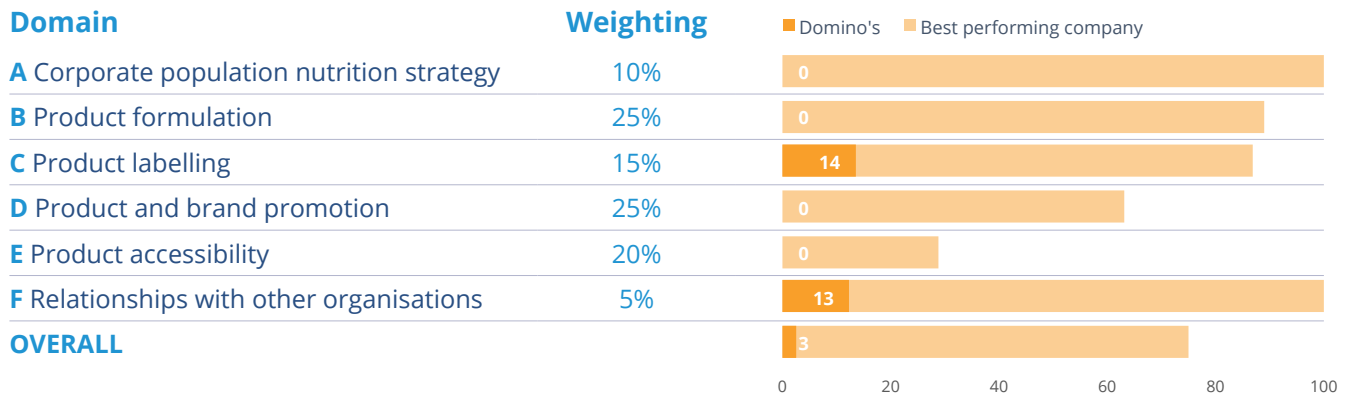


# Domino's

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

**3** **OVERALL SCORE**  
 (OUT OF 100)



### Areas of strength

### Key recommendations

Tertile	Areas of strength	Key recommendations
1	<p><b>Corporate population nutrition strategy</b></p> <ul style="list-style-type: none"> <li>Domino's has no commitments in this BIA-Obesity domain</li> </ul>	<ul style="list-style-type: none"> <li>Publish an overarching commitment to improve population nutrition on Domino's New Zealand website, including SMART (specific, measurable, achievable, relevant, time-bound) objectives and targets</li> <li>Regularly report on progress towards improving population nutrition, including specific objectives and targets</li> <li>Refer to global and national priorities when constructing a nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals</li> <li>Link the Key Performance Indicators of senior managers to nutrition targets</li> </ul>
1	<p><b>Product formulation</b></p> <ul style="list-style-type: none"> <li>Domino's has no commitments in this BIA-Obesity domain</li> </ul>	<ul style="list-style-type: none"> <li>Commit to New Zealand specific SMART (specific, measurable, achievable, relevant, time-bound) targets on sodium, sugar, saturated fat and trans fat reduction across the product portfolio</li> <li>Develop commitments to reduce portion sizes for specific food categories where this is appropriate</li> </ul>
1	<p><b>Product labelling</b></p> <ul style="list-style-type: none"> <li>Domino's provides nutrition information on their national website, per serving only</li> </ul>	<ul style="list-style-type: none"> <li>Commit to display comprehensive nutrition information on menus in-store</li> <li>Commit to provide nutrition information upon request on-site</li> <li>Provide information on food composition to national authorities on request</li> <li>Support government regulations on menu labelling in New Zealand</li> </ul>

	Areas of strength	Key recommendations
Tertile 1	<b>Product and brand promotion</b>	<ul style="list-style-type: none"> <li>• Publish support for the Advertising Standards Authority Children and Young People's Advertising Code</li> <li>• 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 toys with kids' meals</li> <li>• Independently audit compliance with marketing policies on a national level</li> <li>• Adopt an official nutrient profiling system to classify products for the purpose of marketing to children (e.g., the WHO nutrient profiling system or the NZ Food and Beverage Classification System)</li> <li>• Develop a policy on sponsorship of children's events</li> <li>• Commit to only promoting healthy sides and healthy drinks for children's meals</li> </ul>
	<b>Product accessibility</b>	<ul style="list-style-type: none"> <li>• Develop a commitment to using value deals only on healthy products</li> <li>• Commit to not use price incentives such as supersizing</li> <li>• Commit to not provide free drink refills for caloric soft drinks</li> <li>• Support evidence-informed government policies such as a tax on sugar-sweetened beverages</li> <li>• Commit to not opening new stores near schools</li> <li>• Develop a policy that 'default' drinks (as part of combination meals) are healthy</li> </ul>
	<b>Relationships with other organisations</b>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Disclose all political donations in real time, or commit to not make political donations</li> </ul>
1	<b>Overall</b>	<ul style="list-style-type: none"> <li>• Sign the Ministry of Health's Healthy Kids Industry Pledge</li> <li>• Actively engage with the BIA-Obesity research process</li> </ul>

**Domino's BIA-Obesity domain scores by tertile**

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.