MONSTROUS 4-METRE CHICKEN DUMPED OUTSIDE PRET

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London - Animal welfare activists target Pret A Manger with gigantic ‘frankenchicken’ sculpture as major campaign begins

A car-sized, mechanical Pret wrap with a whole "frankenchicken" stuffed inside, feathers and all, has been unveiled outside Pret A Manger in Oxford Circus today as animal welfare charity Anima begins a week-long tour of 15 Pret cafés throughout the city.

Pret is being targeted with a £1m public campaign as a response to the high-end café chain breaking its commitment to stop selling fast-growing chickens by 2026.

In 2018 Pret promised to stop selling fast-growing chickens by this year. It has now delayed that to 2032 and not switched a single bird to a slower growing breed.

"Pret’s so-called commitment is simply a cover for its continued inaction” **says Connor Jackson, Chief Executive of Anima**. “Contrary to customers’ expectations, Pret is selling the exact same fast-growing chickens as KFC, Nando’s and Burger King, and there’s no reason to believe this will change. In the 8 years since Pret committed to phasing out frankenchickens, it has not transitioned one single chicken to a higher welfare breed.”

“We’ve tried to solve this with Pret behind the scenes, but instead they have simply kicked the can down the road. So we’ve now taken it upon ourselves to inform Londoners on Pret’s behalf, with the launch of the FrankenwrapTM- a monstrous but honest edition of Pret’s iconic chicken sandwich.”

From today, frankenchicken ads will also plaster the London Underground, and full page ads about Pret’s chickens will be placed in several newspapers throughout the week.

Anima is encouraging members of the public to pledge to take a break from Pret until the café chain starts phasing out fast-growing chickens.

ENDS

Anima is part of Anima International, a global animal organisation that has led animal welfare campaigns across Europe for over 25 years.

Notes to editors

- Photos from the action. Credit: Tom Woolard / Anima
- Pret A Manger's own 2025 Progress Update confirms 0% adoption of slower-growing breeds in UK, US and France. The company's new plan targets 50% by 2031 and 100% by 2032, with no steps until 2031.
- From today, Project Slingshot will be running a major campaign challenging factory farming, including claims about fast-growing chickens and the responsibility of companies like Pret and KFC, appearing across 200+ London Underground stations and 2,200 carriages.
- Anima spokespeople: Connor Jackson, CEO, Anima
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