

FOR IMMEDIATE RELEASE

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AZZURRI BECOMES FIRST RESTAURANT GROUP TO COMMIT TO NEW WELFARE STANDARDS

Zizzi and ASK ITALIAN owner pledges to only serve higher welfare chicken by 2026



Thursday, 12th July, London: Azzurri Group has become the first restaurant in the UK and Europe to commit to the [Better Chicken Commitment](#) (BCC).

The Better Chicken Commitment is a new set of standards for improving the welfare of chickens farmed for meat devised by a group of leading animal protection organisations including The Humane League, Compassion in World Farming, and the RSPCA.

Vicky Bond, Managing Director of The Humane League UK, said: *“We commend Azzurri Group for taking the lead on this issue, becoming the first restaurant to sign up to the Better Chicken Commitment. These meaningful changes are set to benefit the lives of millions of chickens, and we encourage other companies who care about the welfare of animals in their supply chains to follow suit.”*

Chickens farmed for meat, called ‘broiler’ chickens, account for 95% of all land animals farmed in the UK. They have been selectively bred over many decades to prioritise fast growth and big breast muscles. Consequently, chickens now grow so big, so fast, their bodies can’t keep up. Their legs can’t cope with the weight of their upper bodies, so they suffer from leg pain and lameness. Their hearts

are under pressure, and they often die prematurely from heart disease. 95% of broiler chickens in the UK are raised on standard, intensive farms.

The progressive new standards laid out in the BCC eliminate the worst health issues relating to fast growth, reduce overcrowding, and provide a better living environment for chickens.

Azzurri Group serves over 15 million meals a year in over 250 restaurants and shops, and employs nearly 6000 people. It has committed to achieving the BCC standards by 2026.

There has been a wave of corporate commitments to improve broiler chicken welfare recently. Elio group, Unilever, and Marks & Spencers have released policies applying to the EU, which are set to benefit millions of animals in their supply chains. This month, one of the biggest food companies in the world, Nestlé, committed to these standards globally.

Over the past few years, the vast majority of the UK food industry has committed to eradicating cages for laying hens in their supply chains. Now, it is expected a similar movement to reduce suffering will happen for broiler chickens.

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Policies can be found here:

<https://www.askitalian.co.uk/faq/food-and-menus/?1531313213982>

<https://www.zizzi.co.uk/contact/index/faq/default>

About The Humane League

The Humane League is funded through generous donations by its worldwide network of supporters and has been named Top Charity by Animal Charity Evaluators for every rating period. visit thehumaneleague.org.uk .

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