

Indicator overview: The FOUR PAWS Atlas Challenge

Poll of meat and fish reduction as an approach to a sustainable and innovative strategy

Fast food chains



Indicators	Fast food chain	BackWerk		Burger King		BURGERISTA	CAFFÈ SPETTACOLO	Call a Pizza		dean&david	Domino's Pizza			HITZBERGER	Holy Cow!		Kentucky Fried Chicken			LEON	McDonald's			Nando's	NORDSEE	Papa John's		Pizza Hut		PIZZA MANN	Pret A Manger	SAM'S Pizza Land	Starbucks			Subway		Taco Bell	Telepizza	Türkis	Wienerwald	Wimpy	YO! Sushi				
		back WERK		BURGER KING							Domino's																									SUBWAY											
		Country *	DE	AT	DE, AT, CH	UK	AT	CH	DE	DE, AT, CH	DE	AT	CH	UK	CH	CH	DE	AT	CH	UK	UK	DE	AT	CH	UK	UK	DE, AT	UK	DE	UK	AT	UK	CH	DE	AT	CH	UK	DE, AT, CH	UK	UK	CH	AT	AT	UK	UK		
CSR / Policy / Annual report																																															
1	Annual report / CSR	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✓		
2	Sustainable Development Goals (SDGs)	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✓
3	Animal welfare	✓	✓	✓	✓	✗	✓	✗	✓	✓	✗	✓	✓	✗	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✓	✓	
4	High animal welfare standards / certification	eggs	eggs	eggs	meat fish eggs	◇	fish eggs	✗	meat fish eggs	chicken	✗	cheese	cheese eggs	◇	meat	meat eggs	✗	meat eggs	meat eggs	✓	fish eggs	meat fish milk eggs	✓	meat fish milk eggs	meat eggs	fish eggs	chicken eggs	✓	✓	✗	✓	✗	eggs	eggs	eggs	eggs	eggs	eggs	meat eggs	✗	✗	✗	eggs	chicken eggs	meat fish eggs		
5	Live animal transport	✗	✗	✗	✓	✗	✗	✗	✓	✗	✗	✓	✓	✗	✗	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	
6	Traceability of animal products	✓	✓	◇	meat milk eggs	meat eggs	eggs	✗	meat fish	✗	✗	cheese	cheese	◇	✓	✓	✗	✓	✓	✓	✓	✓	meat fish milk eggs	meat fish milk eggs	meat	✓	✗	✓	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	meat	✗	meat	meat	✗	✗	fish	
7	Reduction of animal protein	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	
8	Increase of plant-based alternatives	✓	✓	✓	✓	✗	✓	✗	✓	✓	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✓	✗	✓	✓	✓	✗	✓	✗	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✗	✗	✗	
9	One welfare / impact of nutrition	✗	✗	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	
Product Portfolio																																															
10	Offer plant-based main dishes	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✗	✗	✓	✓	✓	✗	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✗	✓	✓		
11	Offer vegetarian main dishes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
12	Offer plant-based dairy / egg substitutes	yoghurt	yoghurt	✗	mayo	✗	milk	cheese	milk yoghurt	cheese	✗	cheese icecream	cheese dip	milk mayo	✗	✗	✗	✗	mayo	milk cheese mayo	milk	milk	✗	✗	mayo	✗	cheese dip icecream	✗	cheese	cheese icecream	milk eggs mayo	✗	milk	milk	milk	milk eggs mayo	cheese aioli	cheese aioli	✗	icecream	✗	✗	mayo	mayo			
13	Offer plant-based meat substitutes	✗	✗	✓	✗	✓	✗	✓	✓	✓	✗	✗	✓	✓	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✓	—	✓	✗	✓	✓	✓	✗	✗	✗	✗	✗	✓	✓	✓	✓	✗	✗	✗	✓	✗		
14	Offer plant-based fish substitutes	✗	✗	✗	✗	—	✗	✗	✗	✗	✗	✗	✗	✗	—	—	—	—	—	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗		
15	Replaced animal-based with plant-based ingredient / product	✓	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗		

* Country abbreviations: Austria (AT), Germany (DE), Switzerland (CH), United Kingdom (UK)

Yes

No

No (clear) information given / could be publicly found within the allocated research time

Not applicable / Not part of product portfolio



Animal Welfare.
Worldwide.

