty)

Elmlea Plants' spokesperson Catherine Lloyd said: "It's fascinating to see that such a big proportion of the UK population are taking part in Veganuary this year, but that many don't expect to make it even halfway through the month.

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(EST.) COVERAGE VIEWS:

1.79K

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It's too hard to be a vegan because Britons can't live without fish and chips and bacon

January 5, 2021 by [SimpleNews](#) — [Leave a Comment](#)



Cheese topped the list of the top 40 items Britons couldn't go without with 56 percent admitting they would struggle to stick to a diet where it was off limits. Another one in six couldn't give up pepperoni on a pizza and nearly a quarter wouldn't want to do without cream.

Sausages, a steak or a lasagne would also tip people over the edge were they to try a plant-based diet.

It also emerged the average adult reckons they would only make it to January 8 before succumbing to their old favourites if they were to give Veganuary a go.

Elmlea Plant commissioned the research and teamed up with So Vegan to create plant-based recipes for Veganuary.

Elmlea Plants' spokeswoman Catherine Lloyd said: "It's fascinating to see that such a big proportion of the UK population are taking part in Veganuary this year, but that many don't expect to make it even halfway through the month.

(EST.) MONTHLY VISITS:

11.2K

(EST.) COVERAGE VIEWS:

1.6K

DOMAIN AUTHORITY:

33



Food

It's too hard to be a vegan because Britons can't live without fish and chips and bacon

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Cheese topped the list of the top 40 items Britons couldn't go without with 56 percent admitting they would struggle to stick to a diet where it was off limits. Another one in six

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(EST.) COVERAGE VIEWS:

18.2K

DOMAIN AUTHORITY:

33

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Home » Life & Style » It's too hard to be a vegan because Britons can't live without...

Life & Style

It's too hard to be a vegan because Britons can't live without fish and chips and bacon

By [usadailyexpress](#) - January 5, 2021

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Cheese topped the list of the top 40 items Britons couldn't go without with 56 percent admitting they would struggle to stick to a diet where it was off limits. Another one in six couldn't give up pepperoni on a pizza and nearly a quarter wouldn't want to do without cream.

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Sausages, a steak or a lasagne would also tip people over the edge were they to try a plant-based diet.

It also emerged the average adult reckons they would only make it to January 8 before succumbing to their old favourites if they were to give Veganuary a go.

Elmas Plant commissioned the research and teamed up with So Vegan to create plant-based

(EST.) MONTHLY VISITS:

20.4K

(EST.) COVERAGE VIEWS:

3.41K

DOMAIN AUTHORITY:

30

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Milk chocolate, creamy lasagne and cheese are among foods Brits would miss most if they became vegan

December 29, 2020



FOUR in 10 Brits wouldn't consider going vegan – because they'd miss rich milk chocolate, creamy lasagne and cheese too much.

Research of 2,000 adults revealed the top foodstuffs Brits would miss if they were to adopt a plant-based lifestyle as part of Veganuary.



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By Entertain The Kids Posted on 3 days ago 8 min read 0 0 16

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RECORD HALF A MILLION PEOPLE TAKE ON 'VEGANUARY' CHALLENGE

/ 01/05/2021

Record half a MILLION people take on 'Veganuary' challenge to eat only plant-based foods for a month – DOUBLE the number who signed up in 2019

- 500,000 people signed up for the 'Veganuary' challenge this year – a new record
- This means double the number of people are taking part compared to 2019
- People ditching meat rose five per cent between March and November 2020

The 'Veganuary' challenge has seen a record 500,000 people sign up to eat a solely plant-based diet for the next month – double the number of people who took part in 2019.

As many as 125,000 people taking part in the challenge are based in the UK, with supermarket giant Tesco even running TV and radio ads promoting the challenge for the first time, The Guardian reports.

New research conducted by investment bank UBS also found that the number of people opting for plant-based meat alternatives is on the rise, from 48 per cent to 53 per cent between March and November 2020.



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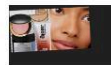
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1.29K

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It's too hard to be a vegan because Britons can't live without fish and chips and bacon

LIFESTYLE January 5, 2021 | Updated: 3 days ago

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