

## Price Promotions in Out of Home Outlets – Methodology and Summary of Results

### *The extent and examples of children’s meal deals that include a sugary dessert*

#### *Methodology*

The OHA surveyed 25 of the most popular restaurant chains with families<sup>1</sup> to research the extent and examples of children’s meal deals that include a sugary desserts as part of a fixed price.

The children’s menu for each of these 25 restaurants was downloaded on the 8<sup>th</sup> of February 2019, with any queries concerning the menu resolved by calling customer services.

For children’s menus where there was a meal deal e.g. three courses for £x, we calculated what percentage of the desserts offered as part of this meal deal were included in one of Public Health England’s sugar reduction categories and therefore a contributor to children’s excess consumption of sugar.

#### *Summary of Results*

Of the 25 restaurants surveyed, 16 (64%) offered a meal deal, where a dessert was included as part of the fixed price meal deal. Of these 16, all had dessert options that are included in PHE’s sugar reduction programme. On average, 87% of the desserts offered are sugary (included in one of the sugar reduction categories). Seven (44%) of the restaurants offering desserts as part of a meal deal on their children’s menu, only offer desserts that are sugary (included in a sugar reduction category). This means to benefit from the fixed price meal deal, parents have no option, other than to order a sugary dessert for their child.

#### *Appendix 1*

	<b>Desserts available on children’s menu as part of meal deal</b>		<b>Details of meal deal</b>	<b>Date when accessed data</b>	<b>Sugar Reduction Category</b>	<b>% of deserts offered as part of meal deal in Sugar Reduction Category</b>
<b>1</b>	Jamie’s Italian (Covent Garden)	NO MEAL DEAL				

<sup>1</sup> Restaurants selected from Soil Association’s Out to Lunch campaign league table [<https://www.soilassociation.org/our-campaigns/out-to-lunch/out-to-lunch-2017-league-table/>]

2	Whetherspoons	NO MEAL DEAL				
3	Strada (Royal Festival Hall)	Fresh Fruit	1	Any starter, main, side, dessert + drink for £6.75	08/02/2019	
		Chocolate and Hazlenut Pizzetta	1			1
		Ice Cream (chocolate, strawberry or vanilla)	1			1
		Ice lolly (apple, berry or tropical)	1			1
4	Wahaca	NO MEAL DEAL				75%
5	Beefeater (Red House)	Mixed fruit salad	1	£5.49 for main, squash, starter or pudding OR £5.99 for starter, main, squash, and pudding	08/02/2019	
		Ice cream (with raspberry, chocolate or caramel sauce)	1			1
		Strawberry Yoghurt	1			1
		Mini Doughnuts	1			1
		Funny Face Sundae	1			1
		Pancakes	1			1
		Frozen Strawberry Yoghurt	1			1
6	Wagamama	NO MEAL DEAL				85.71%
7	Harvester	NO MEAL DEAL				
8	Brewers Fayre	NO MEAL DEAL				
9	Sizzling Pub and Grill	Peach Jelly	1	Meal deal includes main, drink + pudding. For under 5's is £3.99. For over 5's is £4.99.	08/02/2019	1
						88.88%

	Tropical Fruit Iced Lolly	1			1	
	Chocolate Chip Cookie	1			1	
	Fresh Strawberry Sundae	1			1	
	Build your own Sundae	1			1	
	Strawberry Waffle	1			1	
	Custard Face	1			1	
	Mini melt Chocolate Pudding	1			1	
	Strawberry Bear Yoyo	1				
<b>10</b>	Café Rouge		Meal deal includes starter, main, pudding + drink. For 2-6 y/o £5.95. For 7-12y/o £7.95.	08/02/2019		
		Fresh Fruit Salad	1			
		Fruit Ice Lolly	1			1
		Ice Cream (chocolate, strawberry or vanilla)	1			1
	Chocolate Brownie	1			1	75%
<b>11</b>	Carluccios		2 courses for £6.25, add a 3rd course for £1.25	08/02/2019		
		Yoghurt with Blueberries and Raspberries	1			1
		Chocolate log	1			1
	Apple and blackcurrent ice lolly	1			1	100%
<b>12</b>	ASK Italian		Starter, main course, dessert and a babycino £6.95	08/02/2019		1
		1				75%

