

Lisa Edelstein

Mike Tattersfield
CEO and President
Einstein Noah Restaurant Group


Dear Mr. Tattersfield,

There are few things I enjoy more than a good bagel in the morning—or any time of the day, really. That's why I'm writing to you today urging you to consider adding vegan cream cheese options to your menus so that people who can't—or won't—consume dairy foods might still be able to enjoy a good bagel with shmear at your many establishments.

You only need to walk down a grocery aisle to see the result of the growing demand for all dairy alternatives, including plant-based cream cheese. And then there are the changes in the restaurant industry: From the tofu options at Chipotle Mexican Grill and Moe's Southwest Grill to classic vegan burgers at Denny's, White Castle, Johnny Rockets, and Red Robin, the competition is responding to demand.

Innovation is now where the trend is, including Gardein's vegan chicken at Darden's Yard House, Beyond Meat's vegan chicken at Tropical Smoothie Cafe, and vegan meatballs at IKEA. For dairy-free offerings, TCBY's and Ben & Jerry's almond milk frozen yogurts and ice creams, respectively, instantly became huge hits, and around 40 pizza chains now offer vegan cheese.

The time is ripe for vegan cream cheese, as demonstrated by the growing success of—and shelf space for—spreads by companies such as Follow Your Heart, Tofutti, GO Veggies, Kite Hill, and Daiya. I hope your brands will soon join others in meeting the demand for exciting plant-based menu items.

If you have any questions, please feel free to get in touch with me through PETA's 

Thank you for your attention to this important issue.

Sincerely,



Lisa Edelstein