PRESSEINFORMATION

Simply delicious. Simply vegan(uary) with Dr. Oetker.



Bielefeld, November 2026 – Dr. Oetker will once again take part in Veganuary in 2027, marking the company's seventh year of supporting the global initiative. The campaign month invites consumers to discover plant-based moments of enjoyment, try new recipes and give familiar favourites a plant-based twist. Plant-based products have long been an established part of the Dr. Oetker portfolio. Rather than focusing on individual product launches, for Veganuary 2027 the company will therefore showcase the variety of plant-based products, recipes and preparation options already available across its existing range.

Plant-based? Simply part of everyday life.

For many consumers, taste, enjoyment and easy preparation are what matter most in everyday life. If a product is vegan too, that can be an added benefit. Dr. Oetker therefore integrates plant-based products into its existing ranges and shows how products can also be prepared vegan where possible.

With simple recipe ideas and inspiration for pizza, cakes and desserts, Dr. Oetker demonstrates just how varied plant-based enjoyment can be. Throughout January, consumers

can find many more ideas to cook, bake and try out on the Dr. Oetker website and social media channels. More Veganuary inspiration is available at https://www.oetker.de/inspiration/veganuary.

Taste comes first

Plant-based products do not have to stand as a separate category alongside the classic product range. At Dr. Oetker, they are increasingly becoming a natural part of existing ranges. One example is the two vegan Vitalis crunchy mueslis, “Vitalis Crunchy Muesli Berry & White Chunks” and “Vitalis Crunchy Muesli Triple Chunks”. Initially launched as a separate vegan range, they are now firmly established within the Vitalis portfolio.



New favourites included

Veganuary has also become an established part of the start of the year for employees at Dr. Oetker. Throughout the month, the employee restaurants in Bielefeld, Brackwede and Oerlinghausen offer a vegan dish every day. The Veganuary Workplace Challenge also encourages employees to discover new dishes and try them together. And interest in plant-based food extends beyond January: most recently, the vegan campaign month “Veguni” complemented the range of activities and offers available to employees.

Suitable recipe ideas and many more recipes for a wide range of occasions and topics are available in our Dr. Oetker Recipe Download – Vegan Recipe Ideas, you can conveniently access and download the recipe and image assets of your choice, including portrait and landscape formats, different image variations and step-by-step photos.

Additional image material and portrait photos of the quoted individuals are available upon request.

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When using recipe images, we appreciate a link to https://www.oetker.de/or to the respective recipe.

For generations, we have been part of shared moments, moments that matter: spent with the people we love and accompanied by delicious food that brings us together. Our purpose,"Creating a Taste of Home," also means taking responsibility: for the people who make, transport and distribute our products. For the people who buy and enjoy them. And for everyone who is directly or indirectly affected by our actions. Our focus includes topics such as transparency and more balanced products, climate, packaging, water, food waste and sustainable raw materials, as well as human rights, diversity, equity and inclusion, and safe working conditions.



Mehr unter https://www.oetker.com/sustainability

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