	Chocolate Pizza	1			1		
	Fruit Ice Lolly	1			1		
	Fresh Fruit	1					
13	Zizi	1	3 courses and a chocacino for £6.95	08/02/2019	1	50%	
		Ice cream (chocolate, vanilla or sorbet)					
	Fruit Pot	1					
14	MacDonalds		No desert in Happy Meal				
15	Pizza Express	1	Dough Balls, Piccolo pizza, pasta or salad, a dessert, a bambinoccino & an activity pack, for £7.25.	08/02/2019	1	100%	
		Sundae					
		Brownie	1				1
		1			1		
	Ice Lolly	1			1		
16	Las Iguanas	1	£5.90 Includes a main course, 2 sides and a dessert	08/02/2019	1	83.33%	
		Strawberry and Apple Ice lolly					
		Raspberry Jelly	1				1
		Vanilla Ice Cream Cone	1				1
		Fresh Fruit	1				
		Chocolate Brownie and Ice Cream	1				1
	Churro	1			1		
17	Pizza Hut	1	Little Heroes = drink + main + salad + desert for £5.49. Big Heros = drink + main + salad + side + desert for £7.49.	08/02/2019	1	100%	
		Waffles					
		Ice Cream Factory	1				1
		1			1		
	Ice lolly	1			1		
18	Hungry Horse (Fox under the Hill)	1	Add a pudding and deal drink for £2 extra	08/02/2019	1	80%	

	Peach and Pear pot	1					
	Chocolate Brownie	1				1	
	Strawberry Sundae	1				1	
	Mini-mania Sundae	1				1	
19	Frankie & Benny's (Burleigh House)		Choose a main, 2 sides, dessert and a drink - Small Eaters £4.99, Big Eaters £7.99	08/02/2019		1	
		Chocolate Brownie	1				
		Fruit skewers with chocolate dip	1			1	
		Cheesecake	1			1	
		Organic rainbow lolly	1			1	
		Organic tropical lolly	1			1	
		Warm Waffle	1			1	
		Strawberry Sundae	1			1	
		Cookies and Dreams sundae	1			1	
						100%	
20	Giraffe		Main + drink + dessert for £6.50	08/02/2019		1	
		Churros	1				
		Ice cream selection	1			1	
		Chocolate brownie	1			1	
	Strawberry and Banana Lollpops	1			1	100%	
21	Nandos		One main, one marinade, two Dino Sides and a dessert for £5.95	08/02/2019		1	
		Chilly Billy Lolly	1				
		Bottomless Frozen Yoghurt	1			1	
	Vanilla icecream	1			1	100%	
22	KFC		Munch bunch yoghurt	08/02/2019		1	100%
		1	Included as part of kids meal box				

23	TGI Fridays	NO MEAL DEAL					
24	Prezzo	Banana with Caramel sauce and Honeycomb	1	3 courses and a drink £6.75 (5–11yrs). 3 courses and a drink £3.95 (up to 5yrs).	08/02/2019	1	80%
		Nutella dough dippers	1			1	
		Ice cream (chocolate, vanilla or strawberry)	1			1	
		Fresh banana	1				
		Fruit lolly	1			1	
25	Burger King	No desert in Kids Meal					
			71				62

**Examples of offers for unlimited products or refills of products that contribute to children’s excess sugar and calorie intake.**

*Methodology*

The OHA surveyed 25 of the most popular restaurant chains with families<sup>2</sup> to research examples of offers for unlimited products or refills of products that contribute to excess calorie and sugar intake.

The menu for each of these 25 restaurants was downloaded on the 8<sup>th</sup> of February 2019, with any queries concerning the menu resolved by calling customer services.

For each menu, we recorded where there were examples of the sale of unlimited products that contribute to excess calorie and sugar intake (are included in one of PHE’s sugar or calorie reduction categories).

