

Dear Iceland Chief Chicken Officer recruiting team,

Here are my answers to your questions.

WHAT'S YOUR ULTIMATE CHICKEN FLAVOUR COMBINATION, AND WHY WOULD IT RULE THE ROOST?

I know more about chickens than most, because I *am* a chicken, and this “contest” really burns my ar*e. You bet I’m “clucking mad” for chickens! My ultimate flavour combination? How about alive and well?

IF YOU COULD CREATE YOUR OWN ICELAND CHICKEN PRODUCT, WHAT WOULD IT BE, AND HOW WOULD YOU MARKET IT?

I’d create some vegan chicken “wings” in a spicy, crunchy coating so my friends and I can keep ours. To launch the winning wings, I’d declare “Chicken Freedom Day” and offer free samples of the vegan wings at Iceland stores. Delicious, protein-packed plant-powered wings would have all the flavour and none of the killing. Win, win, Iceland! And with so many people choosing to eat vegan, they’d fly out of the freezer.

WHAT'S THE WILDEST OR FUNNIEST CHICKEN-RELATED STORY FROM YOUR LIFE?

Chickens like me, who are raised for our flesh, endure a short, miserable life. From egg to abattoir, we’re crowded, crushed, and left to languish in filth. In the end we’re electrocuted and our throats will be slit. So you’ll forgive me if I’m not in the mood for “wild and funny” stories. I can’t believe I even have to point this out, but chicken farms hurt chickens on the regular, and if you’re a great big bird-eater, I respectfully request that you knock it off. Seriously, just eat something else, people. I don’t want to die for your dinner.

Sincerely,

Frida Chicken

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Iceland’s future Chief Chicken Officer

