

# Appendix: Company scorecards

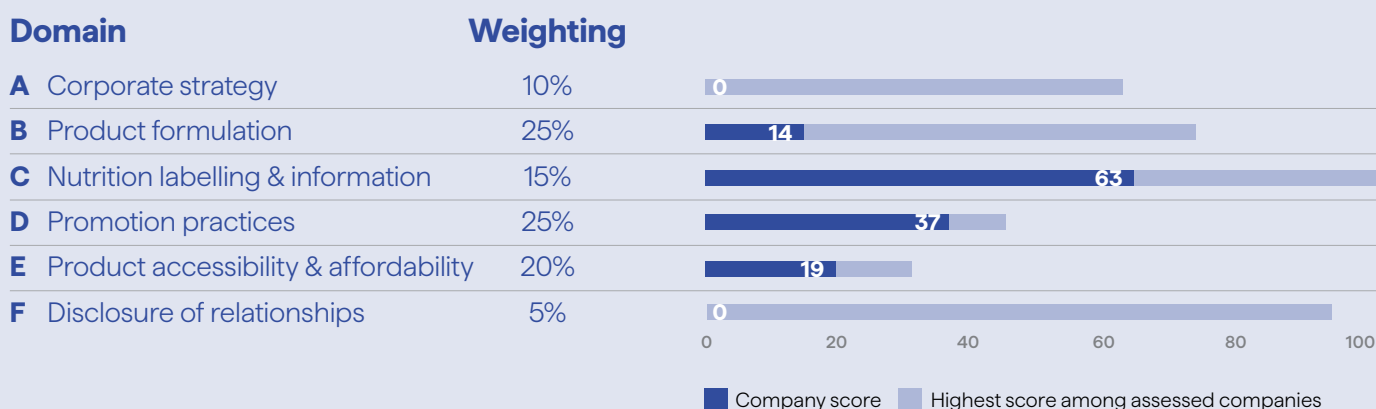
## Red Rooster\* Craveable Brands

8th

OUT OF 10  
QUICK SERVICE  
RESTAURANTS

26

OVERALL SCORE  
(OUT OF 100)



### Areas of strength

- Red Rooster reports implementing nutrition guidelines for children's meals, with maximum levels of energy, sugar and sodium. Their menu offerings include some healthier sides (e.g. peas, salads).
- Red Rooster states that comprehensive nutrition information is provided in-store and on their website.
- Red Rooster offers some healthier drinks (e.g., water or juice) as part of children's meals.

Red Rooster had little disclosure of its approach to nutrition and health. As such no further areas of strength were identified.

\*Based on publicly available information only.

### Recommended actions for Red Rooster

- Identify** population health and nutrition as a focus area, with relevant objectives, targets and appropriate resourcing.
- Set** a target to increase the proportion of food-related sales from healthier menu offerings, and publicly **report** progress against this target each year.
- Develop** and **publicise** specific, time-bound targets for reducing levels of sodium, saturated fat and sugar in ingredients and menu items, in conjunction with government-led initiatives (e.g., Healthy Food Partnership). Routinely **report** on the healthiness of menu offerings, such as average levels of risk nutrients per 100g, by category (e.g., main meal items, sides, drinks), including changes over time.
- Introduce** healthier options across the menu, made from minimally processed, fresh, healthy ingredients. Make healthier meal sides and drinks (e.g., water, sugar-free drinks) **the default** as part of combination meals and value meal bundles.
- Strengthen** current policies to effectively reduce the exposure of children (up to 18 years) to brand advertising and the marketing of unhealthy products across all channels and settings (including on broadcast media, outdoor, online, in-gaming advertising and sponsorship). For example, by **committing** to not sponsor events popular with children and families (e.g., sporting events). **Monitor** and **report** compliance with policies to restrict exposure of children to unhealthy food marketing.
- Use price-related promotions and loyalty bonuses exclusively to **incentivize** healthier selections, whilst **limiting** premium offers, price discounts and value deal incentives for unhealthy menu items (e.g., free chips, 'app-only' promotions such as free delivery).
- Publish** all relationships with external groups (e.g., political parties, professional organisations, research organisations, community and industry groups) and lobbying activities related to health and nutrition.
- Commit** to not open new outlets near settings popular with children, such as schools.