**Annex 2: Scoping assessment of the 10 largest European food retailers**

[A. Overview 1](#_Toc479102716)

[B. Tables 2](#_Toc479102717)

[Table 1: URL of websites reviewed 2](#_Toc479102718)

[Table 2: Code tree used in the scoping assessment 7](#_Toc479102719)

[Table 3: Results of our scoping assessment 8](#_Toc479102720)

**Overview**

For our scoping assessment of the ten largest European food retailers – based on estimated annual turnover for 2016 – we reviewed company websites and contacted the companies by email, and collated statements on issues covered by our analytical framework. Each company was assessed by one author (PvP or TLH), and results were checked for plausibility by a second author (JMS).

For companies with several retailing brands we reviewed the website of the corresponding parent company and of its main brand. For companies operating in several countries we reviewed the website of the international parent company and of the company’s home market. In the case of websites available in several languages we chose the language of the company’s home market. The URL of all the websites we reviewed is listed in Table 1.We saved or downloaded the content of all websites as pdf files, which we imported into a MAXQDA file. We then coded the data in MAXQDA using the code tree provided in Table 2.

In addition, we contacted companies (the press office, the corporate social responsibility department and/or the customer service) by email, shortly explaining the objective of our research project and asking for information on any commitments, activities or plans of the company with respect to the promotion of healthy diets, in particular regarding the sugar, salt or fat content and the energy density of its products, as well as with respect to marketing, pricing, labelling, portion and package sizes, and nutrition information and education. Emails were written in the language of the company’s home market.

We then summarized all statements on issues covered by our analytical framework made on the websites or in the emails we received. This data is presented in Table 3.

**Tables**

**Table 1: URL of websites reviewed**

|  |  |
| --- | --- |
| **Company** | **Websites reviewed for our scoping assessment (all websites were reviewed in March 2017)**  |
| **Schwarz Group** | **Schwarz Group (parent company):** None known. **Lidl (supermarket brand):** See main analysis.**Kaufland Germany (hypermarket brand):** * Main website: <https://www.kaufland.de>
* General CSR website: <https://unternehmen.kaufland.de/mensch-und-umwelt/nachhaltige-sortimentsgestaltung.html>
* Corporate philanthropy: <https://unternehmen.kaufland.de/mensch-und-umwelt/gesellschaftliches-engagement.html>
* Vegetarian and vegan food: <https://unternehmen.kaufland.de/mensch-und-umwelt/nachhaltige-sortimentsgestaltung.html#vegetarisch-vegan>
* Palm oil: <https://unternehmen.kaufland.de/mensch-und-umwelt/nachhaltige-sortimentsgestaltung.html#palmoel>
* Frequently asked questions: https://www.kaufland.de/service/haeufige-fragen.html

**Handelshof Cash & Carry Germany (wholesale store brand):** * Main website: <https://www.handelshof.de/>
* Company self-description: <https://www.handelshof.de/meta/ueber-uns/>
* Ethics Guidelines: <https://www.handelshof.de/fileadmin/user_upload/Handelshof_Ethikgrundsaetze.pdf>
* Image brochure: <https://www.handelshof.de/fileadmin/user_upload/Imagebroschuere_Handelshof.pdf>
 |
| **Tesco PLC** | **Tesco PLC (parent company and Tesco UK):*** Main website: <https://www.tesco.com/>
* Tesco and society: <https://www.tescoplc.com/tesco-and-society/>
* Corporate Responsibility Commitments (November 2016 update): <https://www.tescoplc.com/media/391787/corporate-responsibility-update_nov-2016-final.pdf>
* Tesco and Society, Improving Health: <https://www.tescoplc.com/tesco-and-society/improving-health/>
* Tesco Eat Happy Project: <https://www.eathappyproject.com/>
* Healthy Little Differences Tracker: <https://www.tescoplc.com/tesco-and-society/reports-policies-and-disclosure/healthy-little-differences-tracker/>
* How Tesco has reduced sugar in its soft drinks: <https://www.tescoplc.com/news/blogs/topics/how-tesco-has-reduced-sugar-in-its-soft-drinks-government-sugar-tax-levy/>
 |
| **Metro Group** | **Metro Group (parent company):** * Main website: <https://www.metrogroup.de/>
* Health and nutrition policy of the Metro Group: <https://www.metrogroup.de/~/assets/mag/documents/responsibility/gesundheit-ernaehrungspolitik_de.pdf>
* Corporate responsibility report: <https://www.metrogroup.de/~/assets/mag/documents/reports/metro-group-corporate-responsibility-report-2015-16_de.pdf?dl=1>

