

Wang Shun Ge Group Commits to Sourcing 100% Cage-Free Chicken and Egg Sourcing Across 50 Locations



Beijing, China Dec 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - Chinese restaurant group Wang Shun Ge Group has announced its commitment to comprehensive ingredient traceability, targeting 100% cage-free chicken and egg procurement across its entire restaurant network by 2035. They are working with suppliers and partners to drive the process effectively and aspire to reach these targets within the first five years, while ensuring responsible and sustainable implementation in response to market realities. This positions Wang Shun Ge as another major Chinese restaurant chain embracing cage-free sourcing standards, reinforcing the growing momentum toward sustainable protein practices in China's food service industry.

Operating nearly 50 locations under seven sub-brands, including Wang Shun Ge · Beijing Cuisine, Wang Shun Ge 1999, Tidu, Mengguli BBQ Buffet, Piyun Huai Banquet, Dai Yue Xuan · Cantonese Restaurant, and Classic Wagyu Hot Pot, the group has built its reputation on a "farm-to-table" philosophy emphasizing full supply chain transparency and premium ingredient sourcing across diverse dining concepts.

As consumer demand for ingredient traceability and sustainable sourcing practices accelerates throughout China's restaurant sector, dining establishments increasingly recognize that transparent sourcing strategies directly enhance consumer trust and brand differentiation. This evolution reflects sophisticated consumer expectations regarding food origin, quality assurance, and corporate environmental responsibility within the food service industry.

"At Wang Shun Ge, we prioritize both taste and trust. Setting the 2035 goal for fully transitioning to cage-free chicken and eggs means bringing that trust directly to the table—making premium ingredients traceable and visible," said Wang Shun Ge CEO Jiaheng Dai. "We are committed to working closely with our suppliers to reach this objective within five years. This is a testament to our dedication to sourcing the finest ingredients and a key step in fostering a more sustainable and high-quality future for the entire industry."

"We are delighted to see Wang Shun Ge Group take the lead in setting cage-free chicken and egg goals, actively fulfilling corporate social responsibility, seizing the trend toward healthy eating and sustainable development," said Siyun Dou, Sustainability Program Lead at Lever China, a Shanghai-based consultancy that collaborated with the company in developing this strategic initiative. "As consumers increasingly prioritize sustainable sourcing and animal welfare, we are seeing a rise in those actively choosing cage-free, high-welfare eggs and chicken, or opting for alternative ingredients to lessen their reliance on these products – all in an effort to improve the lives of hens. We are confident that more domestic restaurant chains will join this movement towards ingredient traceability, collectively driving the Chinese catering industry toward a future of high-quality and sustainable growth."

Cage-free farming practices provide poultry with significantly expanded living environments, allowing natural behaviors, including movement, foraging, and social interaction that are impossible within conventional confined systems. This enhanced welfare approach not only aligns with ethical animal treatment standards but also produces superior-quality protein products with improved nutritional profiles and taste characteristics.

About Lever China

Lever China is a Shanghai-based consultancy that works with leading companies to help them upgrade their food sourcing for a more humane, safe, and sustainable supply chain, focusing on upgraded animal protein and plant-based foods.

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