CAULDRON BECOMES AN OFFICIAL SPONSOR OF VEGANUARY 2021

Thursday 19 November, 2020

Cauldron™, the UK's No. 1 vegan brand in chilled meat free[*1], is today announcing that it will be an official sponsor of Veganuary 2021, helping to inspire shoppers into making a positive plant-based change for the month of January and beyond.

Cauldron's sponsorship comes on the back of a hugely successful year for the brand, currently worth £32m and growing at 24% YoY[*1], and will kickstart a £3 million annual investment, including a full marketing programme of digital and social advertising, PR, shopper marketing activity and trade promotions to run throughout 2021. This activity will culminate in a new and improved recipe redevelopment, which will see its full range of chilled products become completely vegan by 2022.

"We are delighted to be partnering with Veganuary as an official sponsor for 2021. The Cauldron brand purpose has always been about sharing ideas and inspiration for consumers to eat better for themselves and the planet, so working with a charity like Veganuary, that shares the same brand values, is a perfect fit for us. The sponsorship will provide us with an even bigger platform for educating shoppers on the versatility, sustainability, nutrition and tastiness that plant-based products can provide," says Andrea Harburn, Cauldron Brand Manager.

This year saw the most successful Veganuary to date, with more than 400,000 people taking the pledge[*2], and there's a proven halo effect which leads to many more people taking part than signing up, with 1.3m people going vegan in the UK in January 2019[*3].

The meat free category has been in double digit growth since 2017[*4]
and there is a sustained shopper interest, with 11.9 million households currently buying into the category[*5]. Veganuary is a key period to entice new and existing shoppers into the category and is set to be even bigger in 2021.

With 1 in 5 Brits already cutting down on meat consumption during the COVID-19 pandemic[*6] and increasing numbers taking to scratch cooking more often, as a result of having more time to spend in the kitchen, there is a huge opportunity for retailers to use Veganuary as a tool to drive plant based sales.

Ria Rehberg, CEO of Veganuary, said: "We're delighted that Cauldron is joining us as an official sponsor of the Veganuary 2021 campaign to make their heritage plant-based products such as falafel and tofu, that build the foundation of the vegan market, accessible for all consumers in the UK. Cauldron is joining forces with our official sponsor brands to inspire people to move to a plant-based diet, as a way of protecting the environment, preventing animal suffering and improving the health of millions of people."

"We are encouraging retailers to stock up on Cauldron's core range of Tofu and Falafels to make the most of shopper demand during January and beyond, as 93% of those who take part say that they're likely to try vegan again after Veganuary[*7]. We will be adding the Veganuary logo to all our shelf ready packaging in order to drive awareness and visibility, signposting the brand, the campaign and the category," adds Andrea.

Retailers looking for more information on stocking Cauldron, should contact customer.services@cauldronfoods.co.uk.

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Sources:

*1: IRI 52 w/e 12.09.2020 (Cauldron vegan range worth £22.5m, 14% of vegan chilled meat free)

*2: Veganuary 2020

*3: Kantar FMCG panel, Veganuary LinkQ – July 2019

*4: IRI & Kantar Combined Market, Total Chilled & Frozen Meat Free, 52wks YoY, 20.06.20 & 14.06.20

*5: Kantar Panel Data, Total Meat Free (in-fixture) 52 we 14-Jun-2020

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Plant Based :: Veganuary :: Cauldron Foods :: Vegan :: Retail :: Supermarket Retail :: Grocery :: Business News :: Retail News :: Brandnews ::

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*6: The Vegan Society

*7: Veganuary 2020 Participant Survey

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