**REAL (supermarket brand):** * Main website: <https://www.real.de/>
* Corporate social responsibility website: <https://www.real.de/unternehmen/unternehmensverantwortung/>
* Sourcing guidelines: <https://www.real.de/unternehmen/unternehmensverantwortung/sortiment/einkaufsleitlinien/>
* Sourcing guideline for products low in fat, sugar and salt: <http://shared.real.de/handeln_aus_verantwortung/pdf/Einkaufsleitlinie-Reformulierung.pdf>
* Corporate responsibility report: <http://shared.real.de/handeln_aus_verantwortung/2016-12-08%20real-CSR-Policy%202016%20final.pdf>
* Living better (information on healthy lifestyles): <https://www.real.de/besser-leben/>
* Nutrition and health (information on healthy diets): <https://www.real.de/besser-leben/ernaehrung-gesundheit/>
* Healthy snacks: <https://www.real.de/besser-leben/ernaehrung-gesundheit/gesunde-snacks-und-naschereien/>

**Metro Cash & Carry (wholesale store brand):** * Main website: <https://www.metro.de/>
* About us: <https://www.metro.de/unternehmen>
* Product range and services: <https://www.metro.de/unternehmen/sortimente-und-services>
* Sustainability: <https://www.metro.de/unternehmen/nachhaltigkeit>
 |
| **Carrefour S.A.** | **Carrefour S.A. (parent company and supermarket chain):** * Main Website: <http://www.carrefour.com/>
* 4 new food quality commitments: <http://www.carrefour.com/news/4-new-food-quality-commitments>
* 2015 Annual activity and responsible commitment report: <http://www.carrefour.com/sites/default/files/carrefour_-_2015_annual_activity_and_responsible_commitment_report.pdf>
* Food donations: <http://www.carrefour.com/combating-waste/anti-food-waste>
* Healthy eating programs: <http://www.fondation-carrefour.org/content/healthy-eating-programmes>
 |
| **Aldi** | **Aldi Süd (parent company and supermarket chain):*** Main Website: <https://www.aldi-sued.de/>
* Corporate social responsibility website: <https://cr.aldisouthgroup.com/de/>
* Corporate social responsibility brochure: <https://unternehmen.aldi-sued.de/fileadmin/fm-dam/documents/Verantwortung/ALDI_SUED_CR-Broschuere.pdf>
* Corporate social responsibility report: <https://cr.aldisouthgroup.com/fileadmin/fm-dam/CR_Report/Downloads/ALDI_SUED_Gruppe_Internationaler_Bericht_zur_Unternehmensverantwortung_2015.pdf>
* Product labelling: <https://unternehmen.aldi-sued.de/de/verantwortung/kunden/produktkennzeichnung/>
* Vegetable academy: <https://unternehmen.aldi-sued.de/de/verantwortung/gesellschaft/bildung/>
* Sustainable development goals: <https://unternehmen.aldi-sued.de/de/verantwortung/ziele-fuer-nachhaltige-entwicklung/>

**Aldi Nord (parent company and supermarket chain):*** Main site: <http://www.aldi-nord.de/>
* Corporate social responsibility website: <https://www.cr-aldinord.com>
* Corporate social responsibility report: <http://www.aldi-nord.de/print/01_verantwortung/einfach-verantwortungsbewusst/ALDI_Nord_Einfach_Verantwortungsbewusst_DE_151221_1_1.pdf>
* Sustainable development goals: <http://www.aldi-nord.de/aldi_sustainable_development_goals_sdgs_2041.html>
* Product alternatives: <https://www.cr-aldinord.com/2015/nachhaltigkeitsbericht/nachhaltigkeit/#produktalternativen>
* Food donations: <https://www.cr-aldinord.com/2015/nachhaltigkeitsbericht/nachhaltigkeit/#spenden>
 |
| **Edeka-Gruppe** | **Edeka (supermarket brand):** * Main website: <https://www.edeka.de>
* Social responsibility: <http://www.edeka-verbund.de/Unternehmen/de/gesellschaftliche_verantwortung/verantwortung.jsp>
* Edeka nutrition service: <https://www.edeka.de/rezepte-ernaehrung/der-ernaehrungsservice/edeka_ernaehrungsservice_1.jsp>
* Edeka Foundation: <http://www.edeka-stiftung.de/stiftung/de/startseite/index.jsp>
* Nutrition and physical activity education programs: <http://www.edeka-stiftung.de/stiftung/de/gemuesebeete_fuer_kids/gemuesebeete_fuer_kids_1.jsp> , <http://www.edeka-stiftung.de/stiftung/de/mehr_bewegen_besser_essen/mehr_bewegen_besser_essen_1.jsp>, and <http://www.edeka-stiftung.de/stiftung/de/fit_fuer_mein_leben/fit_fuer_mein_leben_1.jsp>

