



# PBN's

2026



# VEGANUARY



## STARTER KIT



PBN



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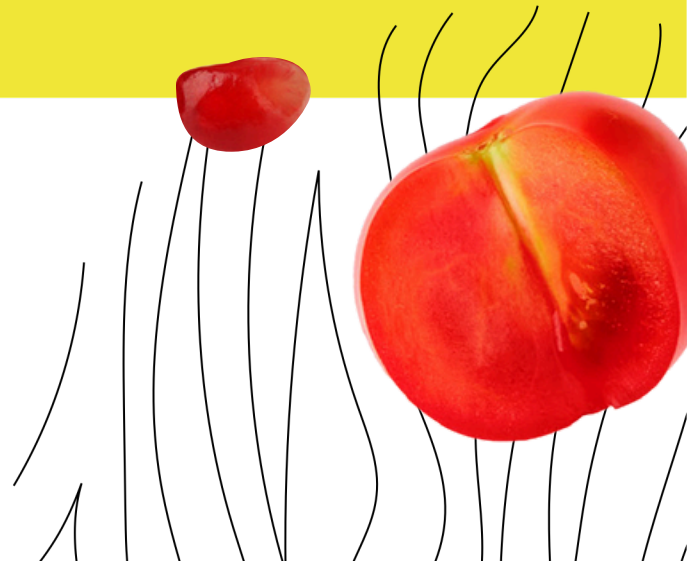




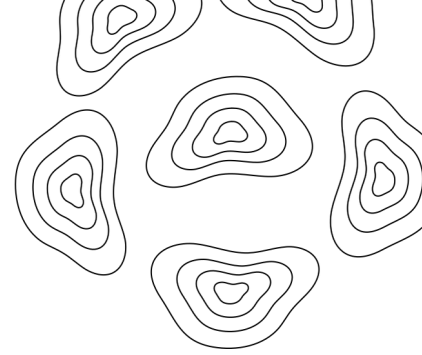


# Welcome to Veganuary

Welcome to Veganuary 2026!  
Whether you're actively participating, supporting friends and family, or are just interested in seeing what all the fuss is about, we at Plant Based News have got you covered. From top tips and easy plant-based recipes to overcoming common challenges, here's everything you need to know about changing up your diet this Veganuary.



# A Brief History of the Movement

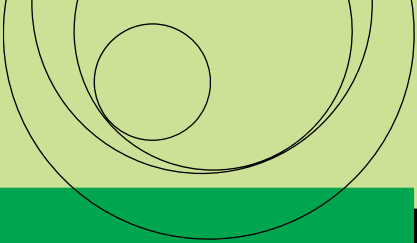


(a portmanteau of “vegan” and “January”), it’s an annual pledge in which participants adopt a plant-based diet for the first month of the year.


Founded nearly a decade ago by a UK-based nonprofit of the same name, Veganuary aims to increase awareness of and participation in plant-based living. This in turn promotes better [human health](#), improved [animal welfare](#), and greater [environmental protection](#).







During its sophomore year alone Veganuary registered nearly 13,000 sign-ups, while in 2022 the charity welcomed a record-breaking 605,000 participants, saving around two million animals. Furthermore, of those who participated in last year's Veganuary, 83 per cent planned to make permanent changes to their diets after completing the initial month.



Upon registration, official participants can access a downloadable starter kit which includes easy recipes, handy products, and vegan-friendly restaurant suggestions. They will also receive daily messages of support and the camaraderie of Veganuary's online community.

Thanks to Veganuary's growth, January now also sees wider participation from supermarkets, restaurants, and major fast-food chains, many of which choose to introduce new vegan options, discounts, and deals on plant-based foods to coincide.

In short, if you've ever thought about cutting back on animal-based foods, eating more plant-based dishes, or just trying something different, January is the perfect time to do so.



# A Glossary of Common Plant-based Terms

With this [growing popularity](#) — and changing interpretation — of plant-based living, come fresh ideas, diversification of vision, and new phrases and definitions. Here are just a few explanations of the most common terms that you will likely encounter this month.

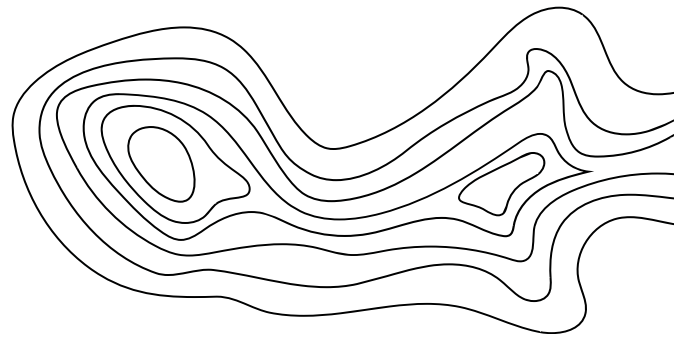
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## VEGETARIAN

Vegetarianism refers to a vegetable-based diet with no meat including fish, which can be traced all the way back to the Indus Valley Civilization of 3300–1300 BCE. Also known as ovo-lacto vegetarianism, this catch-all descriptor typically means diets featuring eggs and dairy. However, some variations may also eschew eggs (lacto-vegetarian) or dairy (ovo-vegetarian) while still falling outside of veganism.





2



## VEGAN

Officially coined by Vegan Society founder Donald Watson in 1944, Watson shortened the word “vegetarian” to describe the most disciplined form of meat-free diet; one aspiring to freedom from all forms of animal exploitation. Those adhering to a strict vegan lifestyle avoid animal-derived products of all kinds—from food and drink to clothing and beauty products—at least as far as this is practically possible.

3



## PESCATARIAN

Conversely, pescetarianism is one of the least restrictive forms of vegetarianism, as it includes seafood along with eggs and dairy. The term became commonplace in the 1990s, and comes from the Italian word for fish, “pesce.”





