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PREZZO FOLLOWS BIG RESTAURANT CHAINS WITH BETTER CHICKEN COMMITMENT

Major chain's policy follows a series of pledges to improve welfare for chickens



Thursday, 26th July: [Prezzo](#) has joined ASK Italian, Zizzi, and Pret A Manger in committing to the [Better Chicken Commitment](#) (BCC), a set of chicken welfare standards devised by a group of leading animal protection organisations including The Humane League, Compassion in World Farming, and the RSPCA.

On the 12th of July Azzurri Group, which owns [Zizzi](#), [ASK Italian](#) and [Coco Di Mama](#), became the first restaurant in the UK and Europe to commit to the BCC, with [Pret A Manger](#) closely following the day after.

Vicky Bond, Managing Director of The Humane League UK, said: *“It is wonderful to see leading businesses recognising that the way we treat chickens in this country and worldwide urgently needs to change. Companies which do not yet have a meaningful animal welfare policy for chickens should take note, as this movement will only keep growing.”*

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.

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.prezzorestaurants.co.uk/menus/>

<https://www.pret.co.uk/en-gb/sustainability>

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

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

<http://www.cocodimama.co.uk/home/corporate-social-responsibility/>

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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