**Netto (discounter brand):** * Main website: <https://www.netto-online.de>
* Strategy:<https://www.netto-online.de/Strategie.chtm>
* Sustainability Report: https://www.netto-online.de/media/handzettel/onlinemagazin/9999-99-20e3ec247e7ddd361f8fb8e611fee848/nachhaltigkeitsbericht1314/Netto\_NH2013-2014.pdf
* Food donations: <https://www.netto-online.de/Die-Tafeln.chtm>
* Philantrophy: <https://www.netto-online.de/RTL-Wir-helfen-Kindern.chtm>
 |
| **Rewe Group** | **Rewe Group (parent company):*** Main website: <http://www.rewe-group.com/>
* Social responsibility: <http://www.rewe-group.com/de/nachhaltigkeit/gesellschaftliches-engagement>
* Food donations: <http://www.rewe-group.com/de/nachhaltigkeit/gesellschaftliches-engagement/unterstuetzung-der-tafeln>
* Early childhood nutrition education: <http://www.rewe-group.com/de/nachhaltigkeit/gesellschaftliches-engagement/arbeitskreisneuemedien>
* Partnership with the national Five a Day campaign: <http://www.rewe-group.com/de/nachhaltigkeit/gesellschaftliches-engagement/5-am-tag>
* School breakfast partnership: <http://www.rewe-group.com/de/nachhaltigkeit/gesellschaftliches-engagement/powerkisten>
* Sustainability report: <http://rewe-group-nachhaltigkeitsbericht.de/2014/strategie/index.html>

**Rewe (supermarket brand)**:* Main website: <https://www.rewe.de/>
* Partnership with the national Five a Day campaign: <https://nachhaltig.rewe.de/gesellschaftliches-engagement/5amtag/>
* Food donations: <https://nachhaltig.rewe.de/gesellschaftliches-engagement/die-tafeln/>
* Breakfast partnerships with schools: <https://nachhaltig.rewe.de/gesellschaftliches-engagement/schultuete/>
* Nutrition information: <https://www.rewe.de/ernaehrung/>

**Penny (discounter brand):** * Main website: <http://www.penny.de>
* Company description: <http://www.penny.de/unternehmen/ueber-uns/>
* Sustainability: <http://www.penny.de/nachhaltigkeit/nachhaltigkeit-bei-penny/>
* Corporate philanthropy: <http://www.penny.de/nachhaltigkeit/gruen-engagieren/lokales-soziales-engagement/>
* Food donations: <http://www.penny.de/nachhaltigkeit/gruen-sparen/food-waste/was-macht-penny/penny-und-die-tafeln/>
 |
| **Auchan Group** | **Auchan Holding (parent company):*** Main website: <http://www.groupe-auchan.com/>
* Acting for a good diet: <http://www.groupe-auchan.com/nos-engagements/clients/>
* Sustainability indicators: <http://www.groupe-auchan.com/nos-engagements/indicateurs-du-developpement-durable/>

**Auchan (supermarket chain):*** Main website: <https://www.auchan.fr/>
* Who are we: <https://www.auchan.fr/auchan-fr-et-vous-qui-sommes-nous/e-auchan-fr-et-vous-qui-sommes-nous>
 |
| **E.Leclerc** | **E.Leclerc:** * Main website: <http://www.e-leclerc.com/>
* Our committments – health and drugs: <http://www.mouvement.leclerc/nos-combats/sante-medicaments>
* Local alliances: <http://www.mouvement.leclerc/distributeur-engage/alliances-locales>
 |
| **ITM**  | **ITM Entreprises / Les Mousquetaires (parent company):** * Main website: <http://www.mousquetaires.com/>
* Sustainable development report: <http://presse.mousquetaires.com/wp-content/uploads/2016/11/rapport-dd-2016-groupement-les-mousquetaires.pdf>
 |

