



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

February 7, 2022

Dear Shaq,

Hello from PETA! In 2019, we heard from your team that you were exploring adding a vegan item to the menu at your chain of restaurants, Big Chicken. We're writing to you now because Big Chicken *still* has a Shaq-sized gap on its menu—vegan chicken. Come on, Big Diesel! As an investor in Beyond Meat, you already know how good vegan chicken is. From KFC to Panda Express, many other chains have already added vegan chicken to their menus. That's a barbecue chicken alert for Big Chicken!

Whether it's to feed the millions of customers who want to order vegan chicken, help avert the climate catastrophe, empower the food-justice movement, or save the lives of roughly 750 million chickens (the number killed for their flesh for last year's Super Bowl alone), we urge you to add vegan chicken to your menu.

We hope you'll take a minute to [watch our new "Fight the Bite" spot](#) encouraging everyone to take the birds' side in the "chicken wars."

All the best,

Matt Kilbourne  
Celebrity Relations Manager  
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