4

## **FLEXITARIAN**

A more modern word, “flexitarian” is now far more commonly used than its precursors were (demi-vegetarianism, semi-vegetarianism, and reducetarianism). The flexitarian diet remains plant-forward—often for health or environmental reasons—but also incorporates occasional animal products, including red meat.

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## **PLANT-BASED**

This phrase was first introduced by the biochemist Thomas Colin Campbell back in 1980 when he wanted to describe a diet entirely free from animal products while avoiding the overtly politicized connotations of veganism.

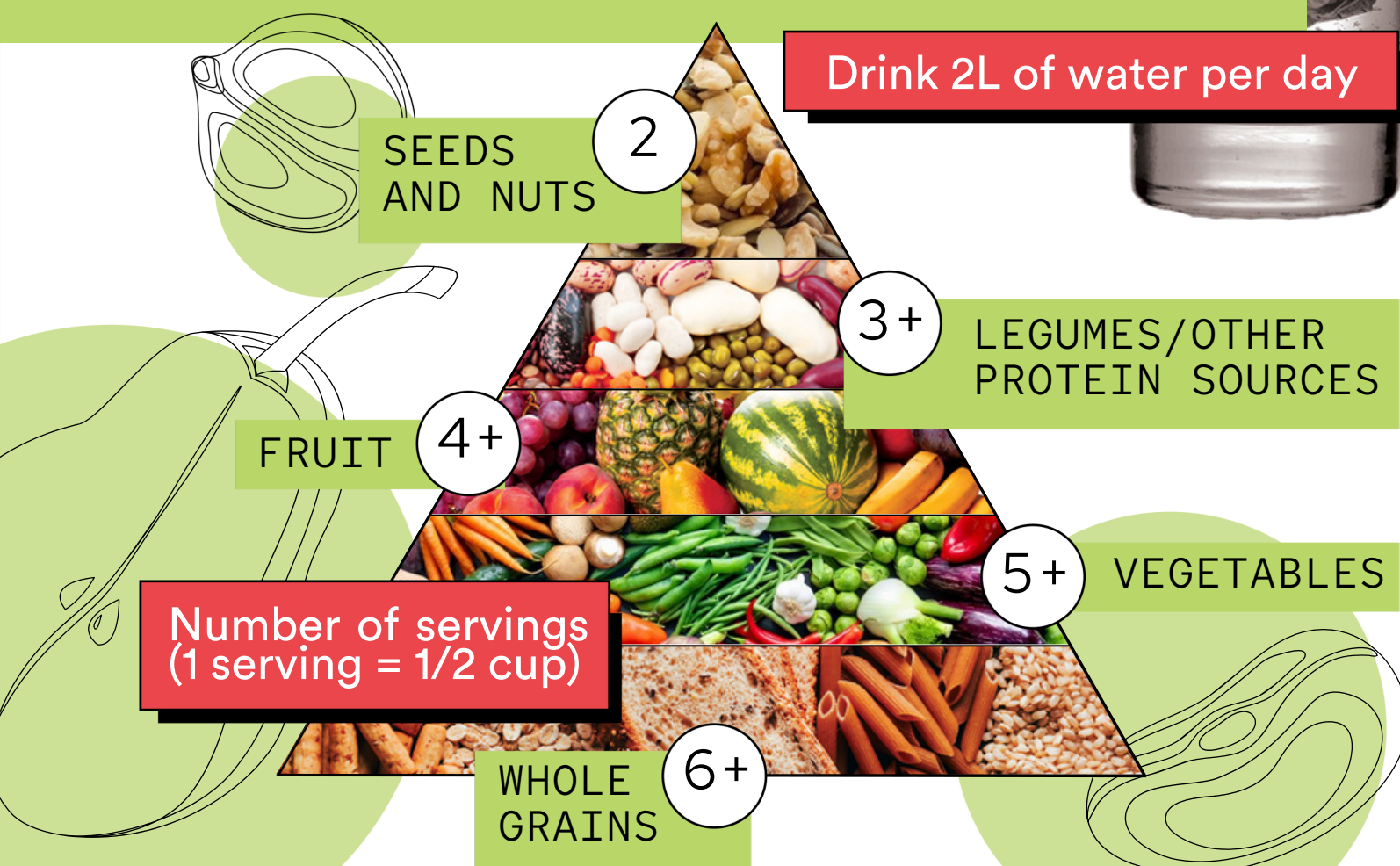
It was popularized in recent years for this same reason, as it provides those who eat more plants and less meat with a concise, very literal way of describing their lifestyle. And while plant-based is often used interchangeably with vegan by brands, it’s useful to note that not all food labelled plant-based is necessarily vegan-friendly.






# Vegan Nutrition, Staples, and Swaps

Labels aside, and whatever your personal dietary choice may be, a balanced and well-planned vegan diet is now widely accepted to be safe for people at all stages of life. In fact, emphasizing whole, plant-based foods—as in the pyramid below—is thought to actively support overall [health and longevity](#).\*



*\*It's always important to carefully assess your own specific nutritional needs and consult your GP or health practitioner before making any big lifestyle changes.*



Completely overhauling the way we shop, cook, and eat might feel challenging. But many of the most difficult obstacles to trialling a plant-based diet can be solved by planning ahead of time, as well as breaking changes up into bite-sized, plant-based adjustments.

Buying shelf-stable and long-life staples in bulk—think dried pasta, rice, tinned beans, frozen veg, plant milk—can make this even easier. And for go-to basic, well-balanced meals, you can simply mix and match any of the staple foods from each level of the pyramid. Simple!





Another common hurdle is learning how to veganize the recipes you already know and love. (And many people worry about being ‘difficult’ when participating in family meals for the same reason.) The easiest approach here is often to stick to the recipes you—or your family members—already know as far as possible, and then make substitutions where needed.

For example, switching dairy milk, butter, and cheese for some of the many plant-based equivalents. (Most UK supermarkets now stock several of each.) Other quick-and-easy swaps might include meat for tofu, mince for lentils, and so on. You may even be surprised by how many of your favourite dishes were either vegan or almost vegan to begin with!



