

BPI open letter sent to Greggs on 27/09/2025:

Dear ,

If you would like to double the sales of your meat-free options, just add a simple label we designed that displays the protein content. Its efficacy can be seen below:

Without Protein Label vs With Protein Label

Number of people who selected the meat-free option at Greggs:



Source: Macdonald, 2025. *Frontiers in Sustainable Food Systems*.

Let's team up and accelerate positive change.

With best wishes,

Dr Chris Macdonald

Director of the Better Protein Institute

Pending action item for Greggs:

Respond to the BPI's open letter.