

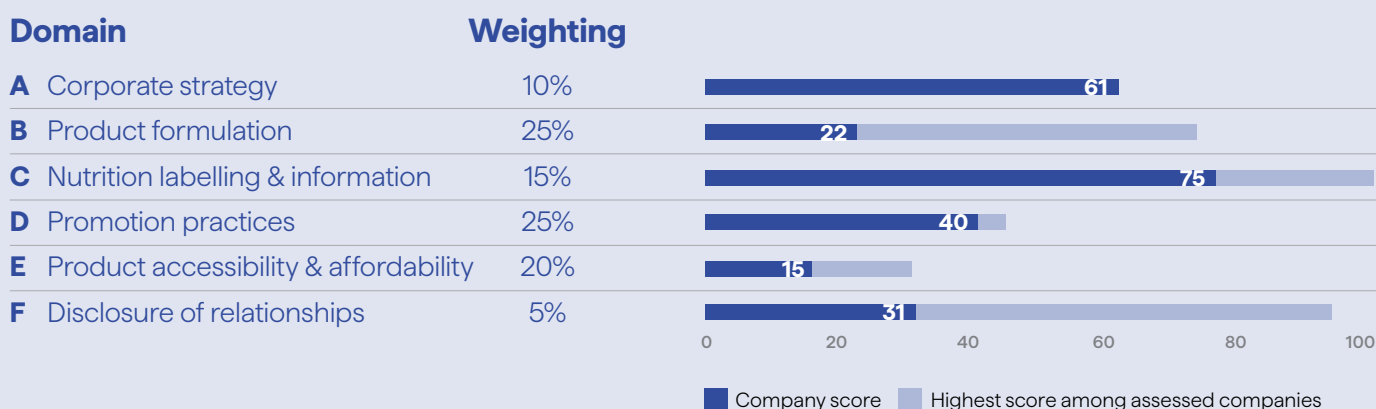
McDonald's

6th

OUT OF 10
QUICK SERVICE
RESTAURANTS

38

OVERALL SCORE
(OUT OF 100)



Areas of strength

- McDonald's has a global commitment to nutrition, focused primarily on improving the healthiness of children's meals. The company reports accountability for nutrition and marketing practices is assigned to senior executive members.
- McDonald's reports meeting their global pledge for 50% or more of children's meals offerings present on menus to meet their adopted nutrition criteria (which includes maximum limits on saturated fat, sugar and energy). In Australia, the company has some healthier side (e.g., tomatoes, yoghurt, apple slices) and drink options (e.g., water, juice) as part of children's meals.
- McDonald's Australia has in place a commitment that only healthy foods (defined using government-endorsed criteria) can be featured in advertisements of children's meals and on in-store menu imagery.

Recommended actions for McDonald's

- **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 existing 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., burgers, sides, desserts), 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 all value meal deals.
- **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 broadcast media, outdoor, and online such as in-gaming and social media advertising). For example, by **committing** to not include toys with children's meals, and to not sponsor events popular with children and families (e.g., sporting events). **Monitor** and **report** compliance with policies around restricting unhealthy food marketing to children.
- 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 fries, \$1 cheeseburgers, 'app-only' promotions such as free delivery).
- **Commit** to not open new outlets near settings popular with children, such as schools.
- **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.