

Coca-Cola

4th

OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

64

OVERALL SCORE (OUT OF 100)

Domain	Weighting	Score
A Corporate strategy	10%	90
B Product formulation	30%	86
C Nutrition labelling	20%	52
D Promotion to children and adolescents	30%	43
E Product accessibility	5%	20
F External relationships	5%	88

0 20 40 60 80 100

■ Company score
■ Highest sector score

Areas of strength

- A| Corporate strategy** - Coca-Cola identifies nutrition and health as a focus area for the company, and reports annually against progress in achieving its nutrition and health objectives at the national level
- B| Product formulation** - Coca-Cola has set specific, time-bound targets for the reduction of added sugars and kilojoule content across the company's portfolio, and commits to offer smaller pack sizes across the portfolio
- E| Product accessibility** - Coca-Cola Australia has set a clear target that all new product innovations will be low or no sugar options
- F| External relationships** - Coca-Cola discloses a list of the external groups, organisations and research it supports at the national and global level, including funding amounts. Details are available in a consolidated and accessible format, and updated annually

Prioritised recommended actions for Coca-Cola

- 1| Implement** a strengthened policy for reducing promotion of 'less healthy' products/brands that applies to children and adolescents (**up to the age of 18**), across all media channels, and includes all times/events when a large number of children/adolescents are likely to be exposed. Adopt government guidelines for classifying the healthiness of foods
- 2| Commit** not to sponsor sporting and community events that are popular with children/families using 'less healthy' products and brands
- 3| Eliminate** use of promotion techniques (e.g., cartoon characters, interactive games) with strong appeal to children in relation to 'less healthy' products and brands
- 4| Commit** to implement interpretive HSR labelling (use of Health Stars, rather than just the energy icon) across all relevant products
- 5| Commit** to work with retailers to increase the prominence of healthier products relative to 'less healthy' products in-store (e.g., through shelf space and strategic placement) and in promotional catalogues
- 6| Commit** to not directly supply any school in Australia with full sugar carbonated beverages