



# A-PIZZA THE TRUTH

A KIWI'S GUIDE TO  
PIZZA CHAINS



**ANIMALS**  
AOTEAROA



# WHY PIZZA?



Pizza is personal. It's Friday nights, celebrations, the food we share when we want to feel good.

New Zealand's pizza chains have built their businesses and their profits on that feeling.

But there's an ingredient they're not telling you about.

The chicken on your pizza comes from birds bred to grow so unnaturally fast that many cannot walk, and spend most of their short lives in chronic pain. Some even collapse, unable to reach food or water.

They are slaughtered at just five weeks old - still babies - after a life most New Zealanders would be horrified to know about.

This guide reveals which of New Zealand's pizza chains are taking responsibility for the animals in their supply chains, and which are hiding, silent, or using misleading welfare claims.





# NEW ZEALANDERS CARE

Most New Zealanders don't know what happens before the pizza box arrives. And most of the brands delivering to their doors are counting on that.

**Kiwis are increasingly concerned about where their food comes from and how it was produced.** Progressive policy on higher welfare production methods has made national news. More New Zealanders than ever are rejecting cage eggs and choosing free-range meat. Independent research shows that most of us care about the welfare of farmed animals, including chickens, and expect the food businesses we buy from to do the same.

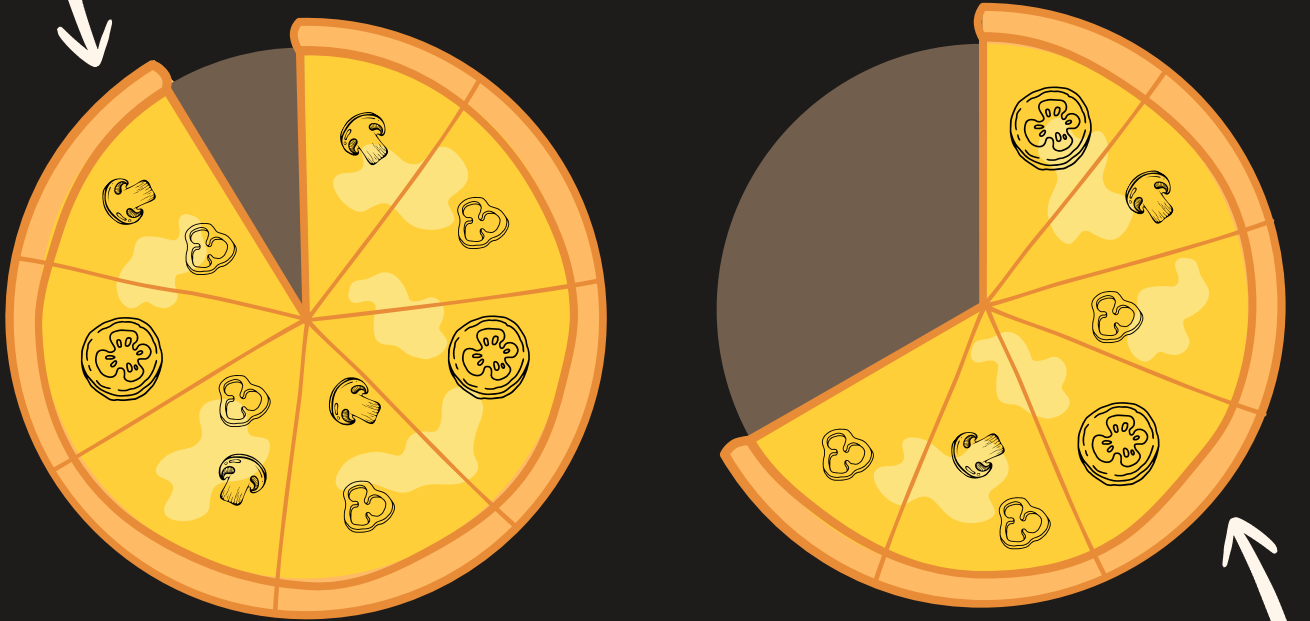
But caring isn't enough when the information isn't there. Most shoppers trust that the brands they buy from are making ethical choices on their behalf. They assume that if something was truly wrong, someone would have told them. **That trust is being exploited.**

The current reality of chicken farming in New Zealand - including chicken sold as free-range - is out of step with what consumers expect, what they would choose if they knew, and what they deserve to be told. **In short, Kiwis care about animals but most businesses do not reflect those values.**



# CONSUMER DATA

90% of New Zealanders believe it is important to protect the welfare of farmed animals in New Zealand.<sup>1</sup>



Two-thirds of people either strongly agreed or agreed that when buying chicken meat, it is important to them that the chicken had a good life on a farm that treats animals well.<sup>2</sup>



That trust gap is what this report is designed to close. New Zealanders deserve to know which pizza chains share their values - and which are simply hoping they never find out.

