Email to send to restaurants from your personal email addressto send to restaurants from your personal email address

Dear [NAME]

Firstly, I would like to congratulate you on your success in increasing the number of plant-based options on your menu. These delicious dishes allow your customers to enjoy a meal, while knowing they are reducing their impact on the planet.

Did you know that simply by choosing the plant-based option, an individual can cut their dish’s climate emissions and impact on wildlife in half? Restaurants can play a crucial role in helping save our planet by expanding the vegan options on their menus, enabling customers to choose a dish which is better for the environment.

You can help pave the way for planet-friendly diets in the UK. As one of your regular customers, I would love to see [RESTAURANT]’s continued commitment to building a sustainable food future by endorsing [Viva!](https://viva.org.uk/)’s *50 by 25* campaign and making 50 per cent of your menu plant-based by 2025.

We are all worried about the impact of climate change and endorsing this campaign is an easy, way to boost you reputation for sustainability while also meeting the rapidly growing market for environmentally friendly food. As we learn more each day about the damage our diets inflict on the planet and watch as wildlife species are pushed towards the brink of extinction, we look to restaurant chains such as yours to lead the way.

Become a plant forward pioneer and help shape a more sustainable and kinder world by adopting *50 by 25*. Viva! can give you help, guidance and publicity to get the very most out of this opportunity to save our planet.

So, if you want to increase your customer base, boost your brand’s reputation and meet your sustainability targets, endorse *50 by 25* for our planet and future viva.org.uk/50by25

Kind regards

*Your name*

Restaurants, emails and who to address to in the email

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| **Restaurant** | **Name** | **Contact**  |
| Wagamama  | Kay Bartlett | Kay@wagamama.com |
| Leon | Mariam French | Mariam.f@leon.co |
| Burger King | Katie Evans | Katie.evans@bkukgroup.co.uk |
| IKEA | IKEA | Press.uk.ie@ikea.com |
| Turtle Bay | Ben Hibbard | Ben.hibbard@turtlebay.co.uk |
| Soho Coffee | Connie Thomas | Connie@sohocoffee.co.uk |
| Wahaca | Ricky Davison | Ricky.davison@wahaca.co.uk |
| Pho | Patrick Marrinan | Patrick@phocafe.co.uk |
| Yo! Sushi | Christian Haas | christian@yosushi.com |
| BrewDog | Ben Lockwood | Ben.lockwood@brewdog.com |
| Zizzi | Harry Heeley | Harry.heeley@zizzi.co.uk |
| Pizza Express | Pizza Express | Communications@pizzaexpress.com |
| Honest Burgers | Marcus | Marcus@honestburgers.co.uk |
| The Real Greek | Emily Douglas | Emily.douglas@therealgreek.com |
| itsu | Natalie Sugarman | Natalie.sugarman@itsu.com |
| Prezzo | Olly Smith | Olly.smith@prezzo.co.uk |
| The Ivy Collection | Laura Mills | Laura.mills@theivy-collection.com |
| The Lounge | Kate Lister | kate@loungers.co |
| Cosy Club |  |  |
| Bill’s | Tom James | Tom@bills-emails.co.uk |
| Pizza Hut | Neil Manhas | Neil.manhas@pizzahut.com |
| Bella Italia | Bella Italia | customer.services@bigtablegroup.com |

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