

100% No Antibiotics—Ever

We kept our promise to Customers with our No Antibiotics Ever pledge.

IN 2014, Chick-fil-A research showed 70% of its Customers wanted antibiotic-free chicken. In response to those wishes, Chick-fil-A implemented a plan to transition to 100% No Antibiotics Ever (NAE) chicken across all Restaurants by the end of 2019. Good news: Every Chick-fil-A® restaurant is currently serving 100% NAE chicken.

What is 100% NAE?

NAE is the strongest no-antibiotics U.S. Department of Agriculture designation, meaning zero antibiotics can be used from egg until consumption.

A common industry practice for offering “antibiotic-free” chicken sources chicken raised

without human antibiotics, but it does not exclude antibiotics designated for animal use only. For example, some birds receive ionophores, which are given only to animals and administered in the diet. Others get antibiotics, including those used in humans, injected into the egg before hatching. Chick-fil-A decided to raise the bar by achieving 100% NAE instead of simply restricting antibiotic use.

Why Did It Take 5 Years?

While other companies quickly implemented clean-label initiatives, Chick-fil-A faced the dilemma of selling too much chicken to do that! As the nation's top chicken chain, the volume of antibiotic-free

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“REMARK”able



“Cost Control,”

Issue 3 2016:

Food, labor, delivery, scheduling and forecasting. This story shows how managing costs is a pillar of a strong business plan that needs constant maintenance and attention.

“Six Creative Catering Strategies,”

Issue 3 2017:

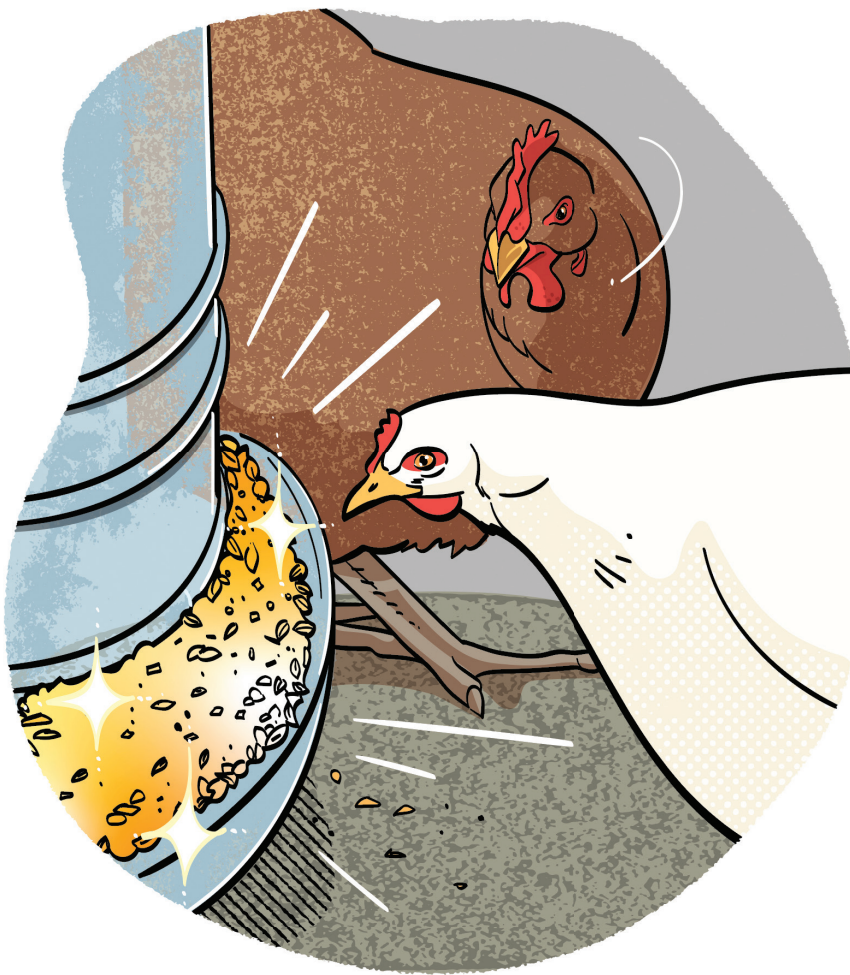
From hiring a dedicated Catering Leader to giving out welcome packets, partnering with schools and more, Operators share how catering helps them stay competitive and secure regular business.



“Barrier Breakers,”

Issue 4 2017:

This cover story lays out how Operators developed innovative and creative solutions to challenges, such as a drive-thru line in which the Restaurant couldn't increase its orders per hour despite its best efforts.



chicken needed in 2014 simply didn't exist in the marketplace. To meet the rigorous NAE standard, Chick-fil-A had to build a sustainable, scalable infrastructure to source the amount of chicken needed to consistently supply all Restaurants.

Chick-fil-A's Ripple Effect

Chick-fil-A's commitment to going 100% NAE impacts the food industry as well. Since Chick-fil-A purchases only breast meat and tenders for its Restaurants, other retailers that purchase wings and dark meat inadvertently benefit from Chick-fil-A's high standards.

NRDC Scorecard

On the National Resources Defense Council's annual scorecard, Chick-fil-A earned a B in 2018—because the chain was not yet 100% NAE. Since the transition to 100% NAE chicken is now complete, the 2019 rating is expected to be better than ever before. ■

"Building a Better Life," Kossi Epke, Issue 1 2018:

"America has given me a great opportunity." This story on Kossi defines a True Inspiration Scholarship winner as it shows how he works hard to take care of his family an ocean away and to make a difference.



"Building on Their Backgrounds," Mary Johnson, Dat Nguyen, Quincy Springs, Issue 1 2019:
How do Operators maximize the skills they learned in a previous career to fuel their Chick-fil-A success? These three Operators explain the ins and outs of what worked for them.

Chick-fil-A Magazine History

- **OE debuted in 2007** and its last issue was Winter 2009
- **Create debuted in spring 2009** and ended with the Fall 2015 issue
- **"REMARK"able debuted with Issue 1 2016** and ends with this issue