# Where Do You Get Your...





# Protein

Vegetarians have been fielding the ‘where do you get your protein’ question since the dawn of time, and the short answer is: almost everywhere! Many of the foods that we all eat day-to-day contain protein, from whole wheat bread and pasta to beans and broccoli.

Here are some of the all-time great sources of plant protein:



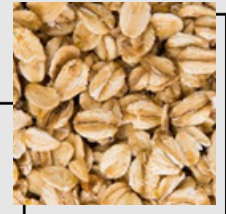
Tofu



Tempeh



Plant-based  
meat



Oats



Beans &  
pulses



Broccoli  
& other  
greens



Potatoes



Nuts &  
seeds



Brown  
rice



Soy  
milk



Quinoa



Protein  
powders &  
supplements



# Calcium

This is another commonly asked question, and for good reason. Calcium plays an important role in the body supporting healthy bones and teeth, regulating muscles, and promoting heart health. Fortunately, vegan foods supply more than enough. Here are some of the most common plant-based sources of calcium—though these could also be easily supplemented with standard, over-the-counter multivitamins.



Soy-based foods



Enriched plant milk



Beans & pulses



Almonds & other nuts



Sesame



Okra



Sweet potatoes



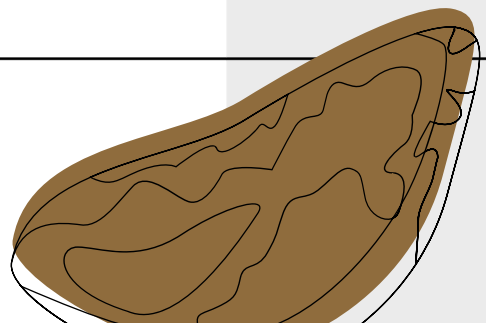
Chia & flax seeds



Avocado



Leafy vegetables





# Iron

Regardless of diet, it's important to eat well-balanced meals that encompass all of your nutritional needs. With iron, for example, it's not just a question of eating plenty of iron-rich foods. To effectively absorb this iron, you also need to get plenty of vitamins C and A.

This is where vegan foods can be particularly beneficial, as a balanced plant-based diet is often also rich in vitamin C, thereby helping to improve absorption from iron-rich staple ingredients such as these...



Beans & pulses



Tofu



Tempeh



Cashew nuts



Pumpkin seeds



Kale



Some dried fruits



Quinoa



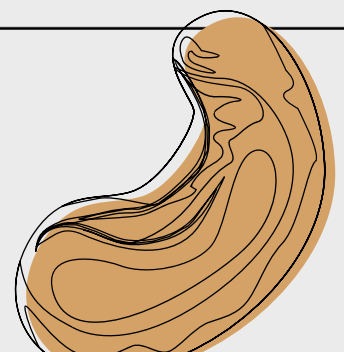
Tomatoes



Fortified plant milk



Fortified breakfast cereals





# Vitamin C

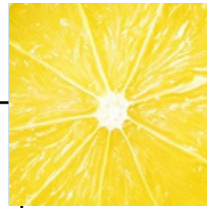
Talking of vitamin C, this ascorbic acid plays an important role in many different areas of the human body, from helping to protect cells to boosting immunity—not just supporting effective iron absorption. Here are some of the best vegan-friendly, vitamin C-rich foods.



Broccoli



Kale



Lemons



Oranges



Bell  
peppers



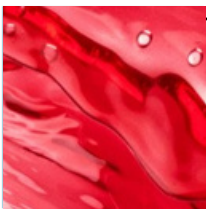
Potatoes



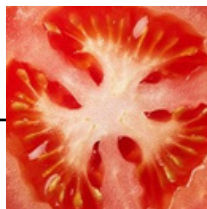
Straw-  
berries



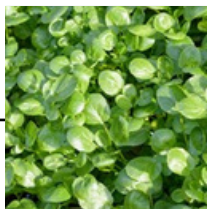
Pine-  
apples



Cranberry  
juice



Tomatoes



Watercress





# Vitamin B12

Unlike other vitamins and minerals, B12 is not naturally found in plant-based foods. However, while vitamin B12 is naturally present in foods of animal origin, it's surprisingly common for folks of all diets to experience deficiency. Fortunately, B12 is extremely easy to boost and supplement, whether with multivitamins or by eating fortified foods.



Nutritional yeast  
("nooch")



