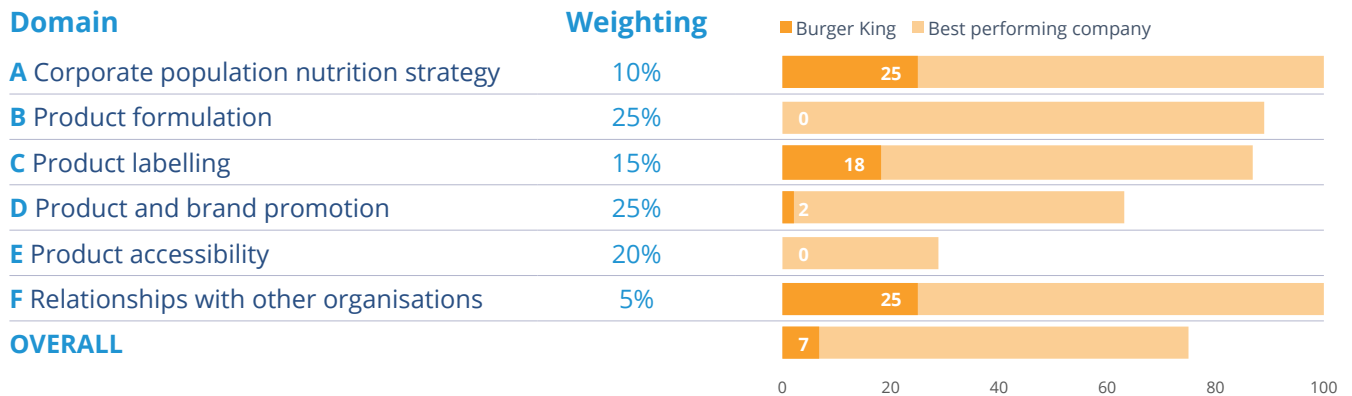


APPENDIX: COMPANY SCORECARDS

Burger King

20 OUT OF 25
FOOD COMPANIES (this includes food and beverage manufacturers and supermarkets)

7 OVERALL SCORE
(OUT OF 100)



Areas of strength

Key recommendations

Tertile	Areas of strength	Key recommendations
1	<p>Corporate population nutrition strategy</p> <ul style="list-style-type: none"> Overarching global commitment to improve population nutrition, mainly through improving access to nutrition information to consumers 	<ul style="list-style-type: none"> Publish an overarching commitment to improve population nutrition on Burger King's New Zealand website Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy Refer to global and national priorities when constructing a nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals Link the Key Performance Indicators of senior managers to nutrition targets Regularly report on progress towards improving population nutrition, including specific New Zealand objectives and targets
1	<p>Product formulation</p> <ul style="list-style-type: none"> Burger King has no commitments in this BIA-Obesity domain 	<ul style="list-style-type: none"> Develop New Zealand specific SMART (specific, measurable, achievable, relevant, time-bound) targets for sodium, added sugar, saturated fat and trans fat reduction across the product portfolio
1	<p>Product labelling</p> <ul style="list-style-type: none"> Comprehensive nutrition information of products provided on the national website 	<ul style="list-style-type: none"> Commit to provide nutrition information upon request to consumers on-site Support government regulation on menu labelling Provide information on food composition to national authorities upon request

Burger King

20 OUT OF 25
FOOD COMPANIES (this includes food and beverage manufacturers and supermarkets)

7 OVERALL SCORE
(OUT OF 100)

	Areas of strength	Key recommendations
Tertile 2	Product and brand promotion	
	<ul style="list-style-type: none"> Commitment to remove toys from kids' meals The company commits not to use popular personalities or licensed characters in advertising primarily directed to children under 12 years 	<ul style="list-style-type: none"> Publish support for the Advertising Standards Authority Children and Young People's Advertising Code Develop a marketing policy that applies to children up to the age of 18 years and that defines a target audience in terms of children's peak viewing times and includes restriction of use of celebrities and animation/fantasy characters and premium offers other than toys Independently audit compliance with marketing policies on a national level Adopt an official nutrient profiling system to classify products for the purpose of marketing to children (e.g., the World Health Organization nutrient profiling system or the NZ Food and Beverage Classification System) Develop a policy on sponsorship of children's events Commit to only promoting healthy sides and healthy drinks for children's meals
1	Product accessibility	
	<ul style="list-style-type: none"> Burger King has no commitments in this BIA-Obesity domain 	<ul style="list-style-type: none"> Develop a commitment to using value deals only on healthy products Commit to not use price incentives such as supersizing Commit to not provide free drink refills for caloric soft drinks Support evidence-informed government policies such as a tax on sugar-sweetened beverages Commit to not opening new stores near schools Develop a policy that 'default' drinks (as part of combination meals) are healthy
1	Relationships with other organisations	
	<ul style="list-style-type: none"> Philanthropic funding and support for active lifestyle programmes are published on the national website 	<ul style="list-style-type: none"> Publish national relationships on the Zealand website, such as support of professional organisations and external research, and membership of industry associations, or disclose a lack of these relationships to the BIA Obesity team Disclose all political donations in real time, or commit to not make political donations
1	Overall	
	<ul style="list-style-type: none"> Active engagement with BIA-Obesity tool and process 	<ul style="list-style-type: none"> Sign up to the Ministry of Health's Healthy Kids Industry Pledge

Burger King's BIA-Obesity domain scores by

3 = score within top third of NZ companies – **1** = score within lowest third of NZ companies

The scores and recommendations for this company are based on the evaluation of publically available information that was assessed in 2017.