

PIZZA HUT FSA COMMITMENTS 2010/2011



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Our heritage dates to 1958 when the first Hut was opened in the USA. Since 1973 we have opened over 700 restaurants in the UK, serving over 3 million people every year, and we are now the largest pizza brand in the world with 13,000 restaurants.

Pizza Hut is unique in that it operates dine-in restaurants for those who want to eat out, as well as home delivery and collection outlets.

At Pizza Hut the whole team is committed to ensuring we have the best possible menu, offering plenty of choice, including great tasting pizza, pasta and salads, meeting the dietary requirements of our many customers.

Highlights over the last year:

- We have continued to reduce salt in our key ingredients, removing around 5% in 2009
- All our core ingredients now meet FSA Salt Targets for 2010
- We have continued to offer even more choice to our customers through our menu range e.g. our new premium topped Tuscani Pizza range
- We have significantly improved training material quality to enable more consistent and improved execution of our menu by our chefs
- We have participated in the FSA Calorie Trial and shared learnings with the trial group



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General

General Progress

- Pizza Hut UK removed all Hydrogenated vegetable fats from its menu in 2007
- During 2008-2010 we removed over 15% of salt across our menu
- We continue to significantly improve the quality of the children's menu in Pizza Hut, including removal of all artificial colours and flavours, using added fibre wraps, using only whole muscle chicken and significantly reducing salt and saturated fat levels. Our ketchup is made using hidden vegetables and we now offer a free salad bar with all children's meals
- We have extended our menu offering to include more consumer dietary choices including an increased range on our salad station



Commitments 2009

We are committed to:

- Implementing our nutritional policy around salt, calories and saturated fat in-line to meet consumer needs
- Working closely with stakeholders on nutritional policy and processes
- Offering a range of dietary choices to meet a range of consumer needs

Forward Commitment 2010/2011

- We are committed to working with the Agency on its healthier catering and restaurant initiatives on salt, saturated fat and energy intake reductions over the next year

Progress over the last year

- We continued to implement our nutrition policy with our suppliers and we continue to make progress and reduce salt and saturated fat where possible. We developed our exciting new menu range to fit with our nutritional guidelines of a meal deal containing <67% GDA (guideline daily amount) and have continued to successfully reduce salt across the range of menu items
- Our Board of Directors and stakeholders were regularly appraised of the menu developments and are supportive of the policy
- Our menu is currently the widest that we have ever had, offering more choice across all categories of the menu which are aimed to meet the dietary needs of our many customers whenever possible

Planned Monitoring

- We will monitor consumer feedback based on customer satisfaction of our product range, which includes flavour, taste & texture and general product quality
- We will continue regular meetings with stakeholders to ensure we remain aligned with our strategy
- Our nutritional policy is published on our internal website for suppliers

Procurement

General Progress

- We are recognised within the food industry as having one of the strongest and most rigorous auditing standards for our supply base
- All product specifications for our ingredients include nutritional and allergy information
- We have already significantly reduced salt across our core ingredients range, and we are continuing to work on this in-line with acceptable taste profiles
- All of our suppliers are fully aware of our nutritional guidelines and we check the nutritional content of our ingredients as part of our ongoing QA monitoring programme
- We use oven-baking in preference to frying and as a result many of our starters are lower in fat than our customers might imagine



Commitments 2009

- To work with our supply partners to proactively improve the nutritional profile of our ingredients we use on our menu
- We will develop new products to comply with our nutritional policy
- We will work with new suppliers that can meet our nutritional policy requirements
- We will select ingredients on positive consumer dietary, provenance and taste preferences

Forward Commitment 2010/2011

- We will continue to work with and encourage our suppliers to find cost effective and feasible ways to continue to reduce salt and saturated fat within individual ingredients without losing functionality, flavour or texture whilst enabling the industry to succeed in common goals
- Our core ingredients now individually fall within the agreed FSA Salt targets for 2010, but we will continue to challenge levels to ensure as many menu pizzas as possible meet the targets for pizzas
- We are committed to reviewing the FSA's saturated fat and energy intake recommendations with a view to understanding the opportunities and challenges in the future

Progress over the last year

- Pizza Hut's core ingredients now individually fall within the agreed FSA Salt targets for 2010 for example meat toppings
- We have worked with our suppliers to ensure they understand of our current nutritional requirements and are now able to proactively work towards both ingredient goals and Pizza Hut future nutritional goals
- We selected menu items that have been developed to offer choice and we continued to focus with our supply partners on limiting salt and fat levels wherever possible
- We continue to have a rigorous supplier selection process and work with suppliers to develop their ingredient knowhow and technical capability
- We have positive supplier relationships and have found that working together with suppliers to achieve common goals has been a successful approach

Planned Monitoring

- We will benchmark our suppliers against global supply to ensure we are using the best technology and most forward thinking ideas
- We will continue our ingredient sampling programme to ensure great taste and our microbiological analysis programme to ensure food safety
- All of our suppliers are briefed on nutritional importance during regular reviews



See you soon

Kitchen Practice

General Progress

- We will continue with our policy to refrain from frying as a cooking method in Pizza Hut kitchens. The only exception to this policy is in 19 Express Stores where fries are served
- We have updated our kitchen procedures for the preparation of products and we have had a renewed focus on kitchen training
- Our kitchen standards include product quality, consistency and ensures correct portion control
- We have a rigorous quality monitoring programme for all incoming ingredients



