

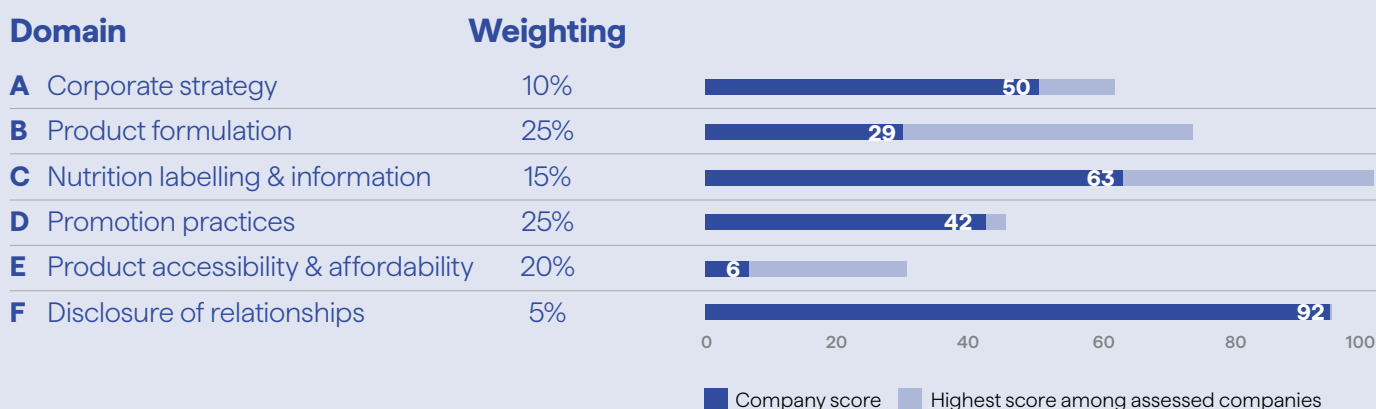
Domino's Pizza

5th

OUT OF 10
QUICK SERVICE
RESTAURANTS

38

OVERALL SCORE
(OUT OF 100)



Areas of strength

- Domino's Pizza Australia has adopted increased focus on nutrition in recent years, and is more actively engaged on nutrition-related issues. The company now reports on a range of nutrition-related actions as part of their global sustainability reporting.
- Domino's Pizza commits to implement kilojoule menu labelling in all states and territories, and on major delivery service apps.
- Domino's Pizza reports that they do not make political donations, and discloses comprehensive details of its philanthropic activities in Australia.

Recommended actions for Domino's Pizza

- Clearly **communicate** the company's approach to improving population nutrition and health at the national level by setting and disclosing clear objectives and targets that are routinely reported against.
- **Set** a target to increase the proportion of food-related **sales** from healthier menu offerings, and publicly **report** progress against this target each year.
- **Develop** and **publicise** specific, time-bound targets for reducing levels of sodium, saturated fat and sugar in ingredients and menu items, in conjunction with government-led initiatives (e.g., Healthy Food Partnership). Routinely **report** on the healthiness of ingredients and menu offerings, such as average levels of risk nutrients per 100g, by category (e.g., pizzas, pastas, sides, desserts, pizza toppings), including changes over time.
- **Introduce** healthier options and ingredients across the menu, made from minimally processed, fresh, healthy ingredients. Make healthier meal sides and drinks (e.g., water, sugar-free drinks) **the default** as part of all value meal deals.
- **Strengthen** current policies to effectively reduce the exposure of children (up to 18 years) to brand advertising and the marketing of unhealthy products across all channels and settings (including broadcast media, outdoor, and online such as in-gaming and social media advertising). For example, **commit** to not sponsor events and activities popular with children and families (e.g., sporting events, community clubs), including by local franchisees using the Domino's Pizza branding. **Monitor** and **report** compliance with policies to restrict exposure of children to unhealthy food marketing.
- Use price-related promotions and loyalty bonuses exclusively to **incentivize** healthier selections, whilst **limiting** premium offers, price discounts and value deal incentives for unhealthy menu items (e.g., free dessert, 'app-only' promotions such as free delivery).