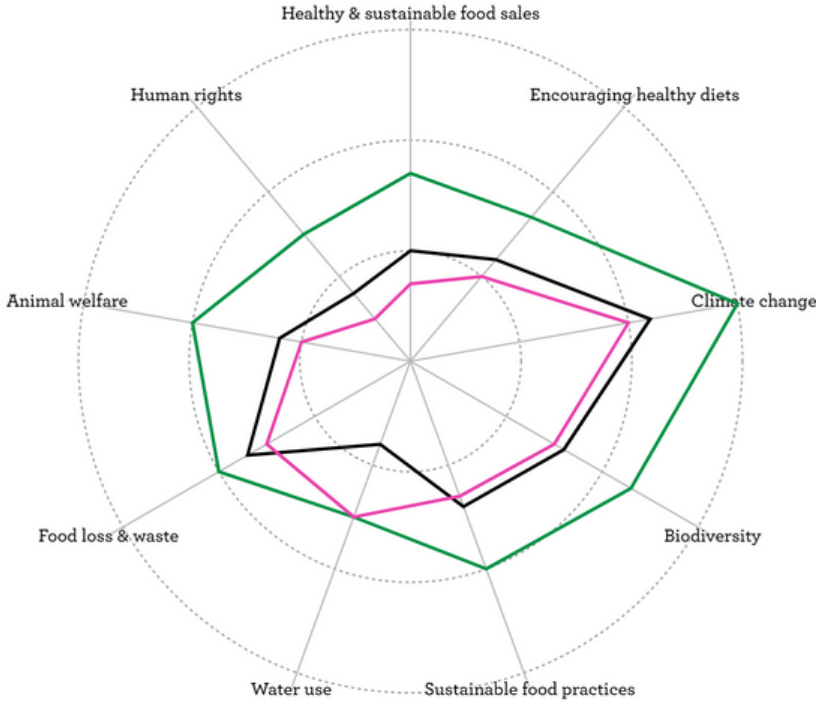


KFC

This analysis is based on information in the public domain, using existing benchmarks, corporate reports and websites, with a fact-checking period provided for each company.

● Average
 ● Leadership
 ● Burger King
 ● Dominos
 ● Greggs
 ● KFC
 ● McDonalds
 ● SSP



SPIDER DIAGRAM ▲

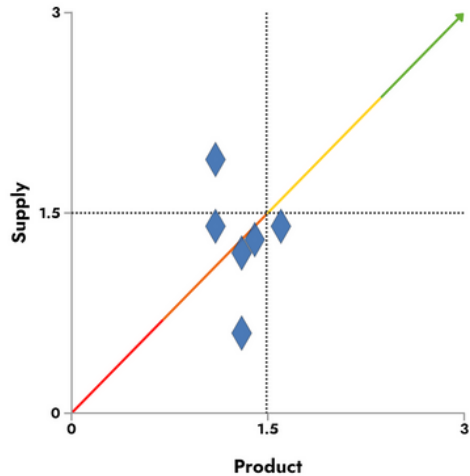
The summary profile comparing KFC, the average and 2023 leadership profile. The leadership profile is calculated from the best score from any company on each individual metric.

Scores closer to the outer edge of the circle indicates a company has both clear targets and reporting against those targets. Whereas the scores closer to the centre of the circle indicate lack of clear target or disclosure of data.

Company	Healthy & sustainable food sales	Encouraging healthy diets	Climate change	Biodiversity	Sustainable food practices	Water use	Food loss & waste	Animal welfare	Human rights
Leadership	Yellow	Yellow	Green	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Burger King	Orange	Orange	Yellow	Yellow	Orange	Orange	Yellow	Orange	Orange
Dominos	Orange	Orange	Yellow	Red	Red	Red	Yellow	Orange	Red
Greggs	Yellow	Yellow	Yellow	Yellow	Yellow	Red	Yellow	Yellow	Red
KFC	Orange	Orange	Yellow	Yellow	Yellow	Yellow	Yellow	Orange	Red
McDonalds	Orange	Orange	Green	Yellow	Yellow	Yellow	Yellow	Orange	Orange
SSP	Orange	Orange	Yellow	Orange	Yellow	Red	Yellow	Orange	Yellow

TRAFFIC LIGHT SCORE ▲

Traffic lights are allocated from the same data used in the spider diagram profiles.



