

Canadians' trust in A&W fizzes like a root beer

From using beef raised without hormones or steroids and chicken without antibiotics, to eggs from grain-fed hens and organic Fairtrade coffee—all served in reusable mugs and ceramic plates or biodegradable takeout packaging, the North Vancouver-based burger chain has been earning Canadian consumers' trust over the years.

In the fall of 2018, A&W Canada became the first fast-food chain in North America to add plant protein-based Beyond Meat patties to its menu. Following the news, we saw a real uptick in its 2019 GBTI scores for its innovativeness and protecting the environment.



A&W's focus on packaging innovations that reduce waste, sustainable food practices, water and energy conservation, and giving back to the communities they serve seem to be paying off. **For the third year in a row, A&W has been named the most trusted brand in the restaurants/takeout category**, in which 20 brands were offered up for consideration, including Wendy's, The Keg Steakhouse, Dairy Queen, McDonald's and Tim Hortons.

While one bad experience is all it takes for today's consumers to turn on a dime, Canadians appear to have enjoyed their sustainable and high-quality food either in biodegradable takeout packaging or in the restaurant served with such unique features as glass mugs and mini metal fry baskets.