



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

### **COMPANY ACTION PLAN**

#### **COMPANY NAME**

Red Rooster.

#### **COMPANY OVERVIEW**

Red Rooster is a wholly Australian owned chicken brand with 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.

#### **COMMITMENT**

Red Rooster is responsive to the needs and concerns of its consumers. It is for this reason that Red Rooster has taken a proactive role in the self regulation of advertising its products to children.

Red Rooster is a signatory 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, Red Rooster 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 labeling of all products (in-store, upon request and/or the website).

#### **ADVERTISING AND MARKETING PRINCIPLES**

In defining advertising and marketing messages Red Rooster 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 Practicing 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**

Red Rooster 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. Red Rooster welcomes public comment regarding the initiative and is committed to responding to any issues of concern.

Red Rooster 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, Red Rooster will make every effort to meet the core principles as soon as is practical and not exceeding the timeframes stated below:

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 labeling 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.