



Press Release

Climate disasters change eating habits – [Veganz](#) presents European Nutrition Report on World Vegan Day 2021

Berlin, 25/10/2021. The representative Veganz nutrition study with more than 5,300 participants from all over Europe yields remarkable results. Nearly 40% of all respondents in Germany plan to reduce their consumption of foods of animal origin due to the growing number of climate disasters. This is becoming more necessary than ever before as extreme weather events pose a serious threat to the future of younger generations. Children born today are likely to experience seven times more heat waves than those born in 1960.¹ The establishment of drastic emissions reductions at this year's World Climate Conference in Scotland, as well as political and personal action, is essential to our future.

Global warming is ongoing, climate disasters are commonplace, and millions of people will be forced to flee due to climate and hunger crises. These are the facts that participants of this year's World Climate Conference in Scotland will have to face. The ambitious goal of keeping global warming well below 2 degrees by 2100 compared to pre-industrial times, preferably at 1.5 degrees, will be set forth by treaty in Glasgow from 31/10/2021. Our daily diet can significantly influence climate change². For this reason, Veganz is publishing the Veganz Nutrition Report for the third year in a row. The report, which examines European nutrition habits, will be published just in time for World Vegan Day on 1/11/2021.

The current study focused primarily on the extent to which the increased climate crises in six European countries have caused a change in consumer behaviour, and how the trend to flexitarianism has changed within a year. The report's excerpt for Germany already shows: At 54.1%, more than half of non-vegans plan to eat fewer animal-derived products in the future. 93% of flexitarians and 70% of omnivores have already tried vegetarian or vegan alternatives. A climate-friendly diet is one of the most powerful ways consumers have to directly influence their emissions. The report shows that climate change has already fundamentally altered our food culture.

"In our efforts to convince people to adopt a plant-based diet — and to simultaneously focus on sustainable packaging — we are playing an active role in achieving several of the United Nations' Sustainable Development Goals, particularly in terms of environmental protection. For us as a brand, sustainable packaging design, CO₂-saving, purely plant-based, climate-friendly foods are

¹ Intergenerational inequities in exposure to climate extremes, <https://www.science.org/doi/10.1126/science.abi7339>

² What are the carbon opportunity costs of our food?, <https://ourworldindata.org/carbon-opportunity-costs-food>

indispensable.

Our yearly representative data evaluation is a further cornerstone of Veganz's sustainable entrepreneurship. After all, we only have 16.6% CO2 remaining for the planet in order to have a 50% probability of keeping global warming below 1.5 degrees"³, stated Jan Bredack, Chairman of the Board and CEO of Veganz.

More information about the study can be found at presse@vegan.de.

About Veganz Group AG

Veganz – Good for you, better for everyone – the brand for plant-based foods. Founded in 2011 in Berlin, Veganz became known as a European vegan supermarket chain. With a colourful and life-affirming company philosophy, Veganz managed to break into the vegan niche and establish the plant-based nutrition trend on the market. The current product portfolio comprises around 120 products (101 active products from 30 September 2021) in 17 categories, and is available in more than half of all European countries and in 22,264 points of sale (POS) worldwide (as of 30 June 2021) (excluding the three Veganz shops in Berlin). In addition, the Veganz product portfolio is being continuously expanded to include high-quality, innovative items, and the sustainable value chain is constantly being improved. In recognition of this commitment, Veganz was the only German company to be named one of the top 3 innovative brands and Germany's most innovative food brand in an exclusive Handelsblatt ranking in 2021.

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³ Analysis: Which countries are historically responsible for climate change?, https://www.carbonbrief.org/analysis-which-countries-are-historically-responsible-for-climate-change?fbclid=IwAR2EBiNC-sHO_0yXaXKn7cOAicuwsJucybi6ErtDMZq8B0qQzZX72nwkfUK