

What does AI think of high street food chains?

How Google, ChatGPT and Claude compare food chains,
recommend places to eat and discuss their reputations.

Visibility Reputation Sources of influence

From choosing a meal to judging a brand

We assessed AI answers with the United Kingdom specified as the user's location.

Customer choices

Overall preference, value, burgers, breakfast, healthier options, vegetarian choices and loyalty rewards.

Brand reputation

Price increases, food hygiene and how chains treat their staff, alongside their appeal as places to eat.

The comparison covers fast food, coffee shops and other high street food chains that appear in the answers.

Visibility measures mentions in answers. Sentiment measures the positive, neutral and negative shares of each organisation's own mentions.

The questions we asked

Google · ChatGPT · Claude

01 Which UK fast food chain is the best?

03 Where can I get the best burger on the UK high street?

05 Which fast food chains have the healthiest options?

07 Which UK fast food chains have the best loyalty app and rewards?

09 Which UK fast food chains have had food hygiene or safety problems?

02 Which UK fast food chain offers the best value for money?

04 Which high street chain does the best coffee and breakfast?

06 Which UK fast food chains are best for vegetarians and vegans?

08 Why has fast food got so expensive, and which chains have raised prices most?

10 Which UK fast food chains treat their staff best?

Different chains win on different customer priorities

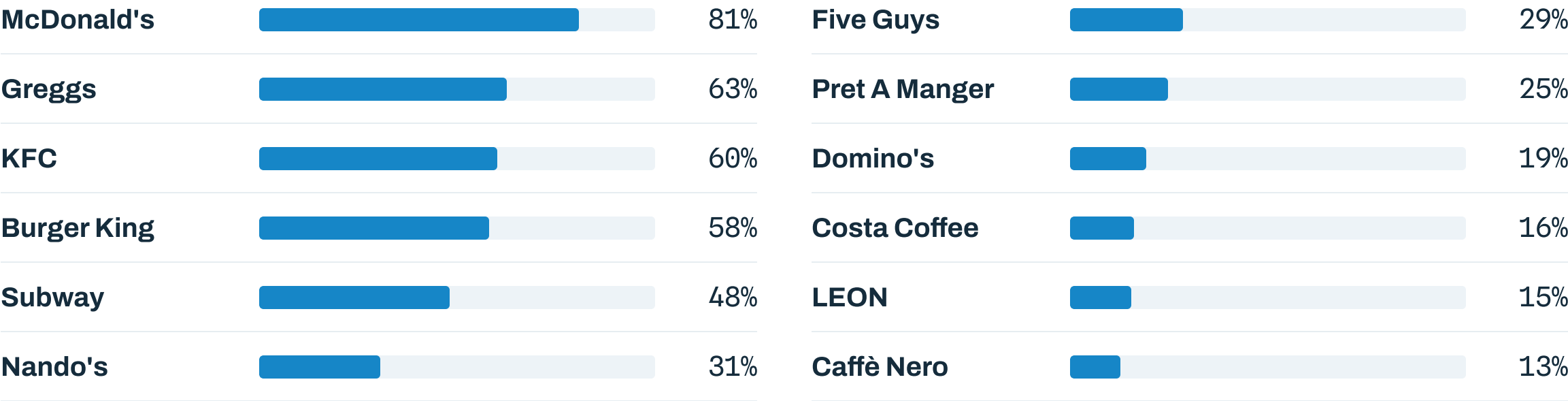
McDonald's is the most visible chain. It appears in 81% of answers, followed by **Greggs** at 63%, **KFC** at 60% and **Burger King** at 58%. Being widely discussed does not always mean being described positively.

Recommendations change with the customer's priorities. **Greggs** leads on overall preference and value, **Honest Burgers** on burgers and **Caffè Nero** on coffee and breakfast. Greggs also has a 91% positive share across its own mentions.

Specialist guides, customer discussion and staff feedback matter. Reddit is the most-cited site overall, while **Breakroom** is cited in 93% of answers about staff treatment. Campaigns can focus on the sources and evidence behind each customer question.

