



Vegan Meals Infographic U.S. to U.K.

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Norwegian Reveals Rising Demand for Vegan Meals on its Most

Popular Route from U.S.

- Over 23,000 vegan meals served in the past year on airline's long-haul flights to/from London
- Los Angeles to London route is most popular for vegans – 55% higher than average
- U.K.'s 'Veganuary effect' - 7% increase in vegan meal orders in Jan 2019 vs Jan 2018

NEW YORK CITY (February 1, 2019) - Norwegian, the [World's Best Low-Cost Long-Haul Airline](#), reveals that vegan meals are becoming more popular among its 37 million passengers flown each year, highlighting the most popular routes for passengers on plant-based diets as the U.K.'s movement called Veganuary, which encourages consumers to go vegan in January and the rest of the year, concludes.

Customers have the flexibility to choose what best suits their travel needs including pre-ordering a meal service during flights in Economy. In Premium, meals are always included. Norwegian offers a wide selection of meals that cater to all dietary requirements including vegetarian, lactose-free and gluten-free options.

The airline recently analyzed more than 7,330 long-haul flights to and from London Gatwick between January 2018 and January 2019 to identify the routes with the most demand for vegan meals. Data showed that more than 23,000 vegan meals were consumed on board to and from London's Gatwick airport since January 2018.

'Veganuary' made an impact in January

The [Veganuary](#) campaign – led by a U.K. charity of the same name – encourages people to try a vegan diet, omitting meat, fish, dairy, eggs and honey from their diet for the month of January to promote health benefits.

Findings from January 2018 and January 2019 show that more vegan meals were consumed on Norwegian flights in 2019 as 'Veganuary' took effect. More than 1,400 vegan meals were ordered this January, a 7 percent increase compared to January 2018. Moreover, there was a 5 percent increase of vegan meals ordered in January 2019 from the previous month in December.

Los Angeles wins the crown for most vegan meals on Norwegian

Data showed that vegan meals are most popular on Norwegian's daily flights between Los Angeles and London, 55 percent higher than the average across all Norwegian long-haul flights.

Oakland/San Francisco to London is the second most popular route for vegan meals ordered on Norwegian, 31 percent more than the average, highlighting the popularity of vegan meals on California routes.

Vegan meal orders on New York flights are lower in comparison, in line with the average across Norwegian's long-haul flights, despite the airline operating more flights from the Big Apple than any other route, with up to three London services daily.

Florida versus California – which state has more vegan passengers?

Norwegian operates from three gateways in Florida and two in California with more than 15 flights per week from each state. Anecdotally, the findings demonstrate that vegans are more likely to be found on flights from and to California.

On average, 78 percent more vegan meals are ordered per flight between California and London as opposed to flights between Tampa, Orlando and Fort Lauderdale/Miami in Florida to London.

Buenos Aires route is least popular for vegan passengers

Of Norwegian's 14 long-haul routes to/from London the least popular route for vegan meals ordered by passengers on plant-based diets were on flights between Buenos Aires and London.

Buenos Aires in Argentina, a country renowned for its high-quality steak, has 25 percent fewer vegan meals ordered compared with the average across all long-haul routes.

"We offer a delicious range of meals that meet all our customers' dietary requirements and this analysis clearly shows that being vegan is just as easy at 35,000 feet as it is on the ground," said Matthew Wood, SVP Commercial at Norwegian.

"We're very pleased to see Norwegian providing vegan options on-board their flights at a time when veganism is growing so much. Not only is this great in terms of inclusivity, but vegan food generally has a lower environmental impact and can help airlines to meet their carbon saving targets. It is not uncommon for us to hear stories from vegans who had poor experiences on flights, being left only with snacks such as peanuts or crisps. We would love to see airlines really embrace the variety and creativity that is possible with vegan food, and to create options that are suitable for vegans but appeal to everyone," said Elena Orde at The Vegan Society.

"It's fantastic to have an airline, like Norwegian, not just provide great

vegan options for travelers, but also put the time into analysing which routes have the highest demand for vegan food. The research provides a fascinating insight into the way veganism is spreading on a global scale and how the modern-day vegan can be catered for whether they're in the air or on the land," said Rich Hardy, Head of Campaigns at Veganuary.

A vegan menu on board Norwegian could include gnocchi covered in a Mediterranean vegetable & tomato sauce with black olives or a chickpea stew with roasted baby aubergine and broccoli in a harissa sauce.

Norwegian's three-course meal service can be pre-ordered at \$45 per person, per flight during the booking process or included as part of a LowFare Plus booking, which also includes free seat reservation and a 44 lbs checked bag at www.norwegian.com/us.

Norwegian will move its Oakland-London service to [San Francisco and its Fort Lauderdale-London service to Miami on March 31](#).

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About Veganuary

Launched in the UK in January 2014, Veganuary (pronounced vee-GAN-uary) is a registered charity that encourages people to try vegan for January. Veganuary is dedicated to changing public attitudes, while providing all the information and practical support required to make the transition to veganism as easy and enjoyable as possible. Take the Veganuary pledge [here](#).

About The Vegan Society

The Vegan Society is the world's oldest vegan society whose co-founder Donald Watson came up with the word 'vegan' in 1944. It's a registered educational charity that provides information and guidance on various aspects of veganism, including to existing and potential vegans, caterers, healthcare professionals, educators and the media.

About Norwegian

Norwegian is the world's fifth largest low-cost airline and carried carried 37 million passengers in 2018. The airline operates more than 500 routes to over 150 destinations in Europe, North Africa, Middle East, Thailand, Caribbean, North and South America. Norwegian has a fleet of more than 150 aircraft, with an average age of 3.7 years, making it one of the world's youngest and "greenest" fleets.

Norwegian has been named the [Most Fuel-Efficient Airline on Transatlantic Routes](#) by the International Council on Clean Transportation (ICCT) twice. Norwegian has been voted 'Europe's Best Low-Cost Airline' by passengers for six consecutive years at the SkyTrax World Airline Awards 2013-2018, along with being named the 'World's Best Low-Cost Long-Haul' Airline' for the past four years. Norwegian employs more than 9,000 people worldwide.

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