

Food feuds revealed: Half of British vegans identify as ‘vegansexuals’; someone who only dates other vegans

New research reveals the ‘food feuds’ caused by dietary choices when it comes to romantic relationships

A third (33%) of Brits said they would try switching to a plant-based diet for a loved one

However, a fifth (22%) of Brits admit they have, or would, dump someone because they were vegan

Research commissioned by Subway to celebrate the launch of their brand-new vegan T.L.C. (Tastes Like Chicken) Sub, to unite even the most incompatible of dietary pairings – which is available in 6-inch, Footlong and as a wrap or a salad

Images of Subway’s new menu items available here:

<https://www.flickr.com/gp/taylorherringpr/K9072B>

12th January 2021 – With over 1 million Brits now adopting a plant-based lifestyle, British relationships are facing a whole new challenge when it comes to dietary compatibility. New research looks at the tensions that food choices such as being vegan or a carnivore can create in relationships and how much of a romantic deal-breaker it really is.

Food is still very much the language of love for many couples, with over three quarters (77%) of Brits claiming cooking, eating together, or going out for food play an important part of their romantic relationships.

However, with 43% of Brits admitting to having disagreements with family, friends and partners over what to eat for dinner, coupled with the increase in vegan and vegetarian lifestyles, ‘inter-dietary’ romances could face even bigger challenges in 2021.

New research commissioned by Subway to celebrate the launch of their new plant-based T.L.C. (Tastes Like Chicken) Sub and Vegan Double Choc Cookie reveals almost a quarter (24%) of Brits have, and would, dump someone because of ‘food feuds’ based on their dietary or eating habits.

The road to love is full of foodie hurdles it would seem, as over half (53%) of British vegans identify as Vegansexuals; someone who only dates other vegans, with an additional 40%

admitting to avoiding social events or dinner parties with carnivorous friends.

But the feeling is mutual, as over a third (39%) of meat-eating Brits said they would think twice about dating a vegetarian or vegan long-term, stating that they'd find it difficult not to be able to cook and enjoy meat-based meals together (43%). Other reasons include not wanting to bring their vegan partner to family meals (32%) and not wanting to feel guilty about eating meat (29%).

The tensions have caused rifts in relationships, as a fifth (22%) of meat-eaters admit to having dumped someone because they were a vegan, with men more likely than women to break up with someone because of their dietary or eating habits.

The new research has been released to coincide with the launch of Subway's brand-new vegan **T.L.C. (Tastes Like Chicken) Sub**, which is so chicken-like in flavour, and chicken-less in contents, it promises to unite even the most incompatible of pairings over its delicious taste. Fully customisable as a 6-inch or Footlong Sub, the T.L.C can also be ordered as a salad or a wrap.

However, all is not lost when it comes to love. A third (33%) of Brits said they would try switching to a plant-based diet for a loved one, while 19% admitted they have pretended to be a vegan or vegetarian to impress a prospective partner.

29% of Brits said they find adopting a vegetarian or plant-based lifestyle an attractive quality in a partner. 46% of the nation said dietary choices is one of the topics they would always bring up on a first date, with 35% saying they confirm a prospective partner's eating choices before they would ask them out.

The survey of Brits found that those from Scotland are mostly likely to date a vegan (68%), followed by those from Wales (67%), compared to only 44% of people from Yorkshire.

The research also revealed the top 10 cities and towns for 'inter-dietary' (vegan and non-vegan) relationships:

1. Newport, Wales (83.3%)
2. Dudley, England (80%)
3. Southampton, England (78.6%)
- = 4. Northampton, England (75%)
- = 4. Wolverhampton, England (75%)
- = 4. Gloucester, England (75%)
7. Belfast, Northern Ireland (73.3%)

8. Glasgow, Scotland (73%)

= 9 Coventry, England (71.4%)

= 9 Plymouth, England (71.4%)

= 10. Norwich, England (70.8%)

Angelina Gosal, Head of Marketing UK & Ireland at Subway said: “Cooking and enjoying a meal together can be an expression of love, and food is often a focal point in many relationships. But we also know there are ongoing tensions in modern relationships due to dietary choices, such as being vegan, vegetarian, flexitarian or a carnivore. That’s why we’ve introduced our new plant-based T.L.C. (Tastes Like Chicken) Sub, to bring plant-lovers and meat-lovers together and unite even the most incompatible of foodie pairings.”

Subway’s plant-based chicken T.L.C. Sub is packed with all the delicious flavour of the original. Made from soy-based protein the bespoke recipe is the result of over 10 years of development and has been designed to mimic Subway’s roast chicken breast strips. It tastes so much like the real thing that even meat-lovers should give it a try. Available with slices of mozzarella style slices the T.L.C. is fully customisable and can be ordered as a 6-inch or Footlong Sub, a salad or a wrap for even more choice.

For the Subway cookie lovers out there, Subway will also be expanding its existing cookie range to include a vegan offering for the first time. The delicious Vegan Double Choc Cookie has joined the hallowed cookie menu, designed to replicate the flavour of Subway’s original Double Chocolate Cookie, and can be ordered as a single cookie, as part of a pack of 3 or the 12-cookie sharing box.

Vegans and non-vegans alike now have an even wider choice at Subway. The two new tasty vegan items have been added to Subway’s plant-based menu alongside the popular **Meatless Meatball Marinara, the Plant-Based Patty, Vegan Toasted Bite and crispy Hash Browns.**

Subway’s new **T.L.C. (Tastes Like Chicken) Sub** and **Vegan Double Choc Cookie** is available for takeaway, delivery and mobile now.

To find your nearest open Subway® store, visit www.subway.com/en-GB

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About the Subway® brand:

The Subway® brand is the world's largest submarine sandwich franchise, with more than 42,500 locations in more than 113 countries.

Headquartered in Milford, Connecticut, the Subway® brand was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey, which has made it possible for thousands of individuals to build and succeed in their own business.

In 2017 the Subway® brand embarked on a sugar reduction programme and together with our beverages partner PepsiCo/Britvic, we have taken out 4 billion calories from our GB customer's annual consumption, per store, this means almost 2 million calories annually have been removed. This represents an overall 30% calorie consumption reduction from drinks sold in Subway® stores. In the Republic of Ireland and Northern Ireland, nearly 300 million calories have been removed from our Irish customers' consumption from Subway® stores (ROI & NI). Per store, this means almost 1 million calories annually have been removed. This represents an overall 15% calorie consumption reduction from drinks sold in Subway® stores (due to different product mix). We are constantly looking at ways that can reformulate our menu to offer customer a choice of foods that are the best they nutritionally can be at an affordable price.

Additional assets available online: [Photos](#)
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<https://stage.mediaroom.com/subway-emea/2021-01-12-Food-feuds-revealed-Half-of-British-vegans-identify-as-vegansexuals-someone-who-only-dates-other-vegans>