The largest chains dominate overall visibility

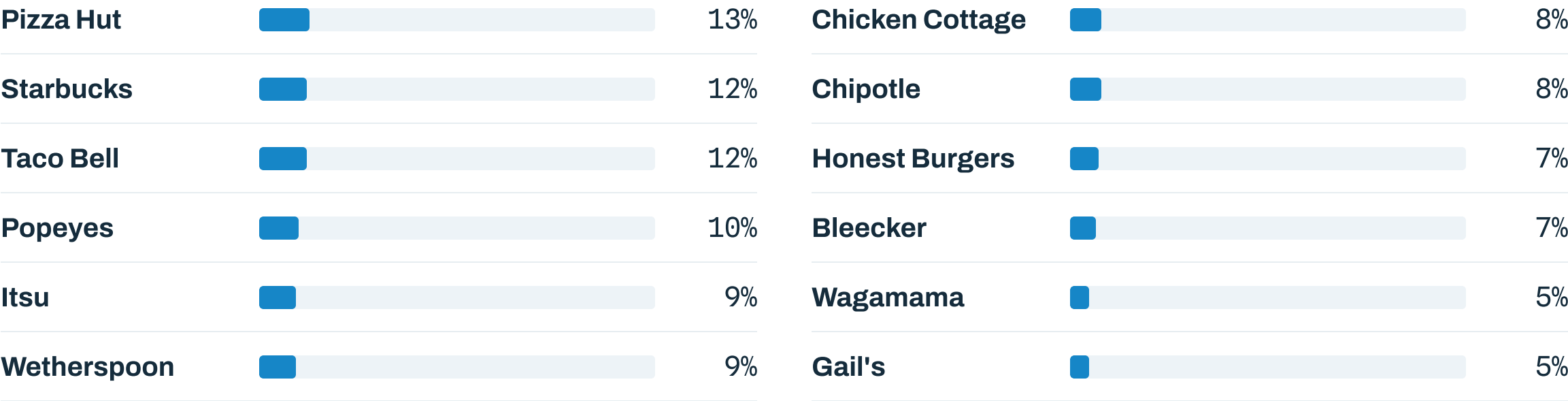
Share of all answers mentioning each organisation. Read down each column.



The comparison includes coffee, casual dining and specialist chains that feature in the study. A mention may be positive, neutral or negative.

Specialist chains appear on narrower sets of questions

Share of all answers mentioning each organisation. Read down each column.