PRODUCT VS SUPPLY CHAIN ▲

Companies are rated on two dimensions, product and supply chains. Ratings for this are calculated from scores on specific metrics related to healthy and sustainable products or to sustainable and equitable supply chains.



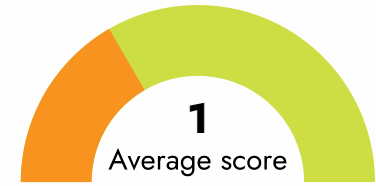
KFC



Healthy and sustainable food sales

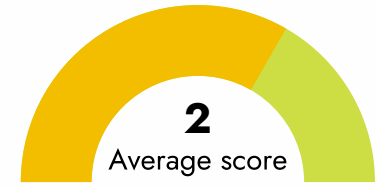
	Metric	Score	The Food Foundation analysis	Evidence
N1	Company has a target for, and reports on, a sales-weighted % increase in healthy food, menu items or products quantified using a transparent and recognised approach	1	<ul style="list-style-type: none"> Global: By 2030, we intend to represent 50% of menu food offerings to be consistent with Yum! global nutrition criteria for meal options. As of 2021, our brands were 64% of the way there, putting us on track to meet the goal. 	https://help.kfc.co.uk/hc/en-gb/articles/360003296739-IS-THERE-A-HEALTHIER-OPTION-AT-KFC-
N2	Company has a target for, and reports on, an increase in fruit & veg as % of food procurement or sales.	0	<ul style="list-style-type: none"> No information found 	
N3	Company has a target for, and reports on, a % shift in protein procurement or sales that come from animal vs plant-based protein sources.	1	<ul style="list-style-type: none"> Global: By 2030, we intend to represent 50% of menu food offerings to be consistent with Yum! global nutrition criteria for meal options. As of 2021, our brands were 64% of the way there, putting us on track to meet the goal. 	https://help.kfc.co.uk/hc/en-gb/articles/360003296739-IS-THERE-A-HEALTHIER-OPTION-AT-KFC-

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Encouraging healthy & sustainable diets

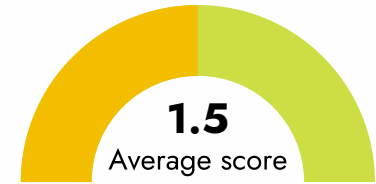
	Metric	Score	The Food Foundation analysis	Evidence
N4	Company has a target for, and reports on, the % of menu items or products with intuitive front-of-pack or (restaurants and caterers) consumer-facing nutrition labels (ideal 100%)	2	<ul style="list-style-type: none"> We are very open about the nutritional value of everything on our menu. We also understand how important it is to know which allergens your food contains. We ensure that nutritional and allergen information is quick and easy to find in store and online, so you can check before you order. 	https://help.kfc.co.uk/hc/en-gb/articles/360003296739-IS-THERE-A-HEALTHIER-OPTION-AT-KFC-
N5	The company's marketing strategy prioritises healthy foods, especially when marketing to children.	0	<ul style="list-style-type: none"> No information found 	
N6	The company can evidence reducing food insecurity by improving the accessibility and affordability of healthy food via at least one major strategic or collaborative initiative.	1	<ul style="list-style-type: none"> We also have a Food Donation Scheme in place where a number of our restaurants send their unused food to local charities. And nearly all of our used cooking oil is converted into biodiesel. 	https://help.kfc.co.uk/hc/en-gb/articles/360003296739-IS-THERE-A-HEALTHIER-OPTION-AT-KFC-