Commitments 2009

- To ensure consistent preparation methods
- Improved training with clear instruction to focus on execution consistency and excellence
- To continue our restaurant audits and mystery shopping programmes
- Ensure oven & equipment maintenance programme
- To include materials in team training that demonstrate the importance of their actions with respect to product nutrients

Forward Commitment 2010/2011

- We will launch a computer based learning management system for kitchen training to drive even more consistency
- We will continue to upgrade our photographic quality standards and training guides
- We will introduce improved systems for senior management to make spot checks in the restaurants
- We will continue to implement our oven & equipment maintenance programme

Progress over the last year

- We have recently had a major focus on kitchen training and we have introduced new photographic standards for preparing products in our Home Delivery stores
- Various projects have been undertaken to manage portion control and menu consistency and we are confident we now have better kitchen control than ever before, which will ensure consistency for our customers
- We have upgraded our mystery shopper programme and our internal restaurant audits have been upgraded to maintain product quality and consistency
- Our maintenance programme is ongoing and in 2009 we audited every kitchen to ensure standards are being met
- Our last menu launch had the biggest focus yet on product consistency which should result in improved portion and handling accuracy

Planned Monitoring

- We continually review the internal restaurant audits and mystery shopper results, and dial up training where necessary

Menu Planning

General Progress

- We have an established process of publishing nutritional data on our website and will continue with this commitment
- We recognise the importance of a balanced diet and believe all foods can be eaten in moderation
- Our varied menu offers a wide range of choice and portion sizes helping customers make choices
- We have a world class salad station and we encourage all our guests to use this as part of their 5 a day. Our children's meals contain a free salad bowl
- Products are made to order so customer change requests can usually be accommodated
- We are continually working to improve the quality of our ingredients
- We introduced lower fat salad bar dressings a number of years ago
- We have made, and will continue to make real progress on fat reduction and this work is planned and ongoing

Commitments 2009

- To reduce salt by a further 10% in 2009 to meet the FSA target in 2010
- To continue with our review of saturated fat levels
- To review portion sizes and portion control
- To offer more choice on the menu, including low fat items
- To continue our programme of better for you children's choices

Forward Commitment 2010/2011

- We are purposely continuing to provide choice across the menu and are aiming to ensure a customer could eat two courses for <1000 calories (children under 900cal)
- We will continue to review and benchmark portion sizes versus eating occasion e.g. special treat or lunch/dinner
- We will be undertaking research to understand portion size to make informed decisions going forward but proves to be a challenging and complex area

Progress over the last year

- We have further reduced salt in our pizzas by around 5% in 2009. This has been achieved by lowering of salt in our meat toppings and Italian dough. Salt levels in all our ingredients are now in-line with FSA targets for food ingredient. We are now facing challenges as reducing salt further is causing issues with dough proofing and quality, supplier capabilities as well as taste and texture
- Outside of the naturally occurring saturated fats in dairy and meat products, we are working to control saturated fat levels. For example we launched a reduced fat mayonnaise
- We take care to manage portion control and our menu continues to offer value for money items but this is challenging and is a complex area. We continue to offer half portions of cheese on request
- Disappointingly, after testing a number of lighter menu options, this range was not selected by customers, and we have been forced to remove them from the menu due to high waste levels
- Some lower fat items are now available on the menu and include Mezzaluna, Alfredo and Arriabiatta pastas, Fruit Smoothies and the Salad Station.
- We have made further improvements to our varied children's menu, which continues to offer a number of items providing less than 50% GDA, additionally some offer one portion of your 5-a-day

Planned Monitoring

- We will work with our global nutritional specialists to ensure all processes, procedures and commitments are followed through
- To publish the successes at the end of the year



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Consumer Information

General Progress

- Customers are able to ask the manager for detailed dietary information prior to purchase
- Products are made to order and generally we are able to accommodate requests to change ingredients
- Our website provides detailed information for our customers, and our customer Careline will answer any specific enquiries
- We are training our staff to answer questions and be better informed on nutrition and allergens

Commitments 2009

- To take part in the FSA Calorie Labelling Trial
- To continue to improve the customer website, making it easier and quicker to access relevant data
- To make nutritional data available pre-purchase where possible
- To ensure that products that are normally assumed to be a healthy choice are a healthy choice
- To upgrade our internal nutritional database to ensure all dine-in and delivery restaurants have live data available

Forward Commitment 2010/2011

- We will continue to offer up to date, pre-purchase nutritional information at restaurant and website level
- We will work with our Global YUM! Nutrition Experts on consumer information feedback and presentation
- We will review the learnings from the Calorie Labelling trial and together with the FSA, work to find away to provide relevant and easy to understand information to our customers
- We will continue to work with our Nutritional Consultant to understand how to make our menu information relevant to our consumers and comply with new and current labelling legislation

Progress over the last year

- We took part in the calorie labelling trial organised by the FSA and have collated our findings on customer research and trend analysis. We have shared top line findings with the FSA
- We are piloting a new internal system for capturing nutritional data which will eventually feed into the website directly
- We have improved the quality of and access to nutritional data for customers in our restaurants pre-purchase, with in-store booklets
- We undertook a significant piece of work with our Nutritional Consultant to inform our Board of Directors on our policies for the future
- Database updating in progress

Planned Monitoring

- We will respond positively to trends in consumer feedback
- We will listen and talk to our customers through our Careline
- Ensure we take best practices from Pizza Hut globally