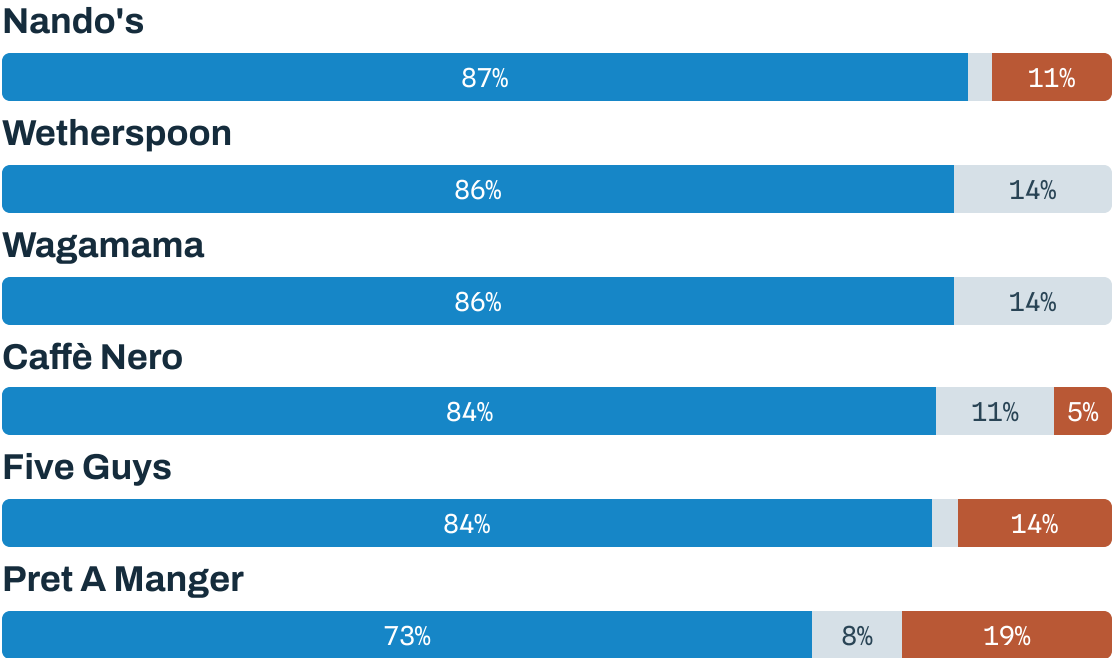
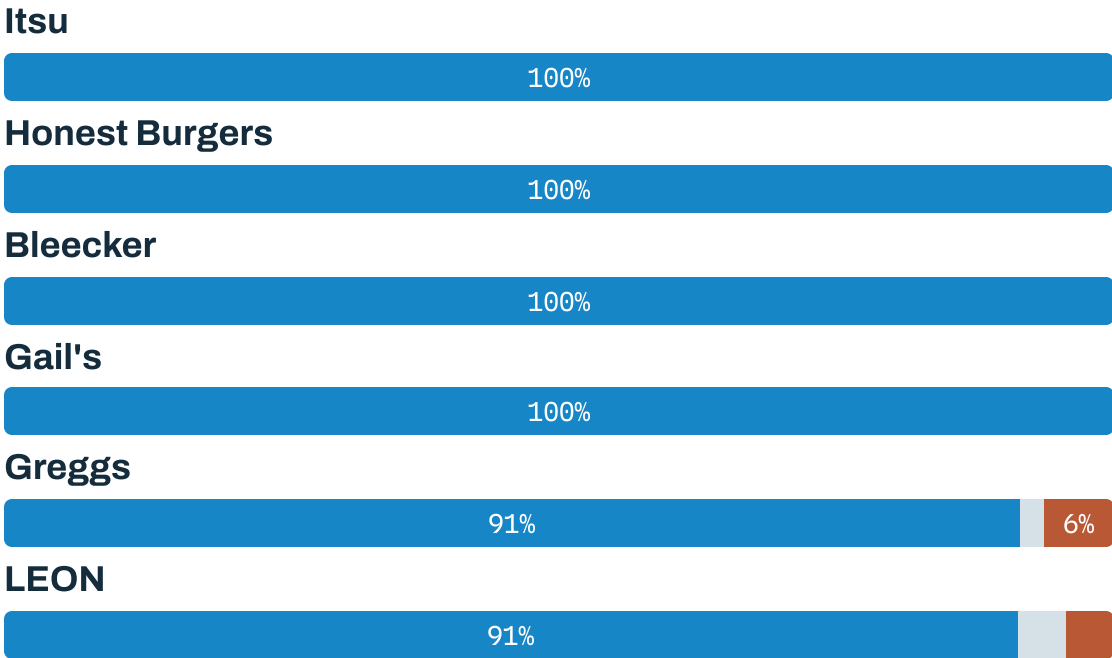


The comparison includes coffee, casual dining and specialist chains that feature in the study. A mention may be positive, neutral or negative.

Positive coverage spans both large and specialist chains

Share of each organisation’s own mentions. Ordered by positive share, down each column.

Positive Neutral Negative



A high positive share can come from a narrow set of mentions. Read sentiment alongside overall visibility and the question-level findings.

Price, hygiene and workplace issues add criticism

Share of each organisation’s own mentions. Ordered by positive share, down each column.

Positive Neutral Negative

Popeyes



Chipotle



Domino's



Subway



McDonald's



Costa Coffee



Taco Bell



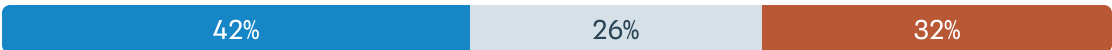
Burger King



KFC



Pizza Hut



Starbucks



Chicken Cottage



A high positive share can come from a narrow set of mentions. Read sentiment alongside overall visibility and the question-level findings.

Different customer needs produce different winners

The chain most often singled out as best on each question.