Climate change

	Metric	Score	The Food Foundation analysis	Evidence
E1	Company has a target for % reduction targets, and reports on, scope 1 & 2 emissions reduction (Science-based target)	2	<ul style="list-style-type: none"> • KFC UK & NI: We are taking action on climate, the biggest challenge facing the world and threat to our collective futures. KFC UK & Ireland has made a commitment to be Net Zero by 2040 or sooner, ten years ahead of the government target, and we've signed up to two key initiatives to work on this issue and create a roadmap to get there, working with other businesses in our sector. • Global: Reduce Scope 1 and 2 GHG emissions generated by corporate restaurants and offices to 46% below 2019 levels. Reduce emissions per franchisee restaurant and per metric ton of beef, poultry, dairy and packaging to 46% below 2019 levels. 	https://www.kfc.co.uk/behind-the-bucket/our-planet
E2	Company has a target for, and reports on, scope 3 emissions reduction (Science-based target), specifically food in supply chain	2	<ul style="list-style-type: none"> • KFC UK & NI: We are taking action on climate, the biggest challenge facing the world and threat to our collective futures. KFC UK & Ireland has made a commitment to be Net Zero by 2040 or sooner, ten years ahead of the government target, and we've signed up to two key initiatives to work on this issue and create a roadmap to get there, working with other businesses in our sector • Global: will work across our value chain to reduce Scope 3 emissions 46% below 2019 levels by 2030 on an intensity basis 	https://www.kfc.co.uk/behind-the-bucket/our-planet

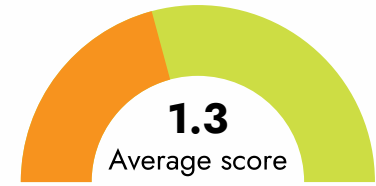
KFC



Biodiversity

	Metric	Score	The Food Foundation analysis	Evidence
E3	Company has a target for, and reports on, zero net land-use conversion through company's reliance on palm oil as a product or an ingredient.	1	<ul style="list-style-type: none"> We have removed all palm oil from our supply chain 	https://www.kfc.co.uk/behind-the-bucket/our-planet
E4	Company has a target for, and reports on, zero net land-use conversion through company's reliance on soy as in animal feed.	2	<ul style="list-style-type: none"> For our UK & Ireland restaurants we aim to source 100% of the Soy in our supply chain from physically traceable, sustainable, and deforestation-free sources by 2025. Additionally, WWF are a Global Partner to our parent company Yum!, working on all deforestation issues, including packaging fibre and soya. Our annual kfc uk&l's soy footprint for our poultry supply chains is 109,000 tonnes- 53% not attributable and 47 recognised soy certification scheme. 	https://www.kfc.co.uk/behind-the-bucket/our-planet
E5	Company has a target for, and reports on, zero net land-use conversion through company's reliance on beef.	1.5	<ul style="list-style-type: none"> Given average as beef not included in most menus. 	https://www.kfc.co.uk/behind-the-bucket/our-planet

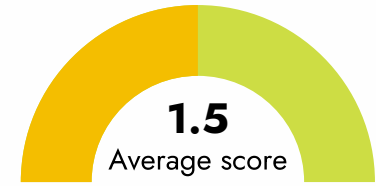
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Sustainable food production practice

	Metric	Score	The Food Foundation analysis	Evidence
E6	Company has a target for, and reports on, the % of wild-caught or farmed fish & seafood certified to higher sustainability standards	1.5	<ul style="list-style-type: none"> Given average as fish not included in most menus. 	
E7	Company has a target for, and reports on, the % of products produced under sustainable production practices and recognised environmental management schemes.	1	<ul style="list-style-type: none"> We've developed our own system to bring transparency to our supply chain, so we can see what's going on in any farm at any time. We use real, fresh chicken. It's always cage-free. And we're always looking for new ways to raise our welfare standards. 	

