



Fast-Food Chain

Country *



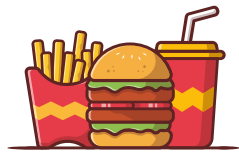
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CSR / Policy / Annual report

1. Annual report / CSR	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓
2. Sustainable Development Goals (SDGs)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
3. Animal welfare	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	✗
4. High animal welfare standards / certification	fish	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
5. Live animal transport	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✓	✓	✓	✗	✗	✗	✗	✗	✗
6. Traceability of animal products	meat fish	meat fish milk eggs	meat	✗	meat	✗	meat eggs	poultry	✓	✓	✓	✓	✓	✓	✗	cheese	✓	chicken eggs	✗
7. Reduction of animal protein	✗	✗	✗	✗	milk	milk	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
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	✗	milk	✗	milk	milk	milk	✗	✗	✗	✗	milk ice cream	✗	milk mayo	✗	✗	✗	✗	✗	✗
13. Offer plant-based meat substitutes	✗	✓	✓	?	✓	✓	✗	✗	✗	✓	✓	✗	✓	✗	✗	✗	✗	✗	✗
14. Offer plant-based fish substitutes	✗	✗	✗	✗	-	✗	✗	✗	-	✗	-	-	-	✗	-	-	✗	-	-
15. Replaced animal-based with plant-based ingredient / products	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗



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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 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	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗

✓ = Yes ✗ = No ? = No [clear] information given / could be publicly found within the allocated research time ■ = Not applicable / Not part of product portfolio

* Country abbreviations: Canada = CA, China = CN, Guatemala = GT, India = IN, United States of America = US, South Africa = ZA

The present table provides an overview of the indicators for each fast-food chain that 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.

Disclaimer: May 2021 till October 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 October 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@four-paws.org