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Post: How to ask a company to carry a vegan product



Created by [Brittany Bunk](#) on 22-Jun-2020

Petition

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Content

Methods to communicate:

- By phone: calling headquarters and nearby stores
- In person
- email
- message from company website

Explain:

- that the main product is not able to be consumed, because it's not vegan
 - Note: A vegan might be able to get by at a place that doesn't serve vegan products. Companies do not care much about that. What they care about is if their feature product that they market is not reaching consumers. For instance: one could eat sides, like fries, but if they can't eat the main course: a burger, then that's a concern for the business. That should be the main concern to address.
- how to veganize the requested product
- If a product leaves, ask them to bring it back, because you miss it
- Questions to answer (how/who):
 - How:
 1. much you've been to their business
 2. you can't enjoy their product anymore due to going vegan. Companies care about repeat customers
 3. often you'll come back
 4. much you love the company
 5. you'll be able to enjoy life with it
 6. optional: well it'll be enjoyed if vegan
 - what:
 1. options are left without the vegan product
 2. the product goes with
 - with whom you:
 1. normally go with
 2. enjoy it with
- which location would have the most success with the vegan alternatives and products. Examples:
 1. Some community that has lots of vegan people
 2. one with little product competition
 3. has successful vegan products already there
 4. optional: where to place it

How to say it:

- With phone calls and emailing, requests only need to occur once. However, with going in person, stores need to be asked multiple times by multiple people to carry a product.
- Show your emotions - to get companies to realize the level of severity to act
- Keep in contact with the company until they provide an answer to when and which vegan products will be carried



- write nice reviews for the company
- Use social media to show how the vegan product's received
- tell others in person

Example of success (messed from website):

- Me:
 - Title: Please bring back my favorite flavor!
 - "I love vegan [food], especially fruit and cream, not chocolate and vanilla. Followed [company] since it started. My whole family would visit it more and the whole community even does - it sold out instantly around here in the beautiful [city] location. Hope you stay well during these tough times and less dairy's better for the planet!"
- Response:
 - "Dear [Company] Guest,

Thank you for bringing these urgent matters to our attention.

We sincerely apologize about this, and will be immediately addressing this with the Franchise Operator for improvement.

We take this very seriously, and will do everything we possibly can to ensure the safety of our guests and Team!

Again, thank you greatly for bringing this to our attention so that we can address this!"

Credit for inspiration:

I didn't invest this idea. It came from when I partnered with a person to do beach cleanups for an organization. They were a fruitarian and said they would call up a major fast food chain to ask for better menu options but was unsuccessful. However, I realized I know how to succeed when communicating with others. So I picked up where they left off and succeeding in getting the vegan alternative there. Now I'm sharing the secrets on how I did it here.

Comments

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