Vegemite &  
other yeast-  
based spreads



Fortified  
plant milk



Food made  
from fermented  
soybeans



Chlorella



Seaweed



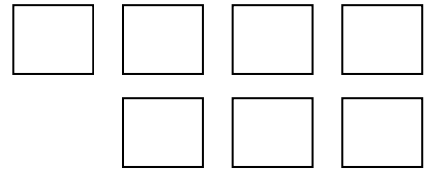
Multivitamins  
& Supplements



Fortified  
breakfast  
cereals

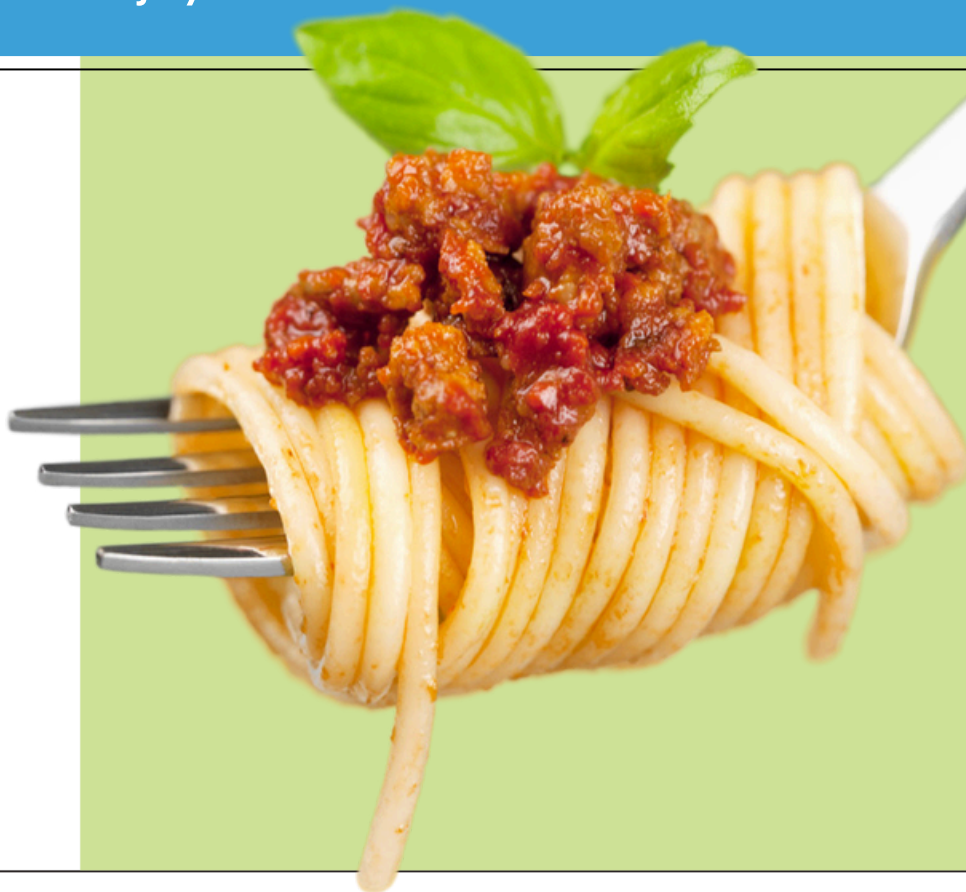




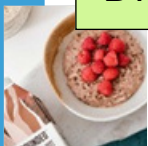


# Plan Your Week with These 12 Delicious Recipes

Now that we've covered the nutritional basics, perhaps you're looking for some specific inspiration for your first week of plant-based eating. Here are some of PBN's favourite vegan recipes, all of which are relatively easy to put together and create hearty, delicious dishes. Adapt or adjust ingredients where preferred, and enjoy!



## BREAKFAST



High Protein Overnight  
Breakfast Oats

## DINNER



Vegan Chicken  
& Leek Pie

## DINNER



Budget-Friendly  
Shepherd's Pie

## LUNCH



Simple Tofu &  
Tahini Stir Fry

## LUNCH



Miso Aubergine  
Steaks

## DINNER



Vegan  
Carbonara

## DINNER



Butternut Squash  
Mac & Cheese

## LUNCH



Cheesy Black  
Bean Enchiladas

## LUNCH



Easy  
Chana Masala

## DINNER



Meatballs &  
Spaghetti

## DESSERT



Vegan  
Rocky Road

## DESSERT



Gluten-Free  
Apple Pie  
Cookies





## BREAKFAST



## High Protein Overnight Breakfast Oats

Overnight oats are a tasty, healthy, and low-maintenance option if you (like us) struggle to sort out breakfast first thing in the morning. Simply mix all the ingredients together in a covered bowl the night before, leave it to sit in the fridge, and enjoy.

### INGREDIENTS

- 250 ml high protein chocolate milkshake\*
- 60 g oats
- 1 tbsp linseed grounded
- 1 tsp chia seeds
- Handful sunflower seeds
- Handful pumpkin seeds
- Handful flax seed
- Berries to decorate

### INSTRUCTIONS

1. Mix together all of the ingredients
2. Leave to soak in the fridge overnight
3. Decorate & enjoy!

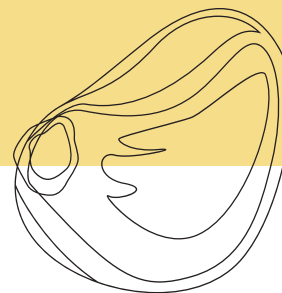
*\*This recipe suggests one of the high-protein chocolate milkshakes available in stores, but alternatively you could use any private-label soy milk—which is nutritionally comparable to dairy—and simply add a tablespoon of cocoa powder to the mix.*

DINNER



## Budget-Friendly Shepherd's Pie

This shepherd's pie is a hearty six-person meal that is also freezer-friendly. The recipe uses TVP (textured vegetable protein), which is widely available, but you could also substitute this for any plant-based minced beef—or tinned lentils—for a surprisingly meaty texture.



### INGREDIENTS

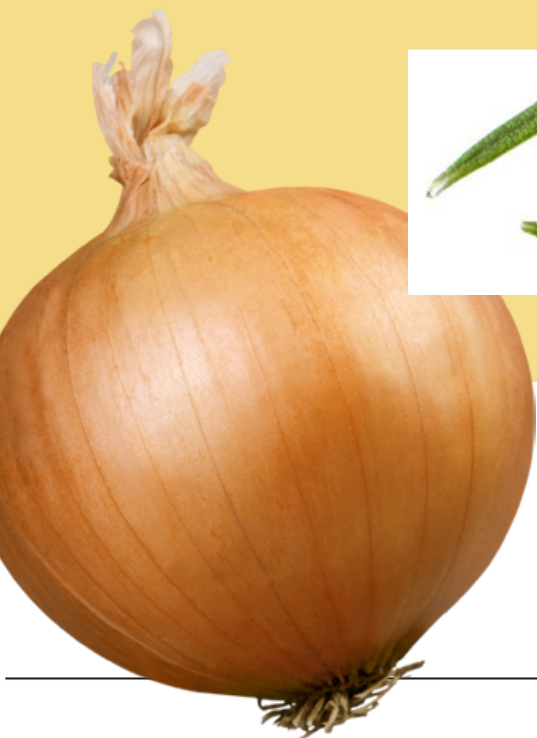
- 1 brown onion (finely diced)
- 4 garlic cloves (minced)
- 200g dry textured vegetable protein
- 400ml boiling hot water
- 2 tbsp tomato paste
- 200g frozen veg mix (peas, carrots, corn)
- 1 tsp dried rosemary
- 1 tsp dried thyme
- 1 tbsp vegan Worcestershire sauce (or sub Henderson's Relish, which is vegan)
- 500ml vegan-friendly stock powder
- 2 tbsp plain flour
- 1kg potato (peeled and cubed)
- 50g nutritional yeast
- 250ml soy milk
- 2 tbsp olive oil
- Salt
- Pepper





