

Presse Release

Bringing Everybody to the Table – Veganuary 2026 at Dr. Oetker

Bielefeld, December 18, 2025 – In January 2026, Dr. Oetker will once again invite people to join the Veganuary table. For the sixth time, the company is participating in the global initiative that motivates millions of people every year to eat a plant-based diet for a month, recently over 25.8 million worldwide. Dr. Oetker has been supporting the idea since 2021 and, in addition to vegan pizzas, cakes, and desserts, offers a steadily growing selection of purely plant-based recipes and tips for popular classics that can be prepared vegan.



“Of course it’s not vegan – or is it?!”

In January 2026, Dr. Oetker launched an international social media campaign with a wink, showing how surprisingly delicious vegan cuisine can be. Under the slogan “Of course it’s not vegan – or is it?!” the company presents five new recipes based on tried-and-tested Dr. Oetker products, from wintry cinnamon rolls and moist apple cheesecake to creative pizza variations, bringing everyone together around the table. Further inspiration can be found at local consumer websites and social media channels.

- **Apple-Cinnamon Rolls**



- **Apple Crumble Cheesecake**
- **Creative Pizza Variations**
- **Double Chocolate Cupcakes**
- **Almond Lemon-Bundt Cake**

All employees around one table

Dr. Oetker is also setting an example internally by participating in the popular Veganuary Workplace Challenge. In Bielefeld, Brackwede, and Oerlinghausen, a vegan dish plus dessert will once again be available daily in the company restaurants in January – a popular highlight for employees. The offer is complemented by local events, an international workshop, and a quiz on vegan nutrition.

The more (vegan) options, the better

Dr. Oetker wants to offer enjoyment for everyone – and supports consumers on their journey toward greater climate and animal protection with vegan products, recipes, and preparation ideas. Many products already carry the European V-Label and are immediately recognizable as vegan. The ever-growing selection of plant-based recipes on the website underscores the company's contribution to its own Sustainability Charter: to offer innovative, enjoyable, and responsible foods and to protect the climate.

You can find these and other recipes for different occasions and themes in our [Dr. Oetker Rezept-Download-Portal](#). Here you have the convenient option of directly accessing and saving recipe and image data of your choice (portrait/landscape format, image variants, step-by-step photos).

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If you have any questions, please contact:

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