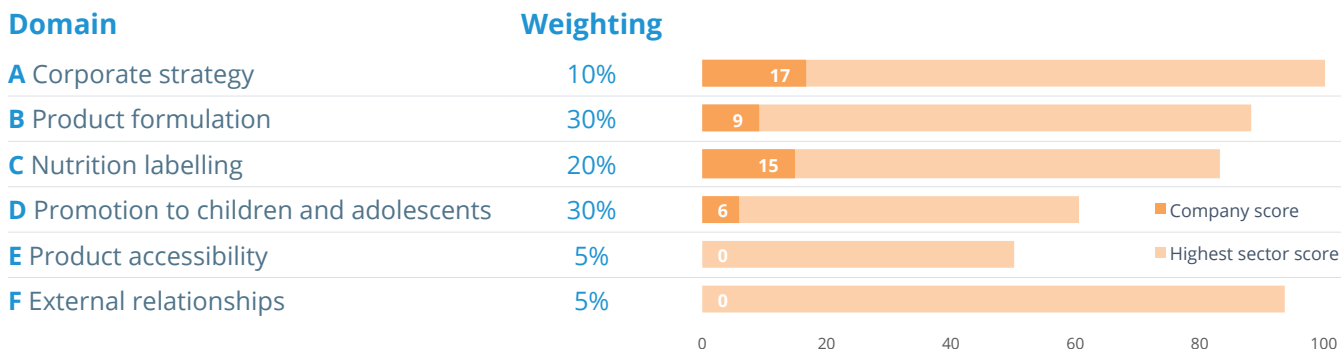


Tru Blu Beverages*

16th OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

9 OVERALL SCORE (OUT OF 100)



Areas of strength

- B | Product formulation** - Tru Blu Beverages makes some commitment to reduce sugar in its products
- C | Nutrition labelling** - Tru Blu Beverages provides comprehensive nutrition information online for its products, both per serve and per 100g

Tru Blu Beverages had little disclosure of its approach to nutrition and health. As such no further areas of strength were identified.

Prioritised recommended actions for Tru Blu Beverages

- 1 | Identify** nutrition and health as a priority focus area for the company, with relevant objectives, targets and appropriate resourcing. Report progress against specific nutrition and health objectives
- 2 | Develop** specific, time-bound targets for the reduction of free sugar and kilojoule content across the product portfolio. Routinely report on progress in achieving reformulation targets
- 3 | Publicly commit** to full implementation of the Health Star Rating system across all relevant products, with specific roll-out plan. As part of this commitment, implement interpretive HSR labelling (use of Health Stars, rather than just the energy icon)
- 4 | Develop** a strategy to increase the proportion of 'healthy' products in the company's portfolio
- 5 | Commit** to not directly supply any school in Australia with full sugar carbonated beverages or energy drinks
- 6 | 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

*Assessment based on publicly available information only