*Summary of Results*

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<sup>2</sup> Restaurants selected from Soil Association’s Out to Lunch campaign league table [<https://www.soilassociation.org/our-campaigns/out-to-lunch/out-to-lunch-2017-league-table/>]

One popular family restaurant offers unlimited ice cream refills, topped with confectionery for just £3.99 as part of its children's menu.<sup>3</sup> Several UK family restaurants offer unlimited refills of breakfast items included in PHE sugar or calorie reduction programmes and likely to be HFSS such as sausages, pancakes and pastries.<sup>4,5,6</sup>

## Appendix 2

	Restaurant	Provision of unlimited products	Sugar Reduction Category	Calorie Reduction Category
1	Jamie's Italian (Covent Garden)	N/A	N/A	N/A
2	Whetherspoons	N/A	N/A	N/A
3	Strada (Royal Festival Hall)	N/A	N/A	N/A
4	Wahaca	N/A	N/A	N/A
5	Beefeater (Red House)	N/A	N/A	N/A
6	Wagamama	N/A	N/A	N/A
7	Harvester	Unlimited Build your own Breakfast which includes; pork sausages, vegan sausages, grilled back bacon, black pudding, flat mushrooms, baked beans, hash browns, tomato, chunky chips, fried poached or scrambled egg, orange juice, apple juice, cranberry juice, tea and filter coffee.	Juice based drinks	Meat products Potato and Vegetable products
8	Brewers Fayre	Unlimited Full and Continental Breakfasts which includes; back bacon rashers, sausages, quorn sausages, eggs, hash browns, bubble and squeak, tomato, baked beans, black pudding, mushrooms, croissant, pain au chocolat, pain aux raisins, cinnamon and raisin bagel, mini blueberry muffin, sourdough crumpets, sliced bread, buttermilk pancakes, preserves jams and spreads, fruit salad, apples and bananas, dried fruit mix,	Juice based drinks Morning goods Cakes Sweet spreads and sauces Yoghurts Breakfast Cereals	Meat products Potato and Vegetable products

<sup>3</sup> <https://www.pizzahut.co.uk/restaurants/food/desserts/Ice-cream-factory/>

<sup>4</sup> <https://www.frankieandbennys.com/terms/offers>

<sup>5</sup> <https://www.harvester.co.uk/breakfastmenu>

<sup>6</sup> <https://www.brewersfayre.co.uk/pub-restaurant-menus/Fife/Bankhead-Gate-Glenrothes/breakfast.html>

		organic yoghurt, red berry mix, greek yoghurt, cereals and museli, porridge, granola, weetabix, costa coffee, smoothie, tea, fruit juices.		
<b>9</b>	Sizzling Pub and Grill	N/A	N/A	N/A
<b>10</b>	Café Rouge	N/A	N/A	N/A
<b>11</b>	Carluccios	N/A	N/A	N/A
<b>12</b>	ASK Italian	N/A	N/A	N/A
<b>13</b>	Zizi	N/A	N/A	N/A
<b>14</b>	MacDonalds	N/A	N/A	N/A
<b>15</b>	Pizza Express	N/A	N/A	N/A
<b>16</b>	Las Iguanas	N/A	N/A	N/A
<b>17</b>	Pizza Hut	Unlimited Ice Cream Factory with unlimited sweets and sauces Unlimited Fizzy Drinks (Diet Pepsi, Pepsi Max, 7Up Free and Tango) Unlimited Lunch Buffet (advertised to both adults and children) includes; pizza, pasta and salad.	Ice cream, lollies and sorbet Sweet spreads and sauces	Pizza Pasta/rice/noodles Prepared dips and salads as meal accompaniments
<b>18</b>	Hungry Horse (Fox under the Hill)	N/A	N/A	N/A
<b>19</b>	Frankie & Benny's (Burleigh House)	Unlimited free refills on a selected breakfast dish of your choice	Morning goods Cakes Sweet spreads and sauces Yoghurts Breakfast Cereals	Meat products Potato and Vegetable products
<b>20</b>	Giraffe	N/A	N/A	N/A
<b>21</b>	Nandos	Bottomless Frozen Yoghurt	Yoghurts	N/A
<b>22</b>	KFC	N/A	N/A	N/A
<b>23</b>	TGI Fridays	N/A	N/A	N/A



<b>24</b>	Prezzo	N/A	N/A	N/A
<b>25</b>	Burger King	N/A	N/A	N/A