**Table 2: Code tree used in the scoping assessment**

| **Code name** | **Number of codings\*** |
| --- | --- |
| General statements on nutrition and health | 11 |
| Reduction targets | 0 |
|   | Quantitative | 3 |
|   | Qualitative | 18 |
| Other nutrition targets | 0 |
|   | Quantitative | 0 |
|   | Qualitative | 12 |
| Past achievements regarding nutrition and health | 0 |
|   | Quantitative | 8 |
|   | Qualitative | 3 |
| Corporate philanthropy and charitable activities | 2 |
|   | Partnerships with public health and medical organizations | 1 |
|   | Food donations | 27 |
|   | Fruit & Vegs for kids | 9 |
|   | Other charitable activies | 20 |
| Nutrition education | 0 |
|   | Nutrition education provided on the websites | 16 |
|   | Other nutrition education activities | 19 |
| Other issues of potential relevance | 0 |
|   | Food additives, pesticides, herbicides, etc. | 9 |
|   | Vegetarian and vegan food | 10 |
|   | Palmoil | 2 |
| **Total number of codings** | **170** |

\*A coding is a text passage to which a specific code has been assigned.

**Table 3: Results of our scoping assessment**

The results reported below are based on an analysis of the websites listed above, and of the responses we received from the companies themselves. They therefore do not necessarily reflect all relevant activities by the respective companies, which might have been revealed by a more thorough analysis including press reports, government documents and other relevant sources.

|  |  |
| --- | --- |
| **Company** | **Summary of statements regarding issues covered by our analytical framework**  |
| **Schwarz Group** | **Schwarz Group (parent company):** No information provided.**Lidl (supermarket brand):** See main analysis.**Kaufland Germany (hypermarket brand):** * Participation (unclear of which kind) in the official school fruit program in the German state of Baden-Württemberg.
* Nutrition information and educational materials provided on the website.
* Promise to offer a broad range of vegetarian and vegan products.
* Substitution of sunflower oil for palm oil where possible.

**Handelshof Cash & Carry Germany (wholesale store brand):** No information provided. |
| **Tesco** | **Tesco (parent company and Tesco UK):*** General commitment to reformulate products to make them healthier, in particular by reducing the amount of salt, sugar, fat including saturated fat, and to encourage consumers to make healthier food choices.
* With regard to reformulation: identification of “ten key areas where we can go further” (no further details provided).
* Reduction of the average sugar content of the soft drinks sold by Tesco UK by 50% since 2011, to currently less than 5 g sugar per 100 ml, and commitment to continue reducing the sugar content of all soft drinks sold by Tesco UK by an average of 5% per year in the future.
* Removal of “over 300 tonnes of saturated fat and 15 tonnes of salt from our own label butter and spreads range”, and reformulation of Tesco’s own-brand cooking sauces, “removing over 65 tonnes of fat, 600 tonnes of sugar and 27 tonnes of salt” (unclear to which time periods and countries these numbers refer).
* Removal of sweets, chocolates, and sugar-sweetened beverages from tills and in-queue areas in its UK stores in 2015, and replacement by healthier products.
* Development of a “Healthy Little Differences Tracker” based on the UK Government’s nutrient profiling model, described as a “tracker [which] measures the nutritional profile of what we sell, based on the food and drink that our customers buy from Tesco. As well as enabling us to check progress, the tracker provides us with valuable insight into where we need to focus plans by giving us greater understanding of customer purchasing behavior”.
* Running of the “Eat Fresh” campaign in Tesco stores in Thailand and on social media channels to raise awareness about healthy eating.
* Provision of free fruits to children in all large Tesco stores in the UK, and organization of the “Tesco Eat Happy Project”, a nutrition education program for children.
* Promise to offer a broad range of affordable, convenient and attractive fruit and vegetable products.
* Improvements in the quality of 25 key produce lines and simplification of store layouts in 120 Central European Tesco stores “to make fresh food more appealing for our customers”.
* Partnerships with Diabetes UK, the British Heart Foundation, and Cancer Research UK.
 |
| **Metro Group** | **Metro Group (parent company):** * General commitment to contribute to answering the challenges posed by obesity and non-communicable diseases to society.
* Promise to offer a broad range of products which are low in salt, sugar and fat, as well as a broad range of fruits, vegetables, fresh produce and vegetarian and vegan products.
* Publication of information and educational materials on nutrition.
* Publication of a commitment in 2015 to reduce the content of fat, sugar and salt in approximately 150 own-brand products (unclear by how much) until 2017, focusing on products for children and youth. This has been achieved for 81 products by 2016.
* Reduction of the sugar content in one of its own-brand ketchups by 30% (unclear over which time period).

