

August 08, 2022

Joel Clark, CEO
Kodiak Cakes LLC

Via e-mail: [REDACTED]

Dear Mr. Clark:

I'm writing on behalf of People for the Ethical Treatment of Animals U.S.—PETA entities have more than 9 million members and supporters globally—regarding Kodiak Cakes' use of Tank the bear in its recent [advertisements](#) with its new chief brand officer, Zac Efron. PETA has attempted to contact you several times to discuss this issue, and we are disappointed that you have not yet responded.

We understand that Kodiak Cakes has collaborated with Draplin Design Co. on a "Keep It Wild" merchandise design [to benefit](#) the [Vital Ground Foundation](#)—established by Hollywood bear trainer Doug Seus—and that your partner organizations are using Tank to promote this purported conservation work. No true conservation group would ever exploit captive wildlife in order to raise awareness of the plight of animals in nature. Tank was bred by a [breeder in Wisconsin](#) and was only 6 weeks old when he was given to Seus. This is about the age when brown bear cubs open their eyes, so it's possible that Tank never even saw his own mother.

The public's view of exploiting bears for entertainment is quickly changing. Just this past month, **AARP**, **AAA Mid-Atlantic**, **Inspirock** (which acquired Klarna), **KKday**, **Outdoorsy Inc.**, and **Purely Travel**, among others, removed Yellowstone Bear World—a cruel tourist trap that exploits bears for public encounters—from their offerings due to the [cruelty](#) inherent in using wild animals for entertainment.

I welcome the opportunity to discuss this important issue with you. However, since we have not heard back from you, PETA is left with no other option but to alert our members and the public to the fact that Kodiak Cakes doesn't share their concern for the suffering and exploitation of bears and other wild animals.

Very truly yours,



Debbie Metzler, M.S.
Director of Captive Animal Welfare
Legal & Corporate Affairs, PETA Foundation
[REDACTED]

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PETA FOUNDATION IS AN OPERATING
NAME OF THE FOUNDATION TO
SUPPORT ANIMAL PROTECTION.

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