## INSTRUCTIONS

1. Preheat oven to 220C.
2. Boil the potatoes with a big pinch of salt until soft.
3. Cover the TVP in the hot water and let sit for 10 minutes to rehydrate.
4. In a deep pan, fry the onion in 1 tbsp of the oil for 4 minutes, add the tomato paste with rosemary, thyme, and garlic and a pinch of salt and sauté for a further 4 minutes.
5. Add the TVP, mixed veg, stock, and Worcester sauce, and simmer for 10 minutes.
6. Mix in the flour to thicken the sauce a little, simmer for another 5 minutes then remove from heat. (Add salt and pepper to taste now.)
7. Drain the potatoes then mash them with the soy milk, nutritional yeast, 1 tbsp olive oil, and a decent pinch of salt.
8. Layer the TVP mixture on the bottom of a baking dish then top with mashed potato.
9. Bake for 20 - 30 minutes or until the top is golden. Let cool a little before serving.



## LUNCH



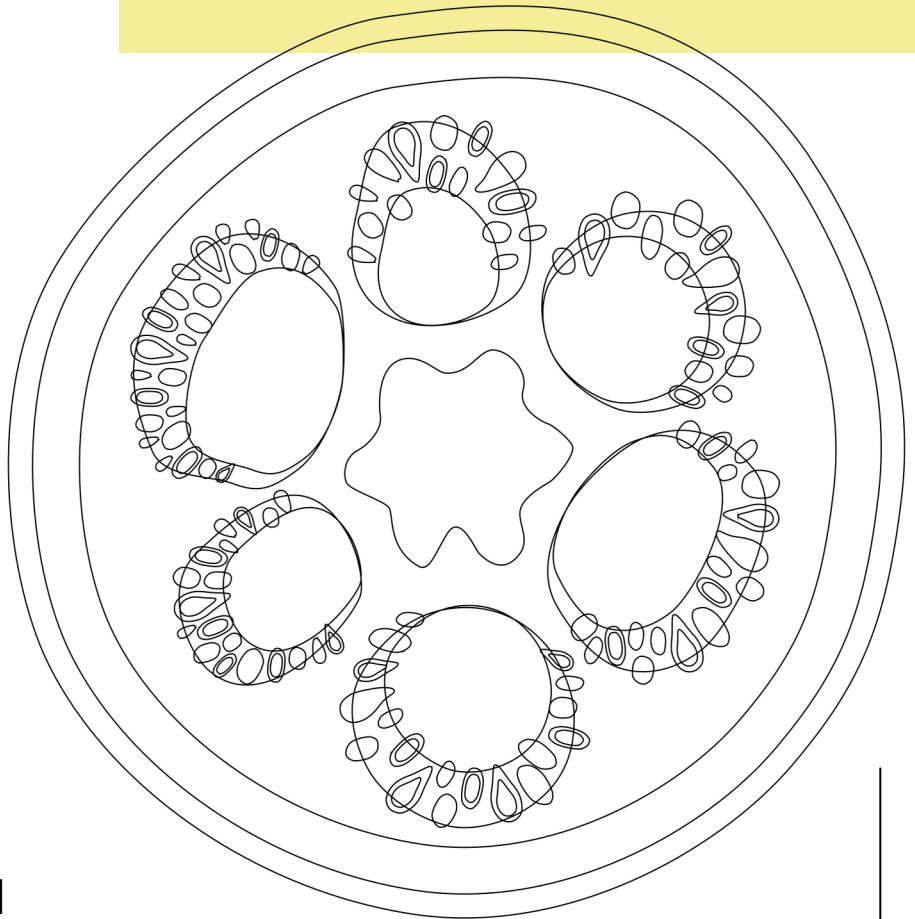
# Miso Aubergine Steaks

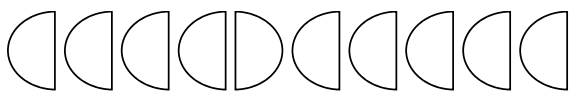
These aubergine steaks are juicy and delicious, plus they're high in fibre, potassium, and antioxidants. Two minutes to prep and 10 minutes to cook make them a great short-notice meal, particularly when combined with salad, potato wedges, or rice. Impressive.



## INGREDIENTS

- 1 aubergine
- Salt
- 1 tsp red miso
- 1 tsp syrup (agave or maple etc)
- 2 tsp mirin rice wine
- 1 tsp soy sauce  
(alternatively use Tamari for a gluten-free option)
- 2 tsp toasted sesame oil





## INSTRUCTIONS

1. Slice each aubergine into circular steaks, about 2cm thick. You can also slice them lengthways but make sure they are flat to aid thorough cooking.
2. Sprinkle the aubergine slices with a little salt on both sides, then leave to sit while you prep the other ingredients.
3. Combine wet ingredients into the glaze and set aside. Prepare side dishes now.
4. With a sharp knife, make slight criss-cross patterns across each side of the aubergine steaks.
5. Brush the glaze generously over both sides of each steak, leaving a little to brush on just before serving.
6. Place on a red-hot BBQ or well-oiled griddle for a few minutes per side. Aim to caramelise the steak without burning it. You want the aubergine to soften without being too mushy.
7. Once softened and nicely charred, brush the aubergine steaks with the remaining glaze. Add chilli flakes and fresh parsley if desired.





