



Susan Butler, Editor  
Macquarie Dictionary Publishers

Via e-mail: [support@macquariedictionary.com.au](mailto:support@macquariedictionary.com.au)

Dear Ms Butler,

Greetings from PETA Australia and our thousands of supporters across the country. I'm writing to suggest that Macquarie Dictionary choose "veganise" as its Word of the Year 2016 in the "Eating and Drinking" category.

"Veganise" can be defined as "to make a vegan version of an otherwise animal-derived meal or item" as well as "to add vegan options to an existing product line". For example, Guinness recently made beer fans happy when it veganised its flagship stout, while Ben & Jerry's veganised its brand with the creation of four dairy-free ice creams.

As more and more people try to choose foods and beverages that are healthy and eco-friendly and that don't cause animals to suffer, plant-based options are popping up everywhere – and the word "veganise" is rapidly becoming an integral part of our lexicon.

Google Trends reports that searches for the term "vegan" hit an all time high, as people sought answers regarding which foods are vegan, how to go vegan, and what the difference between vegetarians and vegans is. And the data shows that Australians are at the forefront of the trend, with interest in healthy, cruelty-free lifestyles higher right here at home than anywhere else in the world.

Prominent Aussies – including Liam Hemsworth, Peter Siddle, David Campbell, and The Veronicas – are leaving animals off their plates. As Hemsworth explained, "[A]fter all the information I gathered about the mistreatment of animals ... I felt like I had to do something different, so I adopted this vegan-diet lifestyle".

Australian fast-food chain Lord of the Fries – a paradise for vegans – is rapidly expanding its reach at home and overseas, while at Montezuma's, you can now veganise your meal by asking for vegan cheese and sour cream. Retailers such as Coles, Woolworths, and IGA are stocking their shelves with plant-based meats, non-dairy milks, and vegan cheeses.

*Food & Wine* predicted that vegan cheese would become a deli mainstay in 2016, following the release of numerous mouth-watering gourmet nut cheeses. Cafés on every street in every city are offering people non-dairy milks to veganise their coffees, and Melbourne's Etihad Stadium has even replaced Cadbury products with vegan chocolate.

And the trend doesn't stop at food. Stella McCartney is veganising high fashion with her fur- and leather-free designs, and Tesla's new SUV, the Model X, is one of 79 automobiles available with a fully vegan interior.

Around the globe, people are excitedly embracing the health, environmental, and ethical benefits of veganising their lives. Making "veganise" the Macquarie Dictionary "Eating and Drinking" Word of the Year 2016 would help cement Australia's place as the leader of this global movement.

Yours sincerely,

Ashley Fruno  
Associate Director of Campaigns, PETA Australia

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

**Australia**

PO Box 20308  
World Square  
Sydney NSW 2002  
[Info@peta.org.au](mailto:Info@peta.org.au)

**Affiliates:**

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (UK)