

ALAN CUMMING

John P. Gainor Jr.
President and CEO
International Dairy Queen

Dear Mr. Gainor,

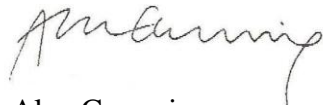
I'm writing today on behalf of my friends at PETA to ask that Dairy Queen join other leading companies by introducing vegan ice creams.

Given the increased global demand from people who suffer from dairy allergies and lactose intolerance as well as those concerned about their health, the environment, and animal welfare, it's no surprise that the dairy alternatives market is expected to reach [\\$19.5 billion](#) in value by 2020. Dairy Queen has the opportunity to broaden its appeal by offering healthier, "greener," animal-friendly vegan treats.

When TCBY added a chocolate almond-milk frozen yogurt, the company [noted](#) that the product was "so popular in the first week that TCBY locations are reporting as much as an 80 percent increase in sales." In less than a week, some stores were already sold out. Pinkberry then [launched](#) its first dairy-free soft serve, joining other brands with popular vegan frozen desserts, such as Red Mango and Tutti Frutti. Now, to tremendous fanfare, Ben & Jerry's has introduced a lineup of vegan ice creams for retail shelves and its scoop shops. I hope Dairy Queen will be next.

I look forward to hearing your decision and thank you for your consideration.

Sincerely,



Alan Cumming