## Coca-Cola

### OVERALL SCORE

#### OUT OF 25 FOOD COMPANIES (this includes supermarkets and QSRs)

**OUT OF 100**

<table>
<thead>
<tr>
<th>Domain</th>
<th>Weighting</th>
<th>Coca-Cola</th>
<th>Best performing company</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corporate population nutrition strategy</strong></td>
<td>10%</td>
<td>87</td>
<td></td>
</tr>
<tr>
<td><strong>Product formulation</strong></td>
<td>30%</td>
<td>69</td>
<td></td>
</tr>
<tr>
<td><strong>Product labelling</strong></td>
<td>20%</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td><strong>Product and brand promotion</strong></td>
<td>30%</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td><strong>Product accessibility</strong></td>
<td>5%</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td><strong>Relationships with other organisations</strong></td>
<td>5%</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td><strong>OVERALL</strong></td>
<td></td>
<td>64</td>
<td></td>
</tr>
</tbody>
</table>

### Areas of strength

#### Corporate population nutrition strategy

- Clear commitment to improve population nutrition on national website and regular reporting on this commitment

#### Key recommendations

- Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy
- Refer to global priorities within the overarching nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals
- Make the linking of the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets public and more specific

#### Product formulation

- Commitment to reducing the sugar content in some of the most well-known brands
- Commitment to reduce portion sizes

#### Key recommendations

- Set SMART (specific, measurable, achievable, relevant, time bound) targets specific to New Zealand to reduce portion sizes of products where appropriate
- Commit to using an independent nutrient profiling system (e.g., Health Star Ratings) for the purposes of product development and reformulation

#### Product labelling

- Support of and commitment to implementation of the Health Star Rating System
- Provision of comprehensive nutrition information of products online

#### Key recommendations

- Support the implementation of regulations by the Government on added sugar labelling on products
- Commit to provide nutrition information on added sugar in products to government upon request
- Commit to labelling products with nutrition claims only when products are healthy, (i.e. meet the FSANZ Nutrient Profiling Scoring Criterion (NPSC))
### Areas of strength

#### Key recommendations

<table>
<thead>
<tr>
<th>Areas of strength</th>
<th>Tertile</th>
<th>Key recommendations</th>
</tr>
</thead>
</table>
| **Product and brand promotion** | 3       | - Commitment to comply with the Advertising Standards Authority Children’s and Young People’s Advertising Code  
- Commitment to not advertise to children under 12 years old, i.e. where the audience is over 35% children under 12 years old. This policy applies to all media which directly targets children under 12, including television shows, print media, websites, social media, movies, and SMS/email marketing.  
- Adapt a stricter definition of ‘target audience’ or ‘audience exposed’ (i.e. ideally the definition would be based on children’s peak viewing times)  
- Develop a marketing policy that applies to children up to the age of 18 years and includes restriction on use of celebrities, premium offers and fantasy and animation characters  
- Develop a policy on restriction of sponsorship of children’s events  
- Independently audit compliance with marketing commitments on a national level |
| **Product accessibility** | 3       | - Commitment to not directly supply any school in New Zealand with full sugar carbonated beverages or energy drinks.  
- Disclosure of policy position on sugar-sweetened beverage taxes on the website  
- Support, instead of oppose, a tax on sugar-sweetened beverages taking into account the growing scientific evidence base  
- Make a specific commitment to increase the proportion of healthy beverages in the overall company portfolio  
- Adopt an official nutrient profiling system to classify products for the purposes of product accessibility |
| **Relationships with other organisations** | 3       | - Public disclosure of health and wellbeing related partnerships, active lifestyle programs and philanthropic funding and scientific research the company supports on the national website  
- Disclose all political donations in real time, or commit to not make political donations |
| **Overall** | 3       | - Commitment to the Ministry of Health Healthy Kids Industry Pledge  
- Active engagement with the BIA-Obesity tool and process |

Coca-Cola’s BIA-Obesity domain scores by tertile

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