## Company Scorecards

### Pita Pit

**Out of 25 Food Companies (this includes food and beverage manufacturers and supermarkets)**

- **Overall Score (Out of 100)**
  - **2**

### Domains

<table>
<thead>
<tr>
<th>Domain</th>
<th>Weighting</th>
<th>Areas of Strength</th>
<th>Key Recommendations</th>
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</thead>
<tbody>
<tr>
<td>A Corporate population nutrition strategy</td>
<td>10%</td>
<td>Pita Pit has no commitments in this BIA-Obesity domain</td>
<td>Publish an overarching commitment to improve population nutrition on Pita Pit's New Zealand website, including SMART (specific, measurable, achievable, relevant, time-bound) objectives and targets</td>
</tr>
<tr>
<td>B Product formulation</td>
<td>25%</td>
<td>Pita Pit has no commitments in this BIA-Obesity domain</td>
<td>Regularly report on progress towards improving population nutrition, including specific objectives and targets</td>
</tr>
<tr>
<td>C Product labelling</td>
<td>15%</td>
<td>Pita Pit provides nutrition information on their national website, per serving only</td>
<td>Refer to global and national priorities when constructing a nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals</td>
</tr>
<tr>
<td>D Product and brand promotion</td>
<td>25%</td>
<td></td>
<td>Link the Key Performance Indicators of senior managers to nutrition targets</td>
</tr>
<tr>
<td>E Product accessibility</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F Relationships with other organisations</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Overall Weightings

- A Corporate population nutrition strategy: 10%
- B Product formulation: 25%
- C Product labelling: 15%
- D Product and brand promotion: 25%
- E Product accessibility: 20%
- F Relationships with other organisations: 5%

### Areas of Strength

#### Tertile

1. **Corporate population nutrition strategy**
   - Pita Pit has no commitments in this BIA-Obesity domain
   - Publish an overarching commitment to improve population nutrition on Pita Pit’s New Zealand website, including SMART (specific, measurable, achievable, relevant, time-bound) objectives and targets
   - Regularly report on progress towards improving population nutrition, including specific objectives and targets
   - 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

2. **Product formulation**
   - Pita Pit has no commitments in this BIA-Obesity domain
   - 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
   - Develop commitments to reduce portion sizes for specific food categories where this is appropriate

3. **Product labelling**
   - Pita Pit provides nutrition information on their national website, per serving only
   - Display comprehensive nutrition information on menus in-store, upon request on-site
   - Provide information on food composition to national authorities on request
### Areas of strength

<table>
<thead>
<tr>
<th>Tertile</th>
<th>Product and brand promotion</th>
<th>Key recommendations</th>
</tr>
</thead>
</table>
| 1       | • Pita Pit has no commitments in this BIA-Obesity domain | • 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 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  
• 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 WHO 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 |

| Product accessibility | 1 | • Pita Pit has no commitments in this BIA-Obesity domain | • 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 |

| Relationships with other organisations | 1 | • Pita Pit has no commitments in this BIA-Obesity domain | • 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 |

| Overall | 1 | • Active engagement with the BIA-Obesity tool and process | • Sign up to the Ministry of Health’s Healthy Kids Industry Pledge |

### Pita Pit’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.