

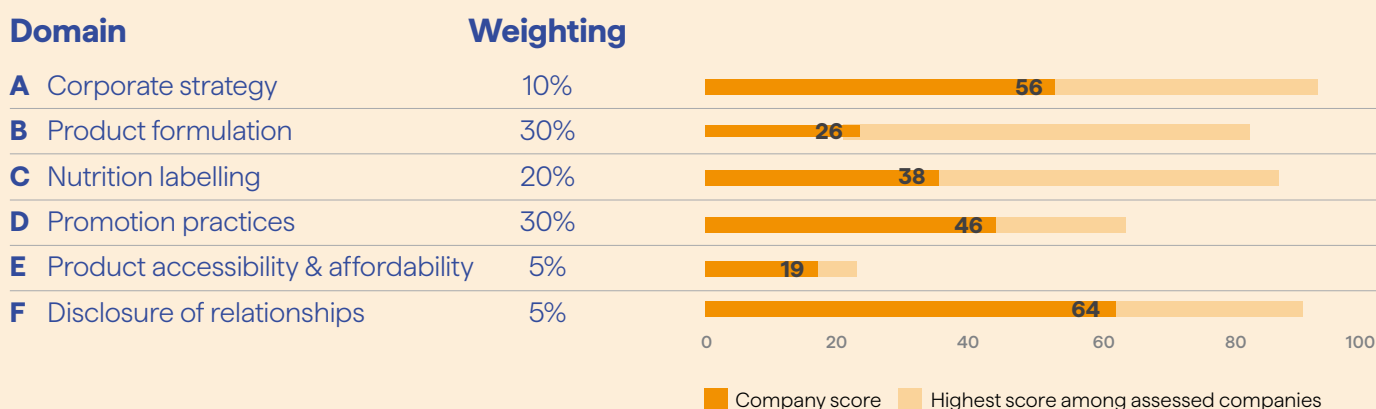
Asahi Beverages

16th

OUT OF 21
MANUFACTURERS

39

OVERALL SCORE
(OUT OF 100)



Areas of strength

- Asahi's commitment to improving health is disclosed publicly in annual Sustainability reports.
- Asahi has pledged to reduce sugar content in their non-alcoholic beverage portfolio by 25% by 2025, as part of industry-led targets.
- Asahi publishes comprehensive information of support provided to philanthropic organisations, industry groups and public-private partnerships.

Recommended actions for Asahi Beverages

- Set** a target to increase the proportion of sales from healthier products, and publicly report progress against this target each year.
- Routinely **report** on the sugar and energy content of the company's product portfolio (on a per 100g/100ml basis), including changes over time and with reference to government reformulation targets.
- Publish** a commitment to fully implement the Health Star Rating system across all eligible products, with a specific roll-out plan and routine reporting of progress.
- Strengthen** current policies to effectively reduce the exposure of children (**up to age 18**) to the marketing of unhealthy products and brands, across all channels and settings. **Disclose** detailed reporting of marketing spend by channel, audience and product healthiness.
- Commit** to not directly supply any school in Australia with full sugar carbonated beverages.
- Collaborate** with retailers to incentivise consumer purchases of healthier products (e.g., strategic placement and product promotions), whilst reducing promotions (e.g. price discounts, promotional displays) for unhealthy products.

HEALTHINESS OF PRODUCT PORTFOLIO[^]

| Nutrient profiling summary score | | Australian Dietary Guidelines | Extent of processing | Nutrition labelling |
|----------------------------------|--------------------------|-------------------------------|--------------------------------|--------------------------------------|
| Average HSR (out of 5 stars) | Proportion HSR ≥ 3.5 (%) | Proportion discretionary (%) | Proportion ultra-processed (%) | HSR uptake for intended products (%) |
| 2.6 | 50.4% | 92.0% | 94.2% | 22.0% |

[^]This information is provided to add context around the assessed company; this analysis was not included in the assessment of nutrition policies. Results based on data collected by The George Institute for Global Health in March-June 2023 and published in [The State of the Food Supply Report 2023](#). HSR = Health Star Rating