

Dotsie Bausch

October 23, 2017

John Schnatter
Founder and CEO
Papa John's

Dear John,

It's been awhile since we've been able to ride together! I hope you are doing well.

I wanted to again express my thanks for Papa John's supporting the 2016 and 2017 USA Cycling Amateur Road National Championships in Louisville. It's so exciting to see these young cyclists compete in my hometown, and I know that your strong commitment to athletes from Louisville and beyond helped make the events such a success.

In addition to my passions for cycling and embracing an active, healthy lifestyle, there is something else near and dear to my heart that I think you will find compelling and important: As you know, everyone—hungry athletes included—craves a slice of cheesy, gooey pizza from time to time. But I—along with millions of other Americans—fuel my body with plant protein, and I hope you'll consider adding vegan cheese to your menu so we can all enjoy Papa John's pizza.

I remember talking about fueling requirements for an elite athlete when we rode together through Cherokee Park. I cycled my way to the Olympics with a whole-foods, plant-based diet, and at the age of 39.5, stood on top of the podium for the US. When I switched to a plant-based diet, my recovery from training sped up at such an alarming rate that I was recovering in half the time of my teammates, who were all 10 years my junior! From fellow Olympian Carl Lewis to Ultraman athlete Rich Roll and champion surfer Tia Blanco, pro athletes are proving that we can thrive without milk from cows—who, as a recent [Compassion Over Killing investigative video](#) exposed, suffer systematic abuse in the dairy industry.

And as more and more Americans join us in ditching dairy, plant-based alternatives are flying off the shelves, with the market expected to reach \$35 billion by 2024. Vegan cheeses alone are projected to comprise [\\$3.5 billion of that pie](#) by 2023. One grocery chain's vegan cheese sales even [exceeded predictions by 300 percent](#) in the first month after launch.

Pizza chains like Mellow Mushroom, Pieology, zpizza, and LeBron James' Blaze Pizza—which was recently [ranked the number two pizza chain in the US](#) by the Harris Poll EquiTrend study—are now shaping the future of pizza by offering vegan cheese. As you may have seen, even Pizza Hut, the world's largest pizza chain, has just jumped on board, too, with [a test run of ViOLife vegan cheese](#) in the UK.

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Please seize this opportunity to cater to the millions of Americans like me who are hungry to enjoy your pizza and add a dairy-free cheese to your menu! I hope to hear from you within the next few days, as Compassion Over Killing and I are eager to share any developments with the tens of thousands who have signed [this petition](#) asking for vegan cheese.

Thank you for your consideration. I would be happy and honored to speak with you by phone if you have more questions or want to dive into a discussion.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dotsie Bausch', with a stylized flourish at the end.

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