More than half of Londoners are eating more vegetarian and vegan food this January

Wednesday 16 January, 2019

A survey of more than 2,000 people has found that 57% of those surveyed are eating more vegetarian and vegan food since the start of the year.

The results were very balanced across both female and male participants of the survey, with slightly more women (58% vs 56%) saying they were they are eating more vegetarian food in January.

But there was a much bigger distinction in responses by age, with 64% of those aged under 35 stating this as their aim for January.

The survey was conducted by Pure, London's leading food-to-go brand, which has seen sales of vegetarian and vegan food explode this year.

Co-founder of Pure, Edward Bentley, says that "sales of *our most popular vegetarian and vegan soups, pastas and Hot Boxes have grown by more than 30% in January. It is incredible to see so many people embracing a plant-based lifestyle"*

In response to the drive for meat-free alternatives, Pure is also rewarding customers for their efforts with the chance to win free lunch for up to a month, if they continue to order vegetarian and vegan food and drink until mid-February.

****Ends****

Note to editors:

Pure is the first choice for people wanting more from their food-on-the-go. Natural, wholesome food for breakfast or lunch that is always full of flavour, fresh and filling. Handmade in on-site kitchens to seasonal recipes, Pure's menu includes 100% Arabica coffee made with organic milk, free-range Super Eggs, dressed-to-order Salads, hearty Hot Boxes, whole-wheat Pasta and freshly made Juices and Smoothies.

Pure also leads the way on sustainability. They have free, still and sparkling filtered water for anyone to help themselves to, which saved over 30,000 plastic water bottles in 2018 alone. Pure is also the only brand where more than 10% of its customers use reusable cups for their hot drinks, saving more than 100,000 cups a year.

Founded in 2009 by Spencer Craig and Edward Bentley, Pure operates from 17 shops around London with several more openings planned before the end of 2019.

To browse the menu at Pure, click here.

For photography, click here.

Contact

Name: Yasmin Codron

Email: yasmin@pure.co.uk

Tel: 020 8102 7822

Media:





Pure.

Related Sectors:

Environment & Nature :: Food & Drink :: Health :: Leisure & Hobbies :: Lifestyle & Relationships :: Retail & Fashion :: Women & Beauty ::

Related Keywords:

Vegan :: Vegetarian :: January :: Health :: Wellness :: Diet :: Nutrition :: Food :: London :: New Year :: Millenial :: Veganuary ::

Scan Me:

Company Contact:

_

Pure

T. 020 7240 1555
E. keri@pure.co.uk
W. https://www.pure.co.uk/

View Online

Additional Assets:
https://www.pure.co.uk/menus/
https://www.pure.co.uk/thoughtful/

Newsroom: Visit our Newsroom for all the latest stories:
https://www.pure.pressat.co.uk