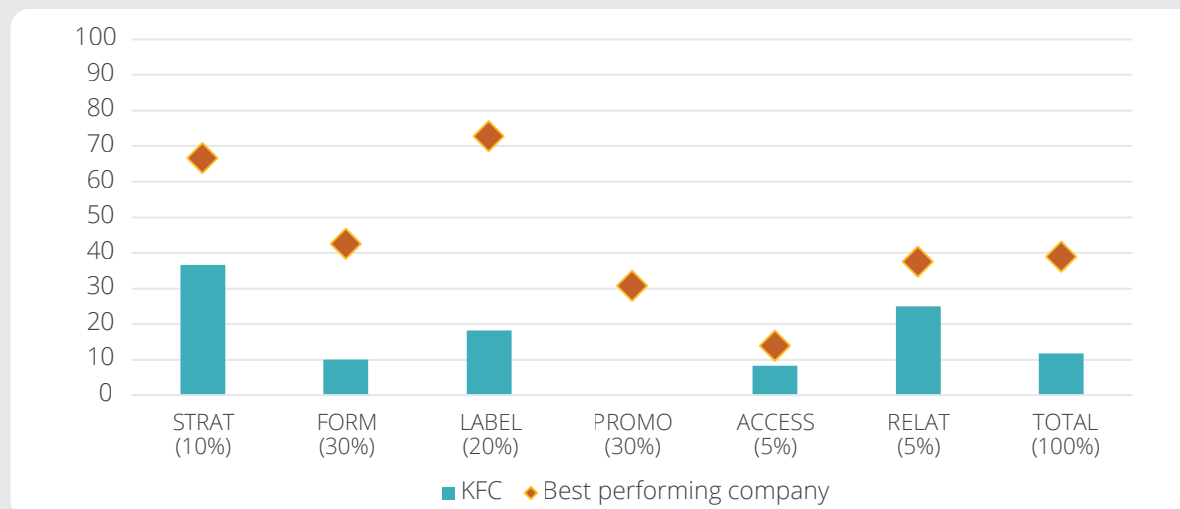


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

KFC

## Commitments \*



Overall score: 12/100

Overall ranking: 3/7

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	C	
% of food products within product portfolio with Nutri-Score A	11.7	1/5
% of food products within product portfolio with Nutri-Score E	19.2	5/5
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	73.9	1/5

## 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>	2	<ul style="list-style-type: none"> <li>General commitment to improve population nutrition and health and regular reporting on this commitment</li> </ul>	<ul style="list-style-type: none"> <li>Set an overarching strategy or commitment to improve population nutrition, including specific targets and objectives for France</li> <li>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within 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> </ul>
<b>FORM – Product formulation</b>	1	<ul style="list-style-type: none"> <li>Commit to limit the use artificial trans-fat added to products in key markets</li> <li>Commit to improve the healthiness of oils used for frying foods</li> </ul>	<ul style="list-style-type: none"> <li>Commit to not use artificial trans-fat added to products across all markets</li> <li>Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes</li> <li>Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation</li> </ul>
<b>LABEL – Nutrition labelling</b>	1	<ul style="list-style-type: none"> <li>Provide clear and comprehensive online nutritional information for all products, on a per 100g/ml basis</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>	1		<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</li> <li>Commit to not sponsor children's sporting, cultural or other activities</li> <li>Commit to not use marketing in settings where children gather</li> <li>Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children</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 Europe nutrient profile model) to classify products for the purpose of promotion to children</li> <li>Commit to only advertise or display 'healthy' sides and 'healthy' drinks in children's combination meals in restaurants</li> </ul>
<b>ACCESS – Product accessibility</b>	2	<ul style="list-style-type: none"> <li>Healthy drink and side items are available for children's combination meals/non-children's combination meals</li> </ul>	<ul style="list-style-type: none"> <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 by government to make healthier foods relatively cheaper and unhealthy foods relatively more expensive taking into account the growing scientific evidence</li> </ul>
<b>RELAT – Relationships with other organisations</b>	1	<ul style="list-style-type: none"> <li>Publicly disclose supported professional organisations</li> <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 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>