

Burger King UK launches its first ever vegan nuggets in time for Veganuary

Burger King UK has launched its first vegan nuggets at a time many consumers are looking to embrace Veganuary.

The firm said its latest offering, made from soy and plant proteins and available nationwide from tomorrow, will “taste the same as their meat originals”.

The UK arm of Burger King, which has 505 stores and is reportedly eyeing a London stock market listing that could value it at £600 million, has committed to make half of its British menu meat-free by 2030.

Last year Veganuary – the annual charity event seeing people go vegan in January – registered nearly 600,000 signups, up from 400,000 in 2020. The actual number of Britons taking up the challenge is believed to be far higher.

The wider meat alternative market is also booming. It is set to account for around 10% of the \$1.4 trillion-a-year global meat market by 2029, according to research from Barclays

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The latest update comes after High Street chains from Pret to Greggs launched new vegan products last year.