

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Julian Mills
Managing Director
Hooters Restaurants UK

12 February 2025

Via e-mail: info@hooters-uk.com

Dear Mr Mills:

Hello from People for the Ethical Treatment of Animals (PETA). As your third UK location is set to open soon under your iconic owl logo, I'm writing to urge you to "give a hoot" about birds by serving vegan wings.

I'm sure Hooters, of all places, can appreciate that chickens are more than just a pair of breasts (or wings). They're intelligent, curious individuals, capable of distinguishing among more than 100 of their fellow flockmates' faces and of dreaming just like us during REM sleep! They're playful, and their personalities are distinct – some chickens are cuddly, while others are confident – but *every chicken is someone*.

You might have seen our [recent viral video](#), which captured Londoners' disgusted reactions to the idea of eating owl wings. Naturally, people were "in a flap" about the idea of hungering for Hootie because, well, owls are animals, and animals have feelings. But that's the point. In all the ways that matter, chickens are no different from owls, but while owls are beloved, chickens are packed in filthy factory farms, denied space and even sunlight before being trucked to grim slaughterhouses where they're electrocuted and beheaded by the millions.

Conversely, vegan wings hurt no one, aren't tangled up in the ever-more-concerning bird flu outbreak, and are better for the planet. Plus, they can be endorsed and promoted by Hootie without making him seem like a sociopath who delights in the deaths of his fellow feathered friends.

Humane vegan chicken—like you can find on the menu at places like KFC, Nando's, Brew Dog, and Wetherspoons—is growing in popularity as more people, including bird-eaters, seek out more vegan foods to protect their health, animals, and the environment.

Will Hooters agree to offer delicious vegan wings instead of robbing birds of theirs?

Sincerely,

Dawn Carr
Vice President of Vegan Corporate Projects
PETA

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TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
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with its registered office at
Cannon Place, 78 Cannon Street,
London EC4N 6AF.
Registered in England and Wales
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