

## ABOUT PROVEG

ProVeg is a leading international food awareness organisation working across four continents.

ProVeg supports everyone who is interested in changing their eating habits by providing practical information about how they can transition to plant-based alternatives.

Furthermore, we connect existing organisations to enable the exchange of expertise and solution-oriented, high-impact practices.

## ABOUT PLANT BASED NEWS

Plant Based News is changing the conversation around the mainstream view that eating animal products is normal and necessary.

An award-winning resource, Plant Based News aims to create awareness about animal rights, environmentalism, ethical consumerism, and plant-based living, and to provide information that empowers people to make better choices.

# THE PLANT MILK PLEDGE

HELP MAKE PLANT MILK THE NEW NORMAL!

WORLD  
*Plant Milk Day* 

22ND AUGUST 2019  
[worldplantmilkday.com](http://worldplantmilkday.com)

## MOO-VE OVER TO PLANT MILK



### GET INVOLVED

Committing to the Plant Milk Pledge is simple and easy.

We are asking independent coffee chains, restaurants, and cafes to do any of the following:

- 1. INTRODUCE PLANT MILK TO YOUR MENU**
- 2. WAIVE THE PLANT MILK SURCHARGE FOR A LIMITED TIME**
- 3. TRY ADDING NEW MILKS TO YOUR ROSTER**

## SERVE PLANT MILK FOR A BETTER WORLD

World Plant Milk Day is an international day that celebrates plant-based alternatives to dairy milk.

Established as a partnership between ProVeg and Plant Based News in 2017, the campaign has attracted the attention of millions of people around the world and helped to accelerate the transition from dairy milk to the rich variety of plant-based alternatives.

From soya to oats to cashew nuts to hemp, the diversity of vegan milks continues to grow in tandem with the global shift towards plant-based eating.

### WHY

Plant milks are good for the health of humans and animals and are better for the environment. With their increasing popularity and availability, there's no reason why you shouldn't offer plant milks in your establishment. You'll find that doing so makes good business sense since you'll be helping to satisfy the growing demand for plant-based alternatives to dairy milk and increase your customer base.