



AUSTRALIAN QUICK SERVICE RESTAURANT INDUSTRY INITIATIVE FOR RESPONSIBLE ADVERTISING AND MARKETING TO CHILDREN

COMPANY ACTION PLAN

COMPANY NAME

Quick Service Restaurant Holdings (QSRH) Pty Ltd representing Red Rooster, Chicken Treat and Oporto brands.

COMPANY OVERVIEW

Quick Service Restaurant Holdings (QSRH) is wholly Australian owned and is home to three iconic Australian chicken brands - Red Rooster, Chicken Treat, and Oporto.

The three businesses represent a significant portion of the take-away chicken market with more than 550 restaurants located across Australia, the United Kingdom and New Zealand.

RED ROOSTER

Red Rooster has over 365 stores throughout Australia. In addition to our long-established “oven roasted” A-grade fresh chicken, Red Rooster also offers healthy baguettes and salads, plus delicious burgers and wraps with an ongoing commitment to menu innovation.

CHICKEN TREAT

Chicken Treat now has over 60 stores throughout Western Australia and serves over six million customers each year. Chicken Treat’s famous “Rotisserie Barbeque” chicken meals, range of delicious sides, tasty chicken burgers, fresh rolls and wraps have made it a Western Australian favourite.

OPORTO

Oporto currently consists of 112 stores with more than 95% under franchise ownership and many multiple store operators. The brand’s popularity is proven by the growing number of regular customers per annum.

COMMITMENT

Quick Service Restaurant Holdings (QSRH) is responsive to the needs and concerns of its consumers. It is for this reason that QSRH has taken a proactive role in the self regulation of advertising its products to children.

QSRH and its associated brands are signatories to the 'Australian Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children'. The Initiative has been developed in collaboration with the Australian Association of National Advertisers (AANA).

CORE PRINCIPLES

As a signatory to the Initiative, QSRH will ensure:

- Products promoted specifically to children (under 14) represent healthier choices and meet agreed nutritional criteria as stated in this document.
- Consumers will have access to detailed nutritional information through clear labelling of all products (in-store, upon request and/or the website).

ADVERTISING AND MARKETING PRINCIPLES

In defining advertising and marketing messages QSRH agrees not to:

- Use licensed products when advertising to children unless they consist of healthy dietary choices.
- Pay for the placement of our products in any program whose content is primarily directed at children.
- Use any child specific interactive game using any of our products unless they focus on healthy dietary choices.
- Specifically target schools in the promotion of our products unless requested by or in consultation with the school's administrators.
- Explicitly promote premium offers directed primarily at children unless in an incidental manner.

NUTRITIONAL CRITERIA FOR CHILDREN'S MEALS

The Australian Quick Service Restaurant Industry's 'Initiative for Responsible Advertising and Marketing to Children' has defined the followed nutritional criteria for assessing children's meals. The criteria have been developed by Accredited Practising Dietitians and are based on national guidelines.

1. Meal composition

- a. The meal must be comprised of at least a main and a beverage.

b. The meal should reflect general principles of healthy eating as defined by credible nutrition authorities.

2. Energy

a. The meal must satisfy an energy criteria based on the Nutrient Reference Values 1 for children of different age groups. The maximum energy limits for each target age group are as follows:

- i. 4-8 years - 2080 kJ per meal
- ii. 9-13 years - 2770 kJ per meal

3. Nutrients of public health concern

a. The meal must not exceed maximum limits as follows:

- i. Saturated fat - 0.4g per 100kJ;
- ii. Sugar - 1.8g per 100kJ; and
- iii. Sodium - 650mg per serve.

b. Overall, the average level of saturated fat, sugar and sodium in the meal will be less than what children are currently eating (based on the Children's Survey 2).

COMPLIANCE AND COMPLAINTS

QSRH agrees to abide by the compliance and complaints procedures pertaining to the execution of this initiative including the rulings of the Advertising Standards Board for complaints. Quick Service Restaurant Holdings welcomes public comment regarding the initiative and is committed to responding to any issues of concern.

QSRH will also continue to comply with the:

- The AANA Code for Advertising and Marketing Communications to Children.
- The AANA Food and Beverages Advertising and Marketing Communications Code
- The AANA Code of Ethics

MEETING CORE PRINCIPLES

As a signatory to the Initiative, QSRH will make every effort to meet the core principles as soon as is practical and not exceeding the timeframes stated below:

RED ROOSTER

Products promoted specifically to children (under 14) represent healthier choices and meet agreed nutritional criteria as stated in this document.

- The “Little Red Rooster Meal” range of products is currently being assessed for compliance with the nutritional criteria stated in this document.
- Assessment of these products is scheduled for completion on or before October 1, 2009. Any adjustment in the composition of these meals that is found to be necessary will be undertaken such that Red Rooster complies with this requirement. Until such time as this information is available, Red Rooster will not advertise specific products from the “Little Red Rooster Meal” range to children under 14.

Consumers will have access to detailed nutritional information through clear labelling of all products (in-store, upon request and/or the website).

- There is current nutritional information available on the Red Rooster website for the majority of our product range. A small number of newer product lines are yet to have this information displayed.
- Red Rooster makes a commitment to displaying the nutritional information for our full product range on or before October 1, 2009.
- Red Rooster agrees to update or provide new nutritional information within a maximum timeframe of 12 weeks of the launch of a new product or change to an existing product.
- Red Rooster is currently looking at additional areas to display nutritional information in-store on a brochure and on product packaging wherever possible. The brochure is scheduled to be completed on or before December 2009. A review of current product packaging is currently underway with the review expected to be completed not later than July 2010.

CHICKEN TREAT

Products promoted specifically to children (under 14) represent healthier choices and meet agreed nutritional criteria as stated in this document.

- Chicken Treat does not target any specific product to children under 14 through its advertising or marketing communications.
- Any future promotion undertaken by Chicken Treat that is specifically aimed at children under 14 will be assessed for compliance with the criteria as stated in this document.

Consumers will have access to detailed nutritional information through clear labelling of all products (in-store, upon request and/or the website).

- There is current nutritional information available on the Chicken Treat website for the majority of our product range. A small number of newer product lines are yet to have this information displayed.
- Chicken Treat makes a commitment to displaying the nutritional information for our full product range on or before October 1, 2009.

- Chicken Treat agrees to update or provide new nutritional information within a maximum timeframe of 12 weeks of the launch of a new product or change to an existing product.
- Chicken Treat is currently looking at additional areas to display nutritional information in-store on a brochure and on product packaging wherever possible. The brochure is scheduled to be completed on or before December 2009. A review of current product packaging is currently underway with the review expected to be completed not later than July 2010.

OPORTO

Products promoted specifically to children (under 14) represent healthier choices and meet agreed nutritional criteria as stated in this document.

- Oporto does not target any specific product to children under 14 through its advertising or marketing communications.
- Any future promotion undertaken by Oporto that is specifically aimed at children under 14 will be assessed for compliance with the criteria as stated in this document.

Consumers will have access to detailed nutritional information through clear labelling of all products (in-store, upon request and/or the website).

- There is current nutritional information available on the Oporto website for the current product range.
- Oporto agrees to update or provide new nutritional information within a maximum timeframe of 12 weeks of the launch of a new product or change to an existing product.