1. Horizon Research Poll, July 2023
2. Horizon Research Poll, December 2023



# WHAT ABOUT FREE-RANGE?

Some pizza chains will point to their use of free-range chicken as evidence that they take animal welfare seriously. **It sounds reassuring. It isn't.**

Free-range certification in New Zealand has no legal definition. It is an industry-created standard, not endorsed by any independent animal welfare organisation. But the deeper problem isn't the label, it's the bird underneath it.

Chickens raised commercially for meat in New Zealand, including those on free-range farms, come from breeds that have been selectively engineered to grow at an abnormal rate.

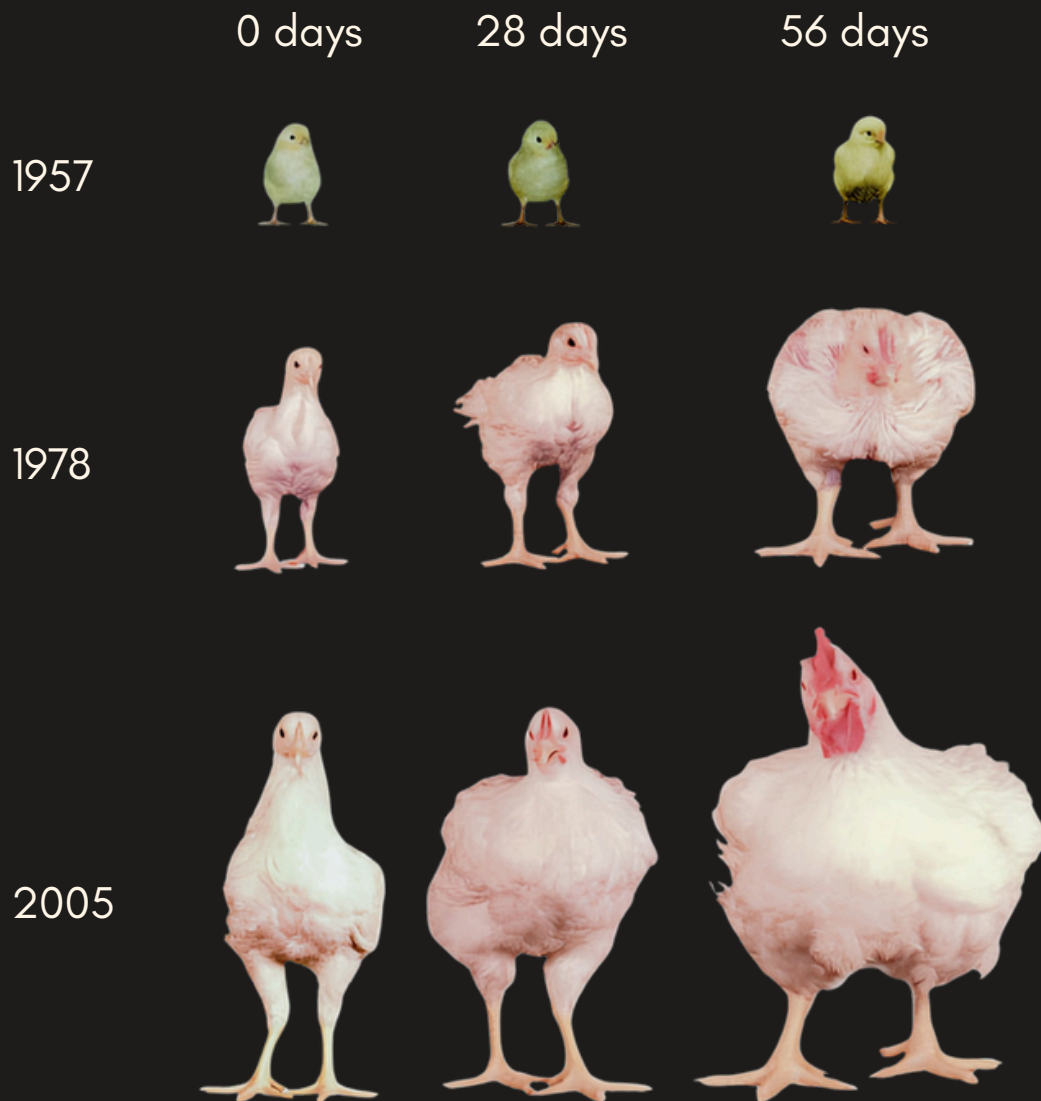


These birds double in size every week, reaching slaughter weight in just five weeks. Their bodies cannot keep up. Their legs struggle to hold their own weight.

Their hearts and lungs are underdeveloped. Many suffer from chronic lameness, and the most recent Ministry for Primary Industries study found that up to a third of all chickens bred for meat in New Zealand experience painful lameness.