## DINNER



# Butternut Squash Mac & Cheese

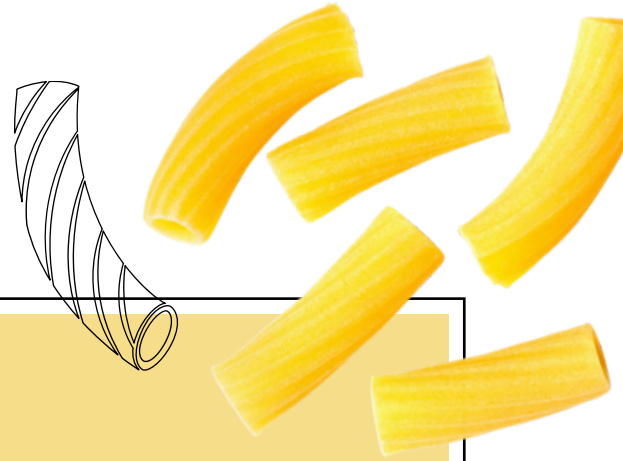
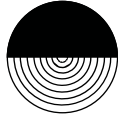
This mac and cheese is creamy, cheesy, and packed with protein, despite using ultra-simple ingredients and requiring just five minutes of prep time. A vegan version of a beloved staple, it's a recipe that's sure to win over even fussy eaters and dedicated cheese lovers.



## INGREDIENTS

- 2 cups butternut squash chopped
- 1 potato medium
- 200 g macaroni pasta
- 1/3 cup nutritional yeast
- 1/2 lemon juice of
- 1/2 tsp mustard
- 1 tbsp unflavored protein powder\*
- 1 tsp garlic powder
- 1/2 tsp onion powder
- Salt
- Pepper

*\* The recipe uses unflavoured protein powder, but you could sub in other high-protein ingredients. For example, try topping it off with an additional spoonful of protein-packed nutritional yeast along with some nuts and seeds. Alternatively, you could swap macaroni for lentil-based, gluten-free pasta, or blend soft tofu into the sauce for a creamy protein boost.*



## INSTRUCTIONS

1. Boil or steam the potato and squash until cooked.
2. Cook the pasta for the required time and drain, but save a 1/2 cup of the water.
3. Transfer the cooked potato and squash to a high-speed blender and add the remaining ingredients and the leftover pasta water. Blend until completely smooth.
4. Combine the pasta with the sauce in a pan and cook through.



LUNCH

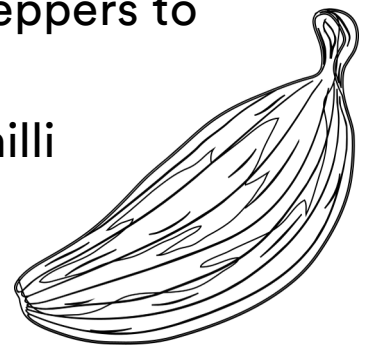


## Easy Chana Masala

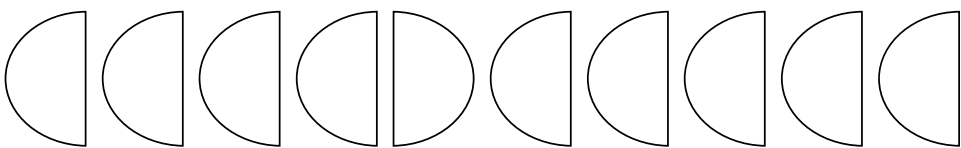
Don't be intimidated by the ingredients list, this hearty, heavily-spiced chana masala is a breeze to throw together. The recipe serves four and is perfectly paired with rice or paratha.

### INGREDIENTS

- 3 cups chickpeas (with water)
- 2 tbsp oil
- 1 onion (large, chopped)
- 2 tomatoes chopped
- 3 bay leaves
- 1 tsp peppercorns
- 1 tsp cumin seeds
- 3 cardamoms
- 1 stick cinnamon optional
- 3 cloves optional
- 1 knob ginger
- 4 cloves garlic
- 3 green chilli peppers to taste
- 1 1/2 tbsp red chilli powder
- 1 tsp turmeric
- 1/2 tsp salt
- 1 1/2 tsp garam masala
- 1 1/2 tsp coriander powder
- Fresh coriander leaves fresh, chopped fine to garnish
- 1/2 lemon juiced







## INSTRUCTIONS

1. Heat 1 tbsp oil in a pan. Add your whole spices—cumin seeds, peppercorns, cardamom and bay leaf—and cook for 30 to 60 seconds until fragrant.
2. Add chopped onions and cook at medium-low heat until caramelised.
3. Add aromatics: ginger, garlic, green chilli peppers and saute for 1 minute.
4. Next, add pureed tomatoes and saute until the tomatoes change colour.
5. Add powdered spices: turmeric, red chilli, coriander, and garam masala.
6. Cook this for another 5 minutes and then add the chickpeas and chickpea water.
7. Bring to a boil, cover and cook at medium to low heat for 10-15 minutes.
8. Top with fresh coriander leaves and a squeeze of lemon juice.



## DESSERT

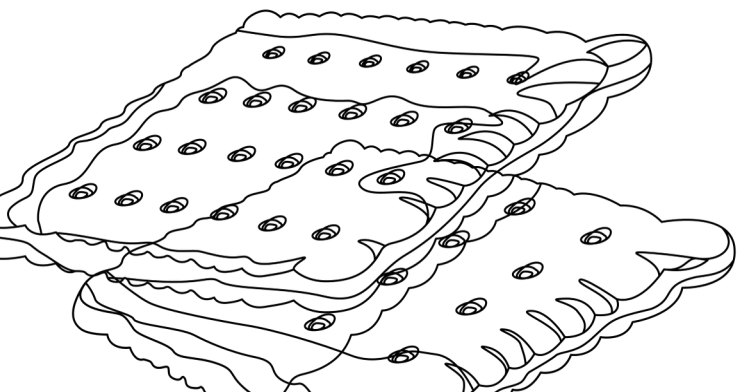


## Easy Vegan Rocky Road

This super easy rocky road has minimal prep time but yields great results! Rich, sweet, and even an ideal gift, the recipe is easy to update as preferred. (Desiccated coconut, yes or no?)

