

Coles

2nd OUT OF 4 SUPERMARKETS

40 OVERALL SCORE (OUT OF 100)

Domain	Weighting	Score	Target
A Corporate strategy	10%	63	Company score
B Product formulation	25%	56	Highest score
C Nutrition labelling	15%	67	
D Promotion practices	25%	10	
E Product accessibility	20%	16	
F External relationships	5%	81	

Areas of strength

- A| Corporate strategy** - Coles highlights nutrition as an area of focus for the company in Wesfarmers Sustainability reporting and reports against some of its progress in achieving nutrition objectives on an annual basis
- B| Product formulation** - Coles publicly commits to reducing levels of sodium and sugar across a portion of its own-brand product portfolio. The company is involved in the Australian government’s Healthy Food Partnership
- C| Nutrition labelling** - Coles publicly commits to implement the Australian government endorsed HSR system across all products in its own brand portfolio. The company uses the interpretive form of HSR labelling (i.e. star ratings) across all product categories
- F| External relationships** - Coles publishes a comprehensive list of external groups related to nutrition and health that it supports, and commits to not make political donations

Recommended actions for Coles  
Short-term (next 12 months)

- 1| **Elevate** health and nutrition to a higher priority focus area within the business, and ensure adequate resources are allocated to this area.
- 2| **Develop** and publicise specific, time-bound targets for the reduction of sodium, sugar, saturated fat and portion size/energy content across all relevant products in the company’s own-brand portfolio. Routinely report on progress in achieving reformulation targets
- 3| **Implement** a marketing to children policy that effectively restricts the exposure of children and adolescents (up to age 18) to promotion of ‘less healthy’ foods across broadcast and non-broadcast media, using government guidelines for classifying the healthiness of foods. Routinely report on compliance with the policy
- 4| **Expand** online nutrition information to include all products available for sale

Longer term (2-3 years)

- 5| **Introduce** universal healthy checkouts (with no ‘less healthy’ products, such as confectionery and sugar-sweetened beverages, on display near registers) across all stores nationally
- 6| **Commit** to increase the proportion of healthy products (using government guidelines for classifying the healthiness of foods) featured in catalogues and other advertising
- 7| **Limit** price promotions (e.g., price discounts and ‘buy-one-get-one-free’ specials) on ‘less healthy’ products, whilst continuing to increase affordability of healthy products
- 8| **Link** rewards through loyalty programs to healthier products
- 9| **Increase** the proportion of healthy products displayed in high-traffic areas (e.g., end-of-aisle displays)