

PRESS RELEASE

Revolution in nutrition

Klüh Catering inspires enthusiasm for a vegan diet as part of “Veganuary”

Düsseldorf, 06.02.2024 – In the context of the “Veganuary” campaign, Klüh Catering encouraged table guests and employees to try out a plant-based diet for a month in January and offered a wider range of vegan alternatives on the menus. Throughout Germany, 91 company restaurants operated by Klüh Catering joined in the campaign.

By taking part, the Catering division of the multi-service provider is responding to a significant shift in our food culture. “The way our diet impacts the environment, animal welfare and the climate have become important issues in recent years. And a vegan diet is good for you. By contributing to the campaign, we aim to play our part in familiarising our guests with a plant-based diet,” says **Thorsten Greth**, Managing Director of Klüh Catering.

In January, the month of the campaign, diners had a choice of six vegan dishes, including Mediterranean, Oriental and Asian cuisine. In total, 27,393 meals were served within two weeks as part of the initiative. Alongside the latest “Veganuary” campaign, Klüh Catering regularly delights its diners with various promotional weeks for animal-free dishes. Moreover, the company has had a focus on meat-free nutrition for years. Vegetarian and vegan dishes have been served in the company restaurants operated by Klüh Catering since 2016.

The name “Veganuary” is a portmanteau of “vegan” and “January”. In other words: animal-free in January. The campaign helps people around the globe to try out a purely plant-based diet in January. The aim is to inspire people throughout the world to try out a vegan lifestyle in January and, ideally, beyond. The original idea with which the non-profit organisation of the same name launched its global campaign came from Great Britain in 2014. In order to attract the greatest possible degree of attention, “Veganuary” focuses on cooperation with business, science, politics and personalities who set a positive example. In 2023, people from 228 countries took part and around 1,610 new vegan products and menus were launched.

About Klüh:

With over 30 years of experience, the sector champion not only offers catering for employees, but also for patients, senior citizens and travellers, and is the undisputed number 1 contract caterer in Germany in the area of care catering (study gvpraxis 05/2023). Klüh Catering is part of Klüh Service Management GmbH, an internationally operating multi-service provider from Düsseldorf. Founded in 1911, the family-run company has decades of experience in the area of infrastructural services. The divisions Cleaning, Catering, Clinic Service, Security, Personnel Service, Airport Service and Integrated Services offer both individual services as well as multiservice concepts. With almost 58,000 employees in seven nations, the company achieves sales of around 923 million euros (2022). For further information see www.klueh.de.

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