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Fast food chains



Indicators	Fast food chain	BackWerk		Burger King	BURGERISTA	CAFFÈ SPETTACOLO	Call it Pizza	dean&david	Domino's Pizza				HITZBERGER	Holy Cow!	Kentucky Fried Chicken				LEON	McDonald's				Nando's	NORDSEE	Papa John's	Pizza Hut		PIZZA MANN	Pret A Manger	SAM'S Pizza Land	Starbucks			Subway		Taco Bell	Telepizza	Türkis	Wienerwald	Wimpy	YO! Sushi					
		back WERK		BURGER KING	BURGERISTA	CAFFÈ SPETTACOLO	Call it Pizza	dean&david	Domino's				HITZBERGER	Holy Cow!	KFC	LEON	McDonald's	Nando's	NORDSEE	PAPA JOHN'S	Pizza Hut	PIZZA MANN	Pret A Manger	SAM'S	Starbucks	SUBWAY	TACO BELL	telepizza	Türkis	Wienerwald	WIMPY	YO!															
		Country *	DE	AT	DE, AT, CH	UK	AT	CH	DE	DE, AT, CH	DE	AT	CH	UK	CH	CH	DE	AT	CH	UK	UK	DE	AT	CH	UK	DE + AT	UK	DE	UK	AT	UK	CH	DE	AT	CH	UK	DE, AT, CH	UK	UK	CH	AT	AT	UK	UK			
Marketing																																															
16	Highlight plant-based foods' positive effects	✓	✓	✗	✗	✓	✗	✗	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗			
17	Highlight meat / fish reduction's positive effects	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗			
18	Special promotion for meat / fish substitutes	✓	✗	✓	—	✓	—	✓	✓	—	—	✓	✓	—	✓	—	—	✓	✓	—	✓	—	✗	✗	✓	—	✓	✓	✓	—	—	—	—	✓	✓	✓	✓	✓	—	—	—	✓	—				
19	Pricing of meat / fish substitutes & plant-based dishes in the same range as animal-based	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	✓	✓	✓	—	—	—	✓	✓	✓	—	✓	✓	✓	✓	—	✗	✗	✓	✓	✓	✓	—	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	—	✓	✓	
Future Commitment																																															
20	Initiatives & programs that promote meat / fish reduction (e. g. Veganuary)	✓	✓	✗	✓	◇	✓	✓	✓	◇	✓	✓	✓	✓	✗	◇	◇	✗	✓	✓	✗	✗	✓	✓	✗	✓	✗	✓	◇	✓	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	
21	Increase of innovative plant-based meat / fish substitutes	◇	◇	✓	✓	◇	◇	◇	✓	✓	◇	✓	✓	✓	✓	✓	✓	✓	✓	◇	◇	◇	◇	✓	◇	✓	✓	✓	✓	✓	✓	✓	✓	✓	◇	◇	✓	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇
22	Open to offering cultivated meat / fish	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	✓	◇	◇	◇	◇	◇	◇	✗	✗	◇	◇	✓	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇
23	Goals & strategies for meat / fish reduction	◇	◇	✗	✗	◇	◇	◇	✓	◇	◇	◇	◇	◇	✗	◇	◇	✗	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇
Additional																																															
i	Response	✗	✗	✓	✓	✗	✗	✗	✓	✓	✗	✗	✗	✗	✓	✓	✗	✗	✓	✗	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
ii	Transparency	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✗	✓	✗	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✓	✓

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Yes No (clear) information given / could be publicly found within the allocated research time

No Not applicable / Not part of product portfolio

Disclaimer: June 2020 till January 2021 reflects the careful research effort of FOUR PAWS, based on publicly accessible information online. Any changes in the assessed companies, which took place after January 2021 and which may affect the ranking results, have not been taken into account. For more information, please don't hesitate to contact us: TheAtlasChallenge@vier-pfoten.org

The present table provides an overview of the indicators for each fast food chain which the ranking is based on. For the assessment, the indicators were divided into four different sections. Please note that although a company could fulfill the majority of the criteria, it does not deem them as the highest scoring company due to the specific scoring system of the questionnaire.