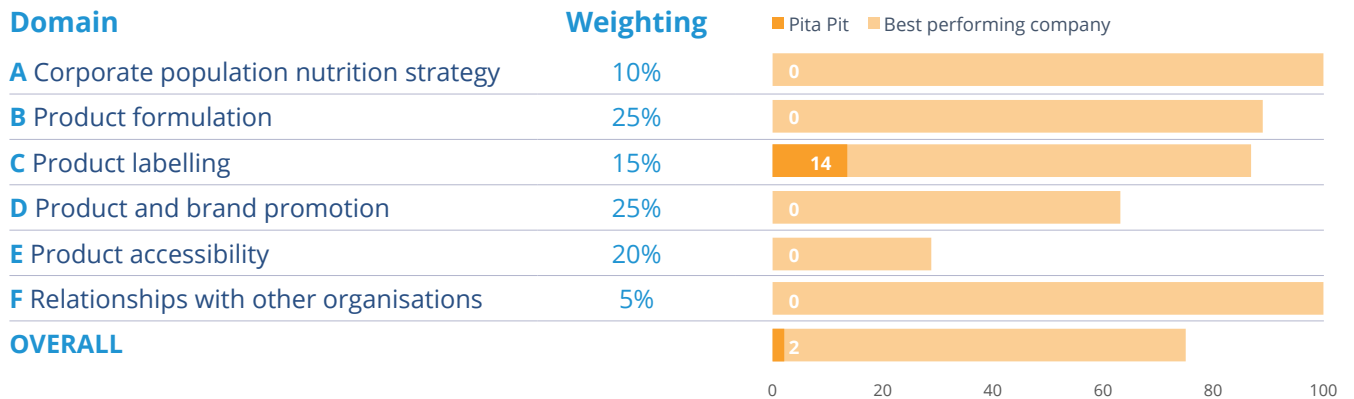


Pita Pit

22 OUT OF 25
 FOOD COMPANIES (this includes food and beverage manufacturers and supermarkets)

2 OVERALL SCORE
 (OUT OF 100)



Areas of strength

Key recommendations

Tertile	Areas of strength	Key recommendations
1	<p>Corporate population nutrition strategy</p> <ul style="list-style-type: none"> Pita Pit has no commitments in this BIA-Obesity domain 	<ul style="list-style-type: none"> Publish an overarching commitment to improve population nutrition on Pita Pit's New Zealand website, including SMART (specific, measurable, achievable, relevant, time-bound) objectives and targets Regularly report on progress towards improving population nutrition, including specific objectives and targets Refer to global and national priorities when constructing a nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals Link the Key Performance Indicators of senior managers to nutrition targets
1	<p>Product formulation</p> <ul style="list-style-type: none"> Pita Pit has no commitments in this BIA-Obesity domain 	<ul style="list-style-type: none"> Commit to New Zealand specific SMART (specific, measurable, achievable, relevant, time-bound) targets on sodium, sugar, saturated fat and trans fat reduction across the product portfolio Develop commitments to reduce portion sizes for specific food categories where this is appropriate
1	<p>Product labelling</p> <ul style="list-style-type: none"> Pita Pit provides nutrition information on their national website, per serving only 	<ul style="list-style-type: none"> Display comprehensive nutrition information on menus in-store, Provide nutrition information upon request on-site Provide information on food composition to national authorities on request

	Areas of strength	Key recommendations
Tertile 1	Product and brand promotion	
	<ul style="list-style-type: none"> Pita Pit has no commitments in this BIA-Obesity domain 	<ul style="list-style-type: none"> Publish support for the Advertising Standards Authority Children and Young People’s Advertising Code Develop a marketing policy that applies to children up to the age of 18 and that defines a target audience in terms of children’s peak viewing times and includes restriction of use of celebrities and animation/fantasy characters and toys with kids’ meals Independently audit compliance with marketing policies on a national level Adopt an official nutrient profiling system to classify products for the purpose of marketing to children (e.g., the WHO nutrient profiling system or the NZ Food and Beverage Classification System) Develop a policy on sponsorship of children’s events Commit to only promoting healthy sides and healthy drinks for children’s meals
	Product accessibility	
1	<ul style="list-style-type: none"> Pita Pit has no commitments in this BIA-Obesity domain 	<ul style="list-style-type: none"> Develop a commitment to using value deals only on healthy products Commit to not use price incentives such as supersizing Commit to not provide free drink refills for caloric soft drinks Support evidence-informed government policies such as a tax on sugar-sweetened beverages Commit to not opening new stores near schools Develop a policy that ‘default’ drinks (as part of combination meals) are healthy
1	Relationships with other organisations	
1	<ul style="list-style-type: none"> Pita Pit has no commitments in this BIA-Obesity domain 	<ul style="list-style-type: none"> Publish national relationships on the Zealand website, such as support of professional organisations and external research, and membership of industry associations, or disclose a lack of these relationships to the BIA Obesity team Disclose all political donations in real time, or commit to not make political donations
1	Overall	
1	<ul style="list-style-type: none"> Active engagement with the BIA-Obesity tool and process 	<ul style="list-style-type: none"> Sign up to the Ministry of Health’s Healthy Kids Industry Pledge

Pita Pit’s BIA-Obesity domain scores by tertile

3 = score within top third of NZ companies – **1** = score within lowest third of NZ companies

The scores and recommendations for this company are based on the evaluation of publically available information that was assessed in 2017.