

FOR IMMEDIATE RELEASE

SHOP FOR VEGANUARY 2023 CHALLENGE AT LONDON DRUGS
Western Retailer Supports Global Vegan Challenge for Third Consecutive Year
with Easy & Tasty Options

Richmond, BC (December 28, 2022) – If New Year’s resolutions include taking the [Veganuary challenge](#) or simply trying more vegan options, check out the tasty array of plant-based foods as well as, home and beauty products items at [London Drugs](#) throughout the month of January.

[Veganuary 2023](#) is the global charity challenge that challenges consumers around the world to try a vegan diet for the month and beyond. During last year’s campaign, over 620,000 people took the on-line pledge with participants from over 220 countries and territories.

London Drugs will be featuring over 1700 items for Veganuary. For those chocolate lovers, a few new treats will be debuted including [Cadbury Plant Bar](#), [Moo Free Bars](#) and [Ritter's](#) vegan line. Salt lovers have no fear, London Drugs has this covered with [Siete tortilla chips](#), [Noble Jerky](#) or a twist to a classic with [Annie’s vegan mac & cheese](#). Begin the new year and unleash your natural beauty with 100% vegan and cruelty-free beauty brands such as [Florence by Mills](#) (created by Stanger Things’ actress Millie Bobby Brown), [Mad Hippie](#), [Derma E](#) and [e.l.f.](#) New moms need not go far for their baby products this winter, the baby aisle will be featuring [Baby Bum](#), [Sprout Organic Babyfood](#) and [Honest products](#).

“Whether it’s for a healthier lifestyle, to lower your carbon footprint, or for animal advocacy, we are definitely seeing an increase in consumer interest for vegan options,” says **London Drugs COO and president Clint Mahlman**. “Customer well-being is a top priority, and we are pleased to provide a variety of brands that are available at London Drugs in 79 neighbourhoods across Western Canada to make shopping easy.”

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About London Drugs

Founded in 1945, B.C.-based London Drugs sells to every province and territory in Canada through its online store www.londondrugs.com and has 79 physical stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan, and Manitoba. London Drugs offers customers a range of products from personal protection equipment for pandemic safety to digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 9,000 people with pharmacy and health care services at the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring Canadian company that supports Canadian brands and continues to position itself for future growth and development.

Social media:

Facebook: [/LondonDrugs](#)

Twitter: [@LondonDrugs](#)

Instagram: [@LondonDrugs](#)

Hashtag Intel:
#Veganuary
#LondonDrugs

For more information and requests for interviews, please contact:

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