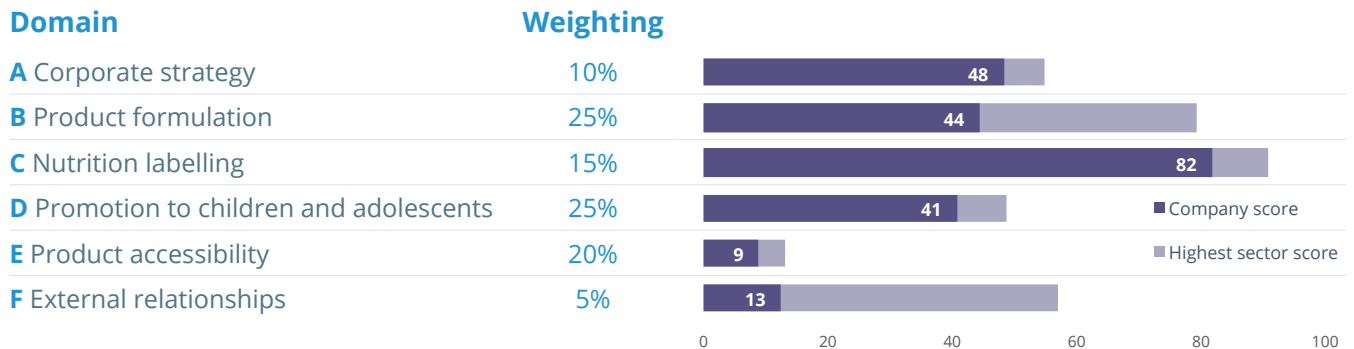


KFC*

3rd OUT OF 11 QUICK SERVICE RESTAURANTS

41

OVERALL SCORE (OUT OF 100)



Areas of strength

- A| Corporate strategy** - KFC outlines its approach to nutrition and health in corporate reporting at the national and global level. The company has some national reporting against its commitment to nutrition-related issues
- B| Product formulation** - KFC reports against some of its progress to reduce sodium, fat and trans fat, and makes a general commitment to reduce sugar. The company commits to introduce a healthier range of menu items and is a participant in the Australian government's Healthy Food Partnership
- C| Nutrition labelling** - KFC publicly commits to implement kilojoule menu board labelling across all states/territories, and provides comprehensive nutrition information in-store and online
- D| Promotion to children and adolescents** - KFC publicly commits to not offer toys in its children's meals, and is a signatory to the AFGC's 'QSR Initiative for Responsible Advertising and Marketing to Children'

Prioritised recommended actions for KFC

- 1| Introduce** regular reporting against specific nutrition and health objectives at the national level, referring to relevant international priorities (e.g., as articulated in the UN Sustainable Development Goals or the WHO Global NCD Action Plan)
- 2| Set** specific, measurable targets for the reduction of added sugar, saturated fat, sodium and kilojoule content across relevant menu items. Routinely report against progress in achieving reformulation commitments
- 3| Implement** a policy for reducing the exposure of children and adolescents (up to the age of 18) to promotion of 'less healthy' foods/brands 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 not sponsor sporting and community events that are popular with children and families
- 5| Commit** to make healthier meal options (e.g., healthier sides and drinks) the default option, particularly as part of children's meals
- 6| 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
- 7| Support** the development of standardised interpretive nutrition labelling (e.g., using health stars or colour-coding) for menu boards

*Assessment based on publicly available information only