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NEWS RELEASE
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World of Vegan Launches Global Campaign to End the Plant-Milk Penalty and Promote Sustainability & Equality in Cafes Everywhere

World of Vegan launches first-ever campaign to its million-plus followers urging them to petition local and major coffee corporations to eliminate upcharge for plant-based milks

SACRAMENTO, CA. - World of Vegan, the world's leading plant-based lifestyle blog and social media brand, has launched its first-ever campaign encouraging its million-plus followers to urge major coffee corporations and local coffee shops alike to eliminate the extra fee charged for plant-based milk options.

Plant-based milks, including soy, almond, oat, and coconut, have become ubiquitous at coffee shops nationwide as consumers are increasingly seeking dairy-free and vegan alternatives to the dairy default. However, most businesses continue to charge an additional fee for these options, creating an economic barrier for customers who choose plant-based milk for personal, health, environmental, religious, or ethical reasons.

"We are inspired by the growing demand from consumers around the globe for plant-based milk alternatives, and we believe coffee brands have a unique opportunity here to support sustainability and inclusivity initiatives," World of Vegan founder Michelle Cehn said. "By eliminating the extra fee for plant-based milk, coffee providers can make a positive, tangible impact on our planet in terms of greenhouse gas emissions and land and water use; display compassion for the welfare of farmed animals; and show solidarity with communities of color, many of whom are lactose intolerant. We therefore urge all coffee corporations to join us in this important effort to create a more equitable and sustainable food system."

World of Vegan's "Disrupt the Dairy Default" campaign argues that **everyone** deserves access to affordable food choices, and that coffee corporations have a responsibility to

promote acceptance of all dietary needs in their business practices. By eliminating the extra charge for plant-based milk, coffee companies can simultaneously position themselves as innovators in a stagnant industry while adapting to the habits of Gen Z consumers, who are drinking more than five times the amount of plant-based milk than any prior generation.

As the next generation of coffee drinkers emerge around the globe, international coffee corporations and local cafes alike can milk this opportunity to foster new customer loyalty.

"We believe that everyone should have access to affordable and environmentally sustainable food choices," Cehn said. "Let's make plant-based milk a no-brainer for coffee lovers — not a wallet-drainer!"

World of Vegan's "Disrupt the Dairy Default" online petition can be found at **worldofvegan.com/petition**. Supporters can also download a letter to customize, print, and share with their local coffee shop, or access an email template to customize and send to larger coffee corporations.

To learn more about the campaign or to schedule an interview with Michelle Cehn, contact jamie@worldofvegan.com.

About World of Vegan

World of Vegan is a lifestyle brand and resource hub that seeks to foster a judgment-free space and celebrate every step made towards living a life you love and making the world a better place. With its million-plus followers and counting, WOV is all about making vegan living fun, friendly, and so delicious even your meat-loving friends and family may jump on board.

About WOV Founder Michelle Cehn

[Michelle Cehn](#) is the Founder and CEO of [World of Vegan](#), host of the [Plant-Powered People Podcast](#), and author of [The Friendly Vegan Cookbook](#). Each day, Michelle helps people around the globe live fully, freely, joyfully, passionately, and deliciously, while also being an ally to the planet and all those who share this home.