### **What good is open space to a bird who can't walk?**

Free-range does not fix the breed. It does not fix the suffering. It is not enough, and the pizza chains using it as a shield know that.



M.J.Zuidhof et. al. 2014. "Growth, efficiency, and yield of commercial broilers from 1957, 1978, and 2005."



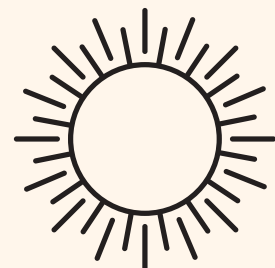
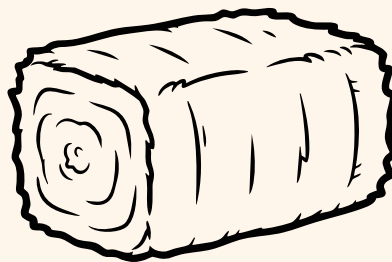
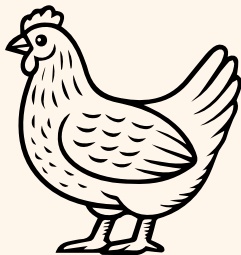
# THE SOLUTION?

The Better Chicken Commitment (BCC) is a set of scientifically-backed minimum standards developed by over 30 leading animal protection organisations worldwide. It has become the global benchmark for how food businesses can meaningfully improve the lives of chickens in their supply chains. It's been endorsed by:



## By signing the BCC, a business commits to:

- Use healthier, slower-growing chicken breeds
- Provide more space per bird and improved living conditions
- Adopt more reliable slaughter methods
- Use third-party auditing and perform annual reporting



While over 600 food businesses worldwide, including major global chains, have successfully adopted the BCC, **New Zealand's pizza sector is falling behind.**

Healthier, slower-growing breeds 



# THE RANKING

SIGNED BCC



Domino's

BCC FRIENDLY



FAILING  
ON BCC



HELL



Pizza Club



PIZZA INN



WINNIE BAGOES





In 2021, Domino's New Zealand became the first food business in the country to sign the Better Chicken Commitment.

Domino's recognised that free-range labels fail to address the root cause of chicken suffering and committed to the meaningful higher standard. That is what leadership looks like.

Domino's has shown that signing the BCC is possible. But what about smaller businesses that may not feel like their signature could make a difference? We heard those concerns directly. And we want to acknowledge them honestly.



Spagalimis Pizzeria was the only pizza chain that meaningfully engaged with our outreach. They haven't yet signed the BCC - but they showed up, they were honest, and they named the real barriers they are investigating how to solve.

Spagalimis: We'll be watching, and we're ready to celebrate you when you're ready to take the next step.



# HELL



HELL Pizza sources free-range chicken and has positioned itself as a brand that cares about quality, about New Zealand, about doing things differently.

But free-range without breed change is virtually meaningless. HELL Pizza knows what the Better Chicken Commitment is. They have been contacted multiple times since 2021. They have made excuse after excuse and failed to commit to doing better.



HELL's chicken supplier, Tegel



HELL Pizza may be the most visible gap between brand values and supply chain reality - but they are far from alone. The following chains were contacted repeatedly as part of this investigation. None signed the BCC. Most did not respond at all.

Pizza Hut. Sal's Pizza. Square Pizza. BASE Pizza. Winnie Bagoes. La Porchetta. Pizza Club. Pizza Inn. Pizza Express (Vending Machines).

**FAIL**



*Pizza Club*



Many of these are household names. Friday night staples. Brands that have built loyal customer bases across New Zealand - often on the back of a promise of quality, community, and good food.

Not one of them has signed the Better Chicken Commitment. All but Sal's Pizza have failed to publish a public statement about the welfare of the chickens in their supply chains, and Sal's free-range label is virtually meaningless. When we reached out, we were almost always met with silence.



The pizza industry in New Zealand is well-positioned to act. The Better Chicken Commitment is a practical, achievable step in the right direction. It's a public, time-bound promise to move toward a supply chain built on higher welfare standards.

**Domino's made that commitment.** One New Zealand pizza chain, operating in the same market, using the same chicken suppliers, said yes.

The rest have said nothing.

Every year that passes without action sentences millions of birds to a lifetime of suffering at the hands of these brands. Most New Zealanders would reject this if they knew the truth.

**We're asking New Zealand's pizza chains to do better,** and we will keep updating this guide until the ranking looks very different from what you see here today.

## WHAT CAN YOU DO?



**Share this guide** – the more New Zealanders who know, the harder it becomes for these chains to stay silent.



**Choose better** – when you order pizza, consider supporting brands who have signed the BCC.



**Contact these brands directly** – let them know you expect better.

This report was published in May 2026, and is correct to the best of our knowledge at the time of publication. The status of these companies will be regularly updated [here](#).

