

Red Rooster*

8th OUT OF 11 QUICK SERVICE RESTAURANTS

12 OVERALL SCORE (OUT OF 100)

Domain	Weighting	Score
A Corporate strategy	10%	0
B Product formulation	25%	0
C Nutrition labelling	15%	27
D Promotion to children and adolescents	25%	29
E Product accessibility	20%	5
F External relationships	5%	0

Areas of strength

- C | Nutrition labelling** - Red Rooster provides comprehensive nutrition information online
- D | Promotion to children and adolescents**
 - Red Rooster is a signatory to the AFGC's 'QSR Initiative for Responsible Advertising and Marketing to Children'
 - Red Rooster had little disclosure of its approach to health and nutrition. As such, no further areas of strength were identified

Prioritised recommended actions for Red Rooster

- 1 | Identify** health and nutrition as a priority focus area for the company, with relevant objectives, targets and appropriate resourcing. Report progress against health and nutrition objectives and targets
- 2 | Develop** 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 | Participate in** / implement a strategy to adopt relevant recommendations from government-led initiatives (e.g., Healthy Food Partnership) to improve the healthiness of the food supply
- 4 | 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
- 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 | Commit** to not sponsor sporting and community events that are popular with children and families

*Assessment based on publicly available information only