



Monstrous 4 metre chicken dumped outside Pret in London

Description

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A giant model chicken, labelled as a FrankenWrap, is on display outside a branch of Pret A Manger in London.

A car-sized Pret chicken wrap with a whole [franken chicken](#) stuffed inside, feathers and all, has appeared outside Pret A Manger in Oxford Circus. It marks the start of [animal welfare](#) charity [Anima](#)'s week-long tour of 15 Pret caf  s throughout the city.

Pret is the target of a Â£1m public campaign as a response to the high-end caf   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](#)

Connor Jackson, chief executive of Anima, said:

Pret's so-called commitment is simply a cover for its continued inaction. 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 thereâ??ll be full page ads about Pretâ??s chickens in several newspapers throughout the week.

Anima is encouraging members of the public to [pledge to take a break from Pret](#) until the caf  chain starts phasing out fast-growing chickens.

Featured image Tom Woolard / Anima

By [The Canary](#)

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