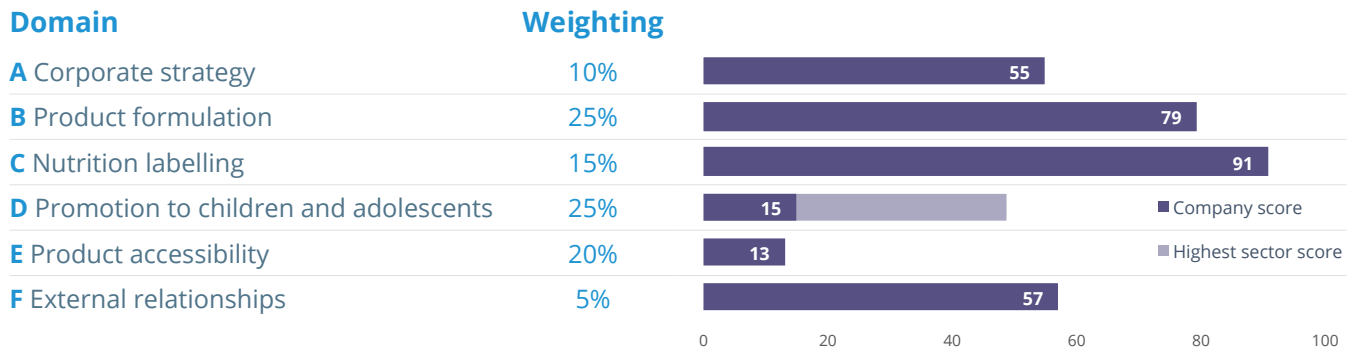


Subway

1st OUT OF 11 QUICK SERVICE RESTAURANTS

48 OVERALL SCORE (OUT OF 100)



Areas of strength

- A | Corporate strategy** - Subway identifies nutrition and nutritious food as a key part of its business strategy. Globally, the company has some reporting against its progress in achieving health and nutrition objectives
- B | Product formulation** - Subway has reformulated its menu items to reduce levels of sodium and fat, and has eliminated artificially produced trans fat from its products. Subway commits to limit kilojoule content in several menu items. Subway is a nominated participant of the Australian government’s Healthy Food Partnership
- C | Nutrition labelling** - Subway publicly commits to implement kilojoule menu board labelling across all states/territories, and provides comprehensive nutrition information in-store and online
- E | Product accessibility** - Subway offers only healthier side and drink items as the default in its children’s meals

Prioritised recommended actions for Subway

- 1 | Further communicate** the company’s approach to nutrition and health at the national level, setting clear objectives and targets that are routinely reported against
- 2 | Publicise** specific targets to reduce levels of added sugar, kilojoules and saturated fat across menu items, where applicable
- 3 | Extend** the company’s internal commitment by implementing a formal policy for reducing the exposure of children and adolescents (up to the age of 18) to promotion of ‘less healthy’ foods that applies across all media channels, and includes all times/events when a large number of children/adolescents are likely to be exposed. Routinely report on compliance with the policy
- 4 | Commit** to phase out free refills on soft drinks, in stores where this is applicable
- 5 | Introduce** a pricing strategy that positions healthier menu items at a similar or lower price to ‘less healthy’ equivalents, and **restrict** price promotions and value deal incentives that include ‘less healthy’ side and/or drink items
- 6 | Support** the development of standardised interpretive nutrition labelling (e.g., using health stars or colour-coding) for menu boards