



**AUSTRALIAN QUICK SERVICE RESTAURANT INDUSTRY INITIATIVE FOR RESPONSIBLE  
ADVERTISING AND MARKETING TO CHILDREN  
COMPANY ACTION PLAN**

**COMPANY NAME**

Chicken Treat

**COMPANY OVERVIEW**

Chicken Treat is an Australian owned and operated quick service restaurant brand with over 70 stores and a proud history stretching over more than three decades. Chicken Treat operates within local communities with a clear emphasis on providing slow cooked, great value “rotisserie” and Countrystyle Fried chicken meals, burgers, wraps and chicken rolls.

**COMMITMENT**

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

Chicken Treat 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, Chicken Treat 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 Chicken Treat 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 Dieticians 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**

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

Chicken Treat 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, Chicken Treat 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.

- Chicken Treat does not target any specific product to children under 14 through its advertising or marketing communications.
- Any future promotions 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 product packaging, the Chicken Treat website or upon request.

- There is current nutritional information available on the Chicken Treat website for the brand's current menu range.
- 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 range.