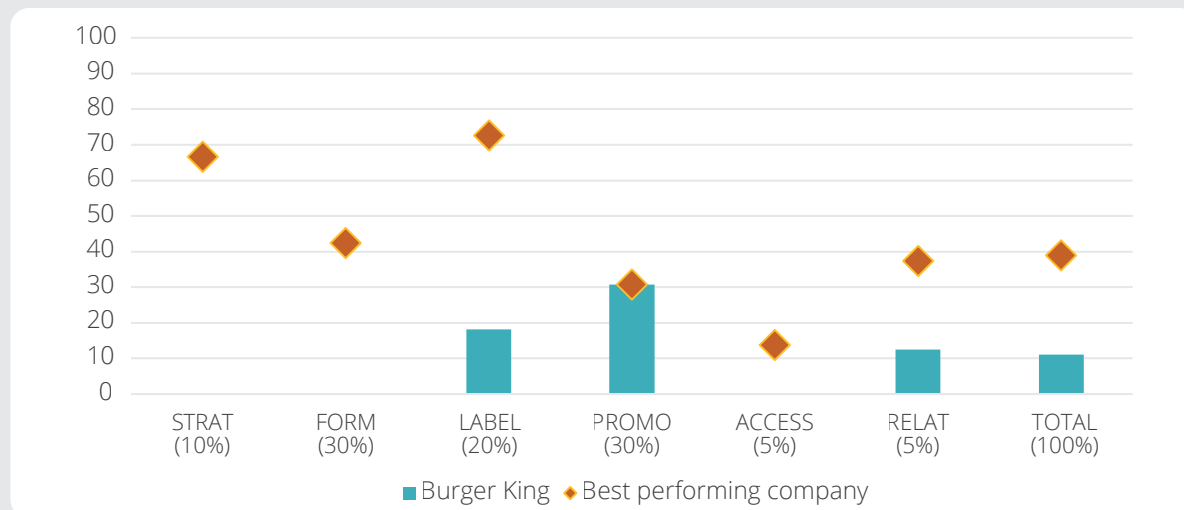


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

# BURGER KING

## Commitments \*



Overall score: 11/100

Overall ranking: 4/7

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	D	
% of food products within product portfolio with Nutri-Score A	3.8	4/5
% of food products within product portfolio with Nutri-Score E	11.3	2/5
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	84.1	2/5

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

Domain	Tertile	Areas of strength	Key recommendations
<b>STRAT – Corporate nutrition strategy</b>	1		<ul style="list-style-type: none"> <li>• Commit to improve population nutrition and health</li> <li>• Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy</li> <li>• Refer to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals</li> <li>• Refer to relevant priorities in national or regional government policy documents</li> <li>• Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets</li> <li>• Regularly report on progress towards improving population nutrition, including progress on objectives and targets specific for France</li> </ul>
<b>FORM – Product formulation</b>	1		<ul style="list-style-type: none"> <li>• Develop SMART targets to reduce sodium, saturated fat, trans fat, added sugar and portion size across the product portfolio</li> <li>• Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation</li> <li>• Disclose policy position regarding reformulation on website</li> </ul>
<b>LABEL – Nutrition labelling</b>	1	<ul style="list-style-type: none"> <li>• Provide clear and comprehensive nutritional information per portion for all products</li> </ul>	<ul style="list-style-type: none"> <li>• Commit to disclose nutrition information on in-store menus</li> <li>• Commit to provide comprehensive in-store nutrition information</li> <li>• Publish policy position on menu labelling</li> </ul>
<b>PROMO – Product and brand promotion</b>	3	<ul style="list-style-type: none"> <li>• Signatory to the EU Pledge and commitments through Burger King Nutrition Criteria</li> <li>• Commitment to not conduct any communication relating to its products in primary schools in Europe</li> </ul>	<ul style="list-style-type: none"> <li>• 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 instead of proportion of population watching</li> <li>• Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands/products</li> <li>• Commit to not use marketing in settings outside schools where children gather using unhealthy brands/products</li> <li>• Commit to not use premium offers (e.g., promotional toys, games, vouchers and competitions) in marketing of unhealthy brands/products for children</li> <li>• Commit to only advertise or display 'healthy' sides and 'healthy' drinks in children's combination meals in restaurants</li> <li>• Audit/monitor compliance with commitments to limit marketing to children and publish results</li> <li>• 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</li> </ul>
<b>ACCESS – Product accessibility</b>	1		<ul style="list-style-type: none"> <li>• Commit to not provide free refills for caloric soft drinks</li> <li>• Commit to address the price / affordability of healthier products relative to less healthy products</li> <li>• Commit to limit the use of price promotions to healthy products</li> <li>• Commit to not use price incentives such as supersizing</li> <li>• Develop a policy that 'default' drinks and side items within combination meals are healthy</li> <li>• Commit to not open new stores near schools</li> <li>• Adopt an official nutrient profiling system to classify products for the purposes of product accessibility</li> <li>• 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</li> </ul>
<b>RELAT – Relationships with other organisations</b>	2	<ul style="list-style-type: none"> <li>• Publish support of global industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues</li> </ul>	<ul style="list-style-type: none"> <li>• Publicly disclose supported professional organisations, external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships</li> <li>• 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</li> </ul>
<b>OVERALL</b>	1		<ul style="list-style-type: none"> <li>• Actively engage with the BIA-Obesity tool and process</li> </ul>

Tertile (3=score within top third of French companies, 1=score within lowest third of French companies)