

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

January 8, 2026

Russell Weiner
Chief Executive Officer
Domino's Pizza, Inc.
30 Frank Lloyd Wright Drive
Ann Arbor, MI 48105

Dear Mr. Weiner:

Greetings from PETA. Over the last year, we've campaigned for Domino's to add vegan cheese to the menu. Now, we're pressing pause on our campaign to give you the chance to do just that.

As Domino's rolls out its first rebrand in over a decade with fresh colors, new products, and even a catchy Shaboozey jingle, a true transformation goes deeper than the surface. Adding vegan cheese now would infuse your brand's bright and bold new direction with real meaning. [Recent studies](#) show that consumers make decisions based on what a brand stands for, not just what it offers. And when companies fall short? One in five customers walk away forever.

Throughout this campaign, PETA [unicorns](#) have distributed over a thousand slices of delicious vegan pizza to Domino's customers, celebrities like rockstar [Joan Jett](#) have joined the campaign, and tens of thousands of hungry people signed on to ask Domino's directly for vegan cheese. The verdict couldn't be clearer: people want vegan cheese for the animals, the planet, and their own health.

Inside this humongous pizza box are the signatures of all the people who wanted to show you just how big the demand for vegan cheese is. What a corporate giant chooses to offer customers ripples outward, affecting animals, our shared environment, and public health. With such tremendous reach, you have the power and responsibility to trigger a *domino effect* that helps move the world to a better future.

You have many potential customers who are eager to order delicious vegan pizza from Domino's. We'll be ready to promote it to our millions of members and supporters when you do.

Sincerely,

Tracy Reiman
President

Washington
1536 16th St. N.W.
Washington, DC 20036
202-483-PETA

Los Angeles
2154 W. Sunset Blvd.
Los Angeles, CA 90026
323-644-PETA

Norfolk
501 Front St.
Norfolk, VA 23510
757-622-PETA

Info@peta.org
PETA.org

Entities

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