## INGREDIENTS

- 200 g/7 oz digestive or rich tea biscuits
- 300 g/10½ oz chocolate
- 125 g/4½ oz vegan butter
- 3 tbsp golden syrup
- 100 g/3½ oz vegan mini marshmallows
- 50 g/2 cups puffed rice optional
- 50 g/¼ cup raisins optional
- ¼ tsp salt
- 2 tbsp icing sugar sieved or 30g/1 oz vegan white chocolate, melted





## INSTRUCTIONS

1. Grease and line a 20cm square brownie tin.
2. In a large saucepan, melt the chocolate, golden syrup, butter, and salt on low heat.
3. Place the 200g biscuits in a freezer bag and bash them into pieces. It's good to have a mixture of biscuit dust, smaller and larger pieces.
4. Add the biscuits, marshmallows, raisins and puffed rice to the melted chocolate mixture and stir through until completely covered.
5. Empty the mixture into the lined baking tin, spreading evenly.
6. Pop it in the fridge and chill for 2 hours minimum.
7. To decorate, dust with icing sugar or drizzle with melted vegan white chocolate.







## Other Useful Resources

# Plant Based News



Looking for inspiration, [more recipes](#), vegan news, and more? Head to [Plant Based News](#). There's even a whole section on [FAQs and myth-busting](#), from gut health to cholesterol. We also cover all the latest Veganuary [product launches](#), so keep your eyes peeled for brand new products and menu items to try. (For example, check out PBN's comprehensive list of all the top vegan candies available now right [here](#).)



## VEGANUARY

The official [Veganuary website](#) has everything you need to know about participating, from actually [signing up](#) to [veganism 101](#)-style guides to cooking and eating. Veganuary's free registration will give you access to cookbooks, meal plans, nutrition guides, and coaching.

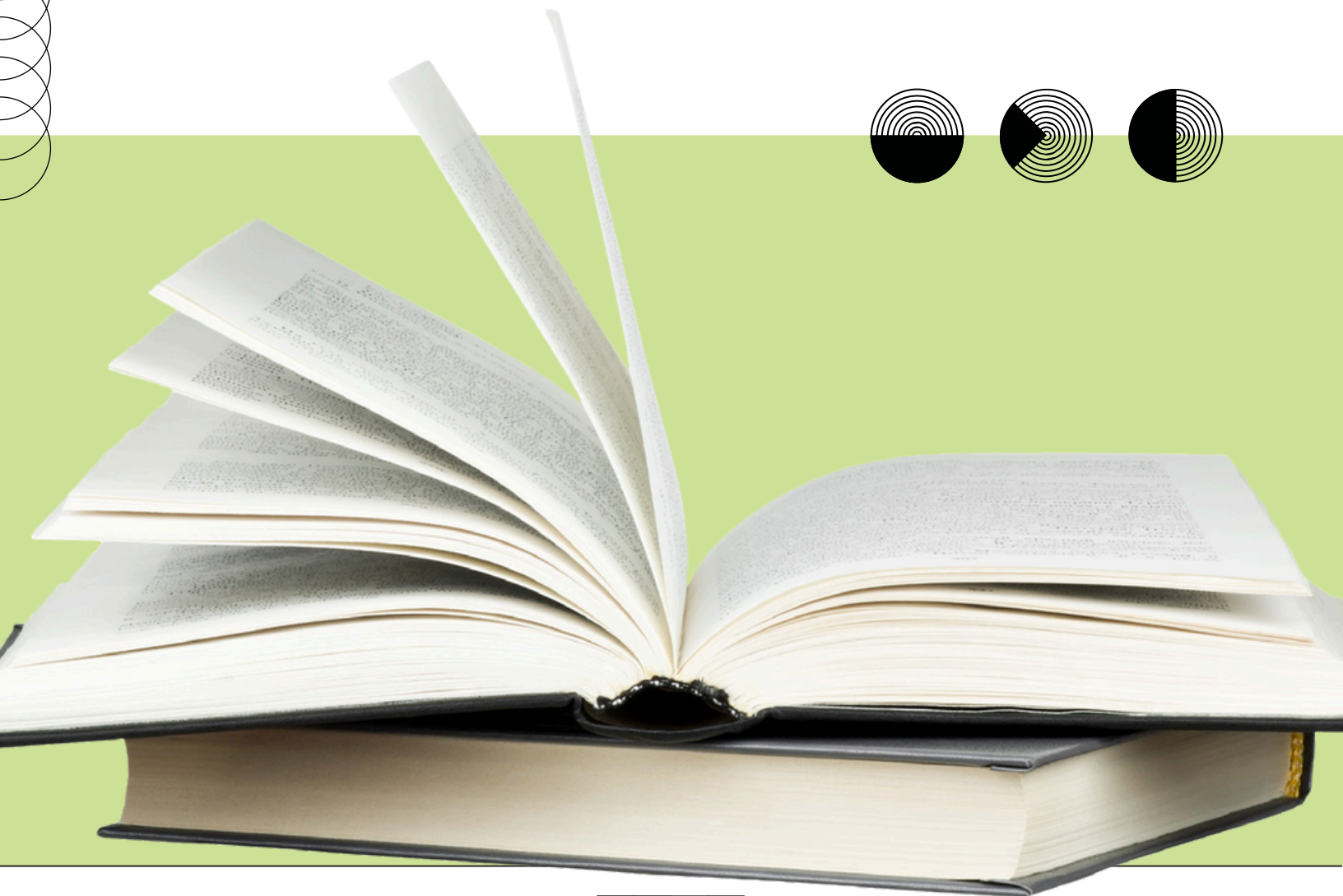
## The Vegan Calculator

Every meal makes a difference! And [the Vegan Calculator](#) helps to show just how much of an impact your lifestyle has on the world around you. (Fun fact: going vegan for just one week will save eight animals' lives, 225 square feet of forest, and 150 pounds of CO2.)



