



5th

OUT OF 11
QUICK SERVICE
RESTAURANTS

28

OVERALL SCORE
(OUT OF 100)

Domain	Weighting	Company score	Highest sector score
A Corporate strategy	10%	33	50
B Product formulation	25%	22	80
C Nutrition labelling	15%	82	90
D Promotion to children and adolescents	25%	5	50
E Product accessibility	20%	0	20
F External relationships	5%	13	55

Areas of strength

- A| Corporate strategy** – Hungry Jack’s makes some commitment to nutrition in corporate social responsibility reporting
- B| Product formulation** – Hungry Jack’s makes a general commitment to reduce levels of saturated fat, added sugar and sodium across some of its menu items
- C| Nutrition labelling** – Hungry Jack’s publicly commits to implement kilojoule menu board labelling in all states/territories, and provides comprehensive nutrition information in-store and online
- D| Promotion to children and adolescents** – Hungry Jack’s is a signatory to the AFGC’s ‘QSR Initiative for Responsible Advertising and Marketing to Children’

Prioritised recommended actions for Hungry Jack’s

- 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 not sponsor sporting and community events that are popular with children and families
- 6| Commit** to make healthier meal options (e.g., healthier sides and drinks) the default option, particularly as part of children’s meals
- 7| 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

*Assessment based on publicly available information only