Question topic	Most often named best	Share of answers
Overall preference	Greggs	73%
Value for money	Greggs	60%
Best burger	Honest Burgers	40%
Coffee & breakfast	Caffè Nero	40%
Healthier options	Itsu	27%
Vegetarian & vegan	Wagamama	20%
Loyalty rewards	McDonald's	33%
Staff treatment	Five Guys	40%

Leading a question does not mean being chosen in a majority of answers. Other chains can still receive positive shortlist coverage.

Price and hygiene questions produce the sharpest criticism

Shares refer to answers on each specific question.

Price increases

McDonald's receives negative coverage in every answer about price rises. KFC and Burger King each receive negative coverage in 60%.

Hygiene and food safety

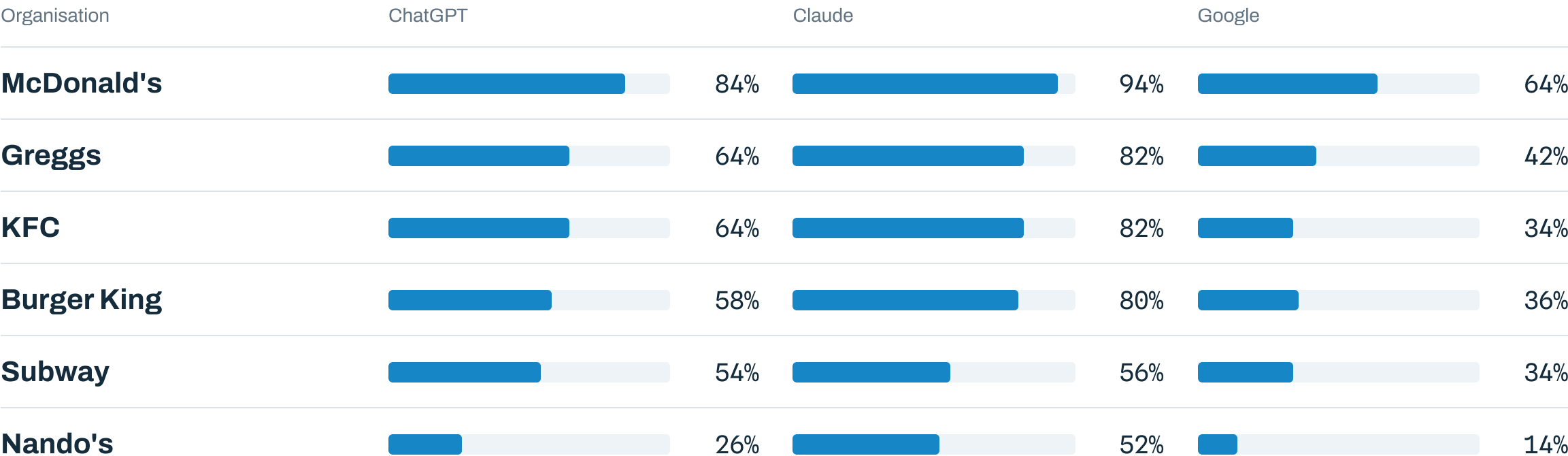
Subway is discussed negatively in 87% of answers; Chicken Cottage in 73% and KFC in 67%. These are mentions of issues in AI answers, not current chain-wide hygiene ratings.

Staff treatment

Nando's receives positive coverage in 80% of answers and Greggs in 73%. Five Guys is most often singled out as the best employer, in 40%.