**REAL (supermarket brand):** * Commitment to identify all own-brand processed foods with a high content of salt, sugar and/or fat, to check if the content of salt, sugar and/or fat can be reduced and if hydrogenated fats can be eliminated, and to optimize the recipes if this is possible without compromising the taste. Product groups which will be specifically targeted are sugar-sweetened beverages, pastry and bakery goods, convenience food, savory snacks, candy, processed meat, frozen foods, dairy products and canned food.
* The sugar content of selected own-brand breakfast cereals has been reduced by 4-9% in 2014, and the sugar content of selected own-brand ketchups has been reduced by 5-10% according to its “Sourcing guideline for products low in fat, sugar and salt” (published March 2017), and by 30% according to its CSR report (published November 2016).
* Until 2017, the salt, fat and/or fat content of approximately 150 own-brand products will be reduced significantly, including in particular products consumed by children and adolescents. According to Real’s answer to our email, this has already been achieved for about half of all targeted products. Progress will be measured and reported internally.
* Support for reformulation by suppliers of non-own-brand processed foods, and regular communication with suppliers on this issue. All suppliers will be informed about Real’s nutrition strategy.
* All own-brand products are labelled with expanded nutrition facts label which include information regarding daily values.
* Provision of information and educational materials on nutrition on its website.

**Metro Cash & Carry (wholesale store brand):** No information provided. |
| **Carrefour** | **Carrefour (parent company and supermarket chain):** * Promise to offer a broad range of vegetarian and vegan foods.
* Provision of nutrition information on its website.
* Partnerships with healthy nutrition charities, executed through the Carrefour Foundation.
 |
| **Aldi** | **Aldi Süd (parent company and supermarket chain):*** Partnerships with nutrition education charities.
* General commitment to offer a selected range of high-quality, competitively priced goods, including fresh and nutritious foods, allowing all customers to practice a healthy and varied diet based on products bought from Aldi.
* Promise to offer a broad range of vegetarian and vegan foods.

**Aldi Nord (parent company and supermarket chain):*** Promise to continually broaden its range of healthier products.
* Commitment to allow all types of customers to practice responsible, low-cost and healthy consumption.
* General commitment to raise the awareness of customers regarding healthy nutrition. Provision of information and educational material on healthy nutrition through its website and print publications. Commitment to cooperate with experts and institutions to develop long-term programs for the information of consumers (not further specified).
* Promise to offer a broad range of vegetarian and vegan foods.
* Use of the “Nordic Keyhole” labelling system in its Danish stores.
* Participation in the Dutch government’s plan to improve product composition, and reformulation of selected products sold by Aldi in the Netherlands, including a reduction in the content of salt and saturated fats in processed meat, of the salt content of soups and of the sugar content of dairy products (not quantified).
* Reduction of the salt content of products sold in Germany (not quantified).
 |
| **Edeka** | **Edeka (supermarket brand):** * Website with general nutrition information.
* Nutrition and physical activity education programs for children and adolescents implemented through the EDEKA foundation.

**Netto (discounter brand):** No information provided. |
| **Rewe Group** | **Rewe Group (parent company):*** Nutrition information provided on the website, distribution of educational material on nutrition in its stores.
* Support for the national “Five a Day” campaign.
* Distribution of free fruits and vegetables and educational material on nutrition in schools.
* Partnership with charities supporting healthy eating and nutrition education in kindergartens and schools, including the donation of food for healthy breakfasts.

**Rewe (supermarket brand)**:* Nutrition information and educational materials provided on the website.
* Support for the national “Five a Day” campaign.
* Distribution of free fruits and vegetables and educational material on nutrition in schools.
* Partnership with charities supporting healthy eating and nutrition education in kindergartens and schools, including the donation of food for healthy breakfasts.

**Penny (discounter brand):** No information provided. |
| **Auchan** | **Auchan (parent company and supermarket chain):** * Nutrition education provided on the website.
* Formalized healthy nutrition programs in five countries of operation, including an awareness-raising and educational campaign on nutrition conducted in Auchan’s Jumbo stores in Portugal, and an interactive online platform with information and educational materials on nutrition in Spain (no information on the other three countries provided).
* Offerings of products low in salt.
 |
| **E.Leclerc** | **E.Leclerc:** No information provided. |
| **ITM**  | **ITM Entreprises / Les Mousquetaires (parent company):** No information provided. |