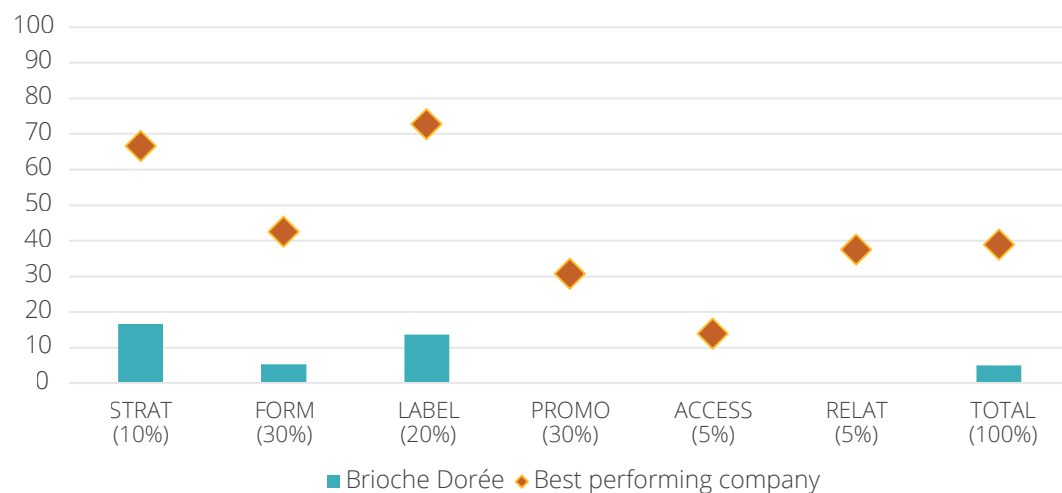


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

**BRIOCHE
DORÉE**

Commitments *



Overall score: 5/100

Overall ranking: 7/7

BIA-Obesity domain scores & overall score compared with the best performing company (best available practice) in France

* Not able to contact the company - Assessment based on publicly available information only; Data collected till 31 December 2020

Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	/	/
% of food products within product portfolio with Nutri-Score A	/	/
% of food products within product portfolio with Nutri-Score E	/	/
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	/	/

° In 2019 no nutritional information was available per 100g and portion sizes were not defined

Areas of strength and key recommendations to improve commitments on obesity and population level nutrition

Domain	Tertile	Areas of strength	Key recommendations
STRAT – Corporate nutrition strategy	1	<ul style="list-style-type: none"> General commitment to improve population nutrition and health on global website 	<ul style="list-style-type: none"> 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 and Sustainable Development Goals Refer to relevant priorities in national or regional government policy documents Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets Regularly report on progress towards improving population nutrition, including progress on objectives and targets specific for France
FORM – Product formulation	1	<ul style="list-style-type: none"> General mention of the reduction of salt levels, monitoring of added sugars and reduction of fat 	<ul style="list-style-type: none"> Develop SMART targets to reduce sodium, saturated fat, trans fat, added sugar and portion size across the product portfolio Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation
LABEL – Nutrition labelling	1	<ul style="list-style-type: none"> Provide clear and comprehensive nutritional information per portion for all products 	<ul style="list-style-type: none"> Commit to disclose nutrition information on in-store menus Commit to provide comprehensive in-store nutrition information Publish policy position on menu labelling
PROMO – Product and brand promotion	1		<ul style="list-style-type: none"> Develop a marketing policy that applies to children up to the age of 18 years and that defines a target audience using children's peak viewing times Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands/products Commit to not use marketing in settings where children gather using unhealthy brands/products Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children Commit to only advertise or display 'healthy' sides and 'healthy' drinks in children's combination meals in restaurants Adopt an official nutrient profiling system (e.g. WHO nutrient profiling system, EU-Pledge criteria, Nutri-Score) to classify products for the purpose of promotion to
ACCESS – Product accessibility	1		<ul style="list-style-type: none"> Commit to not provide free refills for caloric soft drinks Commit to address the price / affordability of healthier products relative to less healthy products Commit to limit the use of price promotions to healthy products Commit to not use price incentives such as supersizing Develop a policy that 'default' drinks and side items within combination meals are healthy Commit to not open new stores near schools Adopt an official nutrient profiling system to classify products for the purposes of product accessibility Support the implementation of fiscal policies to make healthier foods relatively cheaper and unhealthy foods relatively more expensive taking into account the growing scientific evidence base
RELAT – Relationships with other organisations	1		<ul style="list-style-type: none"> Publicly disclose supported professional organisations, external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships Publish support of French industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues
OVERALL	1		<ul style="list-style-type: none"> Actively engage with the BIA-Obesity tool and process