The platform changes which organisations appear

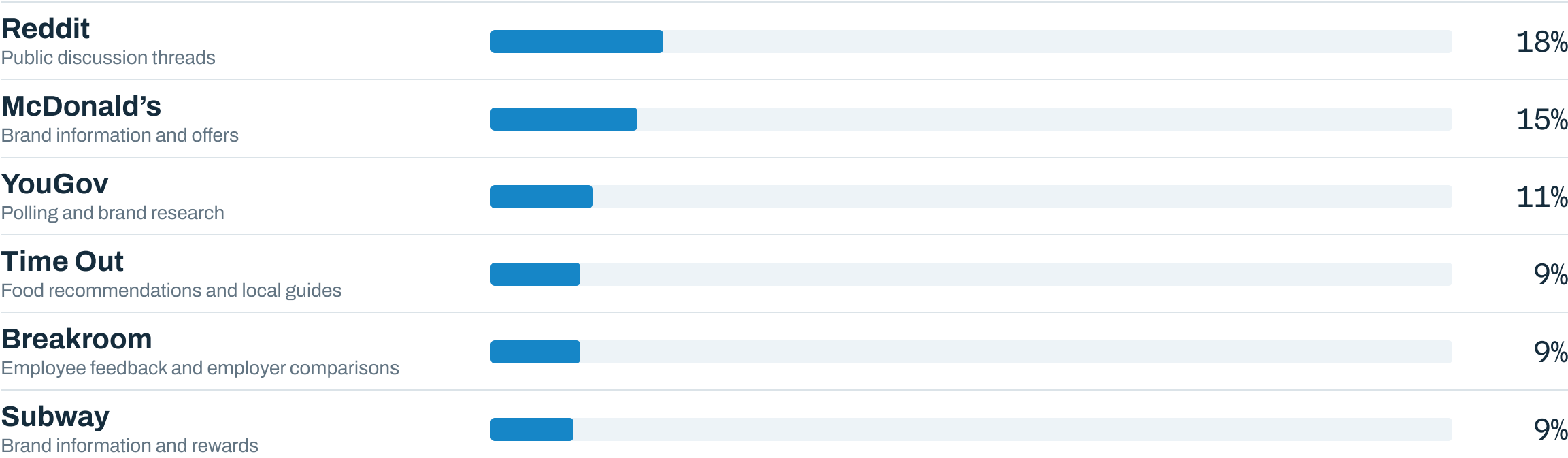
Share of each platform’s answers mentioning the organisation.



The same question set was used across platforms. Each percentage uses that platform’s answers as its base.

Discussion, research and brand pages all feature

Share of all answers citing each website.



The leading source changes by subject. A site's overall citation share should be read alongside the question-level breakdown.

Some influential answers draw on highly specific guides

Examples from the benchmark show why the page matters as much as the publisher.

Coffee and breakfast

A coffee taste-test article on What's On in Swansea is cited in 60% of answers to this question.

Staff treatment

Breakroom is cited in 93% of answers, and Glassdoor in 53%. Employee feedback is an important source for this topic.

Healthier options

Daily Dish and the Clean Eat Kitchen blog are each cited in 33% of answers. These are food-guide pages; their scope and menu details are worth checking.

The relevant source depends on the question

Most-cited websites, as a share of answers to each question.

Overall preference	YouGov	53%
Value for money	YouGov	53%
Best burger	Time Out	60%
Coffee & breakfast	What's On in Swansea	60%
Healthier options	Clean Eat兹 Kitchen Daily Dish	33% each

Different issues call for different evidence

Most-cited websites, as a share of answers to each question.

Vegetarian & vegan	PETA UK	53%
Loyalty rewards	McDonald's	47%
Price increases	Joint leaders include Fortune Reddit YouTube	33% each
Hygiene & safety	Foodservice Equipment Journal	53%
Staff treatment	Breakroom	93%

Match the communications plan to the evidence AI uses

01 Plan campaigns around the guides AI cites

Prioritise relevant food guides, polling, employee-review sites and brand pages. Match outreach to the customer need: value, burgers, coffee, vegetarian choice or rewards.

02 Make practical information easier to reuse

Keep menu details, prices, nutrition and rewards terms current and easy to find. Give publishers clear evidence to support accurate comparisons rather than relying on broad brand claims.

03 Address the issues behind negative coverage

Check which price, hygiene and employment stories recur. Make current information and the response to specific concerns accessible, then track whether the same questions become more accurate and balanced.

A clearer view of your reputation

We help communications and corporate affairs teams understand what is being said, who is shaping the conversation and what could come next.

Media monitoring & competitor tracking

Reputation benchmarking & insights

Social listening

AI visibility & reputation

Stakeholder mapping

Future issues forecasting

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hello@omniscan.ai