

- **How would you rate / evaluate vegetarian and vegan options in English restaurants?**

Pretty good! Of course, we have dedicated vegetarian/vegan restaurants but even chain restaurants are starting to cater more and more for vegans. Zizzi, one Italian chain, recently introduced vegan pizza with vegan cheese!

- **What about vegan and vegetarian options at supermarkets? What is the availability of these products and what are the choices?**

Again, they're pretty good. All of them tend to carry a range of branded vegan goods (such as plant milks and vegan sausages) but supermarkets have also started producing own-brand vegan goods such as soya mince, and in the case of Tesco, vegan cheese and, vegan ice cream and soya yoghurt.

- **Where do English people usually shop for these products?**

Any supermarket will do, although as I've said, the range at Tesco is particularly good. We also have a number of excellent health food shops which have more exotic items.

- **What do English people usually eat? Are they more of a "carbivore" nation?**

A huge range of things. London especially, as it is so multicultural, carries every type of cuisine you can imagine. There are a few dishes which are fairly traditional, such as fish and chips and roast dinners, but you couldn't say that is all English people eat.

- **What do you think, how do English people perceive vegetarians and vegans?**

Vegetarianism has been accepted as normal for a long while. Veganism is still getting there, although it's coming more and more into the public consciousness.

- **Is there any campaign or promotion of how this kind of diet influences one's health being?**

Surely. There's a campaign every year called Veganuary, where people are encouraged to go vegan for January, and there's a huge amount of grass-roots outreach efforts, whether that's leafleting, screening documentaries or protests. The media has started to pick up more on vegan stories, and a free newspaper, The Metro, has gone a bit crazy this year with a huge number of vegan articles.

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