## Further Reading

- [The Post Punk Kitchen](#)
- [BBC Good Food's Vegan Recipes](#)
- [PCRM's Recipes](#)
- [The Minimalist Baker](#)
- [Plant Based On a Budget](#)
- [Easy Vegan Home Cooking](#), by Laura Theodore
- [BOSH!](#), by Henry Firth and Ian Theasby
- [Eating Animals](#), by Jonathan Safran Foer
- [How Not to Die](#), by Michael Greger, MD
- [Feral](#), by George Monbiot







## Further Watching

- [Cowspiracy](#) (2014)
- [Seaspiracy](#) (2021)
- [Blackfish](#) (2013)
- [Forks Over Knives](#) (2011)
- [Game Changers](#) (2018)
- [The Animal People](#) (2019)
- [Earthling Ed's Tedx Talk](#)
- [Ineke Van Hullebusch's Tedx Talk](#)



## Activists, Influencers, and Pages to Follow

- [Radhi Devlukia](#)
- [Isaias Hernandez](#)
- [Fat Gay Vegan](#)
- [Genesis Butler](#)
- [Liz Jones](#)
- [Tabitha Brown](#)
- [Greta Thunberg](#)
- [Ela Vegan](#)
- [Earthling Ed](#)
- [Joanne Molinaro](#)
- [Cheap Lazy Vegan](#)
- [Vegan Food UK](#)
- [Vegan Videos](#)
- [Plant Based News](#)



# Veganism FAQs



From common mistakes to general advice, these are some of the most commonly asked questions by folks when switching to a partially or entirely plant-based diet.

1



## **Do I need to combine plant proteins for a ‘complete’ package?**

No! This fallacy is based on the idea that some plant-based foods (e.g. red beans) don’t contain the complete set of essential amino acids, so must be combined with another source (such as rice). However, as long as you’re eating a balanced diet that emphasizes whole foods, this will easily balance itself out without needing to worry about combinations. For more info, check out [this video](#) of Dr Michael Greger, MD, debunking the myth.



2



## Will plant foods fill me up?

Yes, but you might need to adjust your portion size to ensure you're getting enough calories. Animal-derived foods such as meat and eggs are incredibly calorie-dense, meaning that you might need to eat more plant foods to feel as full as you did before. But this is no bad thing, it means you get to eat more good food! Just make sure you're meeting your caloric needs.



3



## Is all vegan food healthy?

In reality, there's no such thing as 'healthy' or 'unhealthy' food—it's all just food. However, not all vegan food is equally nutritious. It's important to eat what you like to eat, but it's also important to make sure you're getting all the nutrients and vitamins that your body needs.

Arguably the most effective way to do this is to emphasize whole, plant-based ingredients such as fruit, vegetables, and grains, wherever possible, for nutrient-dense, unprocessed vegan food. (Though that's not to say you shouldn't also enjoy a vegan takeout or ready meal! Just make sure you read the ingredients and know what it is that you're eating.)





## How can I find vegan-friendly restaurants?

While it may take some adjustment, finding restaurants with vegan options is easier than ever. The vast majority of high street chains now offer plant-based dishes—everywhere from Pret to Zizzis—while the number of all-vegan eateries continues to [grow](#). (Check out PBN's guide to London's vegan restaurants [here](#).) Alternatively, websites such as [Happy Cow](#) still offer city-by-city guides, as does Trip Advisor, and a tactical search for local eateries on social media is often an ideal way to find pop-ups and other brand-new vegan options.



## Can children and young people be vegan?

This is a big question, and as ever, the nutritional suitability of any lifestyle varies from person to person. But generally speaking, a vegan diet is widely accepted as suitable for all stages of life. From [childhood](#) to old age—including during pregnancy—for those with physically demanding lives, and even for world-class [professional athletes](#). *(continued on next page →)*





This is confirmed by countless doctors, nutritionists, dieticians, and healthcare professionals around the world, in addition to the Academy of Nutrition and Dietetics, the Physicians Committee for Responsible Medicine, the American Academy of Pediatrics, the British Dietetic Association, and more. Check out the Vegan Society's guide to life stages [here](#).



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## Why should I try a plant-based diet?

That's a question only you can answer! There are countless reasons to adopt a vegan diet—many of which we have touched on already here—and eating more plants has a huge impact on us, animals, and the world around us. Here are some key facts about the benefits of trying veganism, whether for a meal, a day, a month, or for life.

- Statistics vary greatly, but it takes at least three times the amount of water to feed a meat eater compared to a plant-based person, according to [the Vegan Society](#). For example, it takes 15.5k litres to produce just 1kg of beef, compared to 180 litres to produce 1kg of potatoes. Farming, in general, uses the vast majority of the planet's accessible fresh water, and animal agriculture is a [significant](#) polluter of water. (continued on next page →)

## Why should I try a plant-based diet? (continued)

- If everyone went vegan, current farmland usage would be reduced by a huge [75 per cent](#). While this scenario might be unlikely, it does highlight just how wasteful and inefficient animal farming is when compared with simply growing and eating produce.
- Speaking of which, the meat industry currently slaughters around 50 billion chickens every single year. That's nearly 100,000 per minute. According to [the Humane League](#), the average person saves approximately 30 animals per month, 365 per year, and thousands during a lifetime by adopting a plant-based diet.
- The meat industry produces nearly [60 per cent](#) of all food production-related greenhouse gas emissions. Beef, in particular, has an astronomically large impact on the planet, producing nearly a quarter of all food-related emissions. While adopting a plant-based diet doesn't remove a person's footprint, it can *minimize it. (continued on next page →)*







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## Why should I try a plant-based diet? (continued)

- There are many specific health benefits to eating plant-based in addition to the more general ones covered earlier in this guide. These include significantly reducing your risk of [colorectal cancer](#) (via red and processed meats) and reducing your risk of [heart disease](#) and diabetes ([saturated fat](#) via dairy). Check out our guide [here](#) for more info, or PCRM's brief summary of existing studies [here](#).





# VEGANUARY



**2026**

We hope you have enjoyed our starter kit. If you are ready to take on the Veganuary January challenge, please use our special link to get 31 days of email support and guidance on how to kick-start your way to a plant-based lifestyle, totally free of charge.



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