

**Kraft Heinz\***

14th

**OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS**

29

**OVERALL SCORE**  
(OUT OF 100)

Domain	Weighting	Score
A Corporate strategy	10%	55
B Product formulation	30%	38
C Nutrition labelling	20%	54
D Promotion to children and adolescents	30%	0
E Product accessibility	5%	0
F External relationships	5%	25

0 20 40 60 80 100

■ Company score  
■ Highest sector score

**Areas of strength**

- A| Corporate strategy** - Kraft Heinz identifies nutrition and health as an area of focus for the company at the national level, and reports against some of its progress in achieving its nutrition and health objectives
- B| Product formulation** – Kraft Heinz reports against progress in achieving sodium and sugar reductions across its portfolio
- C| Nutrition labelling** – Kraft Heinz commits to implement the Australian government-endorsed Health Star Rating system across a number of products in its portfolio, and provides comprehensive online nutrition information for products

**Prioritised recommended actions for Kraft Heinz**

- 1| Elevate** nutrition and health to a priority focus within the business, with appropriate resourcing, and relevant objectives and targets
- 2| Implement** a 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
- 3| Develop** and publicise specific, time-bound targets for the reduction of saturated fat, artificially produced trans fat and kilojoule content across the product portfolio. Develop targets for the reduction of sodium and free sugars for products that do not already meet the company's healthy standard. Routinely report on progress in achieving reformulation targets
- 4| Participate** in / implement a strategy to adopt relevant recommendations from government-led programs (e.g., Healthy Food Partnership) to improve the healthiness of the food supply
- 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| Publicly** commit to only make nutrition content claims (e.g., "99% fat free") on products that are classified as 'healthy' (using government standards for classifying the healthiness of foods in relation to health claims)

\*Assessment based on publicly available information only