



April 24, 2026

Nicolas Amaya
President, North America
The Kraft Heinz Company

Dear Mr. Amaya:

Greetings! I'm writing on behalf of People for the Ethical Treatment of Animals—PETA entities have more than 10.4 million members and supporters globally, including many thousands in Chicago and Indiana—ahead of the Wienie 500, with a challenge. Will you race the Wienermobile against PETA's "Hell on Wheels" pig truck—which looks and sounds as if it contains real pigs headed to slaughter—to see which is the top *dog*? If you're game, we'll sweeten the deal by handing out free Oscar Mayer NotHotDogs to the first 1,000 spectators.

There are a *bunch* of reasons to join us in promoting your vegan hot dogs. I'm sure you know that the global market for plant-based hot dogs is seeing significant growth and is projected to reach \$162 million this year, largely *driven* by younger generations. In fact, 72% of millennials are interested in eating more vegan foods, and 79% of Gen Zers choose to go meatless one day a week, while 65% want to follow a more plant-based diet. And since eating just one meat hot dog can cut 36 minutes off a person's life and the World Health Organization classifies processed meat, including hot dogs, as carcinogenic, encouraging your fans to eat cruelty-free hot dogs would help them *fuel up* on race day without risking a health *wipeout*.

To be *frank*, PETA's vehicle makes people think about how the pigs (and cows and other animals) who are chopped up to make hot dogs are intelligent, sensitive individuals who feel pain and form strong bonds with others. Yet the millions who are killed in the U.S. every year are raised on filthy factory farms, where they are miserable, often sick, and scared and endure extreme crowding and routine mutilations—without any pain relief—before they're sent on a terrifying journey to a slaughterhouse and violently killed. It's enough to make you lose your lunch.

The timing couldn't be better. After all, the Wienermobile has been *putting the pedal to the metal*, working hard to try to evade PETA's truck at stops across the country, and fans would *relish* seeing these two vehicles finally go head-to-head. Thank you for your consideration. We look forward to hearing from you.

Very truly yours,

Ingrid Newkirk
Founder

cc: Kelsey Rice, Brand Communications Director at Oscar Mayer

PEOPLE FOR
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OF ANIMALS

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