

## Taco Bell begins offering plant-based meat at UK, EU locations to win back vegan and vegetarian customers

Starting January 7th, Taco Bell locations throughout the UK [began offering] plant-based meat from the brand Gold & Green ....

Gold & Green offers unique, healthier meat alternatives made out of oats, pea, and fava bean protein. Customers can substitute the plant-based meat for any regular meat item on the menu, making the chain even more vegan and vegetarian friendly. As of right now, Taco Bell is serving plant-based meat at 53 locations in the UK as well as select locations in Europe, specifically in Finland and Spain. Unfortunately, no word yet on when the plant-based meat offerings will be added to US Taco Bell menus.

After the chain shocked vegetarians and vegans by [taking potatoes off the menu](#), Taco Bell announced that this move was made in order to revamp and prepare for plant-based meat options, sparking hope that vegan options would be soon added.

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The fast-food chain said in a press release, “While change is hard, a simplified menu and innovation process will leave room for new fan favorites, continued progress in categories such as plant-based diets, and even opportunities for the return of some classics on a limited-time basis.”

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We’re hopeful that Taco Bell locations in the US will be next to add plant-based meat, especially after CEO Mark King confirmed that vegan meat would be added to the menu come 2021.

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