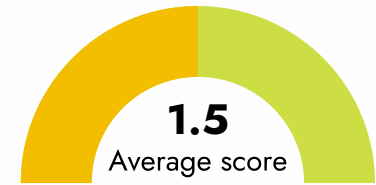
KFC



Water use

	Metric	Score	The Food Foundation analysis	Evidence
E8	Company has a target for, and reports on, water use reduction in operations	2	<ul style="list-style-type: none"> Global: Our 2025 water goal is to reduce average restaurant water consumption by 10% from our 2017 baseline, and we have currently achieved 34% of our goal 	https://www.yum.com/wps/wcm/connect/yumbrands/5c5d560b-8d77-4ea2-bdc0-bc9f595bdc2c/R4G-Report-2021.pdf?MOD=AJPERES&CVID=o9EO5zQ
E9	Company demonstrates it is working collaboratively on multiple projects (UK & overseas) to reduce water stress.	1	<ul style="list-style-type: none"> Global: Every two to three years, we conduct a risk assessment using the WRI's Aqueduct tools to determine areas at highest water risk. Access to water and water quality are both evaluated due to their essentiality in restaurant operations and food production. For the first time in 2021, we included a portion of our supply chain, assessing risks to our beef, poultry, dairy and fiber suppliers, and found that 68% of our supply chain components have low water risk, and 14% are considered moderate risk. The assessment also concluded which brands and countries have the highest level of water risk. 	https://www.yum.com/wps/wcm/connect/yumbrands/5c5d560b-8d77-4ea2-bdc0-bc9f595bdc2c/R4G-Report-2021.pdf?MOD=AJPERES&CVID=o9EO5zQ

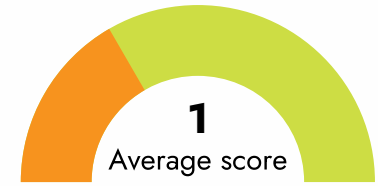
KFC



Food loss and waste

	Metric	Score	The Food Foundation analysis	Evidence
E10	Company has a target for, and reports on, a % reduction in food sold or handled and discloses volumes redistributed, sent to animal feed, anaerobic digestion, and land-fill.	2	<ul style="list-style-type: none"> Currently over two-thirds of ours is sent for either anaerobic digestion or incineration, and we're on track to send the final third by next year. We're also actively working with WRAP to work on reducing the food waste in our kitchens – we're signatories of their Courtauld 2025 commitment and Food Waste Reduction Roadmap, and supporters of Guardians of Grub. 	https://help.kfc.co.uk/hc/en-gb/articles/360003297679-WHAT-HAPPENS-TO-THE-FOOD-WASTE-FROM-YOUR-RESTAURANTS-
E11	Company demonstrates collaboration with its main suppliers to track, measure and act on food waste in its supply chain.	1	<ul style="list-style-type: none"> Global: At Yum!, our restaurants have taken steps to reduce water use, and we've conducted a global water risk assessment to better understand our footprint. 	https://www.yum.com/wps/wcm/connect/yumbrands/5c5d560b-8d77-4ea2-bdc0-bc9f595bdc2c/R4G-Report-2021.pdf?MOD=AJPERES&CVID=o9EO5zQ

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Animal welfare and antibiotics

	Metric	Score	The Food Foundation analysis	Evidence
E12	<p>BBFAW tier position or Company has a target for % of animal products certified to high animal welfare standards.</p> <p>For companies not assessed by BBFAW: Company has a target for, and reports on, zero supply chain use of antibiotics as a prophylactic or growth promoter and to reduce the total use of antibiotics classified as “medically important antimicrobials”.</p>	1	<ul style="list-style-type: none"> Tier 3 	BBFAW



Human Rights

	Metric	Score	The Food Foundation analysis	Evidence
S1	Company recognises the need for a real liveable wage for all employees and reports on progress towards that.	0	<ul style="list-style-type: none"> No information found 	
S2	Company has a target for, and reports on, the % of major suppliers engaged to ensure human rights and labour rights, including and beyond tier one. Must include engagement on child and forced labour, and health and safety of workers.	1	<ul style="list-style-type: none"> On Human Rights, our Western European Policy clearly outlines four minimum objectives: no forced labour or exploitation, no recruitment fees or employer pays principle, legal minimum wages and benefits – plus access to grievance mechanisms and remedy. We won't work with anyone who fails to adhere to these objectives. And we use SEDEX to conduct human rights, labour standards and environment due diligence. In addition, we have partnered with STOP THE TRAFFIK to drive best practice within our operations and supply chain. They're also helping us conduct deep dive risk assessments on human rights and environment, whilst mapping our global supply chain. 	https://www.kfc.co.uk/behind-the-bucket/our-planet