



Richard McKerrow  
Creative Director  
Love Productions

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Via e-mail: [comment@loveproductions.co.uk](mailto:comment@loveproductions.co.uk)

Dear Mr McKerrow:

I hope this message finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 1.3 million members and supporters with a suggestion that is sure to be a showstopper: make the upcoming season of *The Great British Bake Off* entirely vegan.

Interest in vegan eating is booming, as scores of people are showing compassion for animals and the planet by ditching animal-derived products – including dairy, eggs, gelatine, and honey. Sidelineing bakes without these ingredients to “vegan week” is way past its sell-by date. Promoting vegan baking would also show you're committed to being inclusive of people of all faiths and those with milk and egg allergies.

Switching to vegan bakes would position the show at the forefront of the fight against the climate catastrophe. The UN says a global shift to a plant-based diet is essential to help combat the worst effects of climate change, a crisis that threatens all of us – and generations to come. If the iconic tent makes the switch, viewers of all ages will be inspired to leave planet-polluting animal-derived products on the shelf.

Vegan bakes are also kinder to animals. Every year in the UK, millions of sensitive animals are crammed into sheds – even on “free-range” farms. They spend their short, miserable lives standing on filthy concrete or wire floors, hooked up to milking machines or laying eggs. They're unable to lie down or spread their wings, enduring stress, disease, and injuries before they are sent to the slaughterhouse.

The good news is there's simply no need to contribute to this cruelty, as eggs can easily be swapped for aquafaba, bananas, applesauce, chia seeds, or ground flaxseed. Cows' milk can be replaced with plant milks, agar can be used as a substitute for gelatine, and maple syrup can be used in place of honey – it's as easy as (vegan) pie. We hope you agree that a vegan *Great British Bake Off* would be an all-round winner.

Thank you for your time, and we look forward to hearing from you.

Sincerely,

Elisa Allen  
Vice President of Programmes

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