

**UPDATED
COMMITMENTS
2009/2010**



General



Wimpy is a franchise restaurant business with a mix of table service and take-away formats across an estate of almost 165 sites in the UK. The brand has a heritage of over 50 years of trading on the high street and is now owned by Famous Brands, one of the leading franchise restaurant groups in South Africa. We offer a full range of products covering all meal occasions and tastes from traditional breakfasts, grills and salads to burgers and shakes and serve up to ½ million meals a week.

The highlights of our work over the last year were:-

We have expanded our initial programme of work to review 10 menu components to cover all 50 and the FSA salt targets are now a key point within our regular supplier reviews and audits. An internal report of all current food items allows us to monitor status and progress on an ongoing basis.

We have introduced more than 10 new or reformulated core food items that are lower in salt than the items they have replaced. Out of our 50 main (core) food components we now have a total of 31(62%) that are at or below the 2010 FSA target for salt and 6 (12%) that are within 10% of the target salt figure.

Calorie values of all meals have been included on our new menus since June 2009.

Our in-store leaflet "The Choice is Yours" provides details of energy, protein, fat, carbs and salt for all of our meals. This has been fully updated and re-issued in 2009 to coincide with our new menu and has also been included on our website.

Detailed information of all progress is set out overleaf.

General Progress

Wimpy are committed to making diet choices as easy for our customers as possible. Wimpy have a nutritional leaflet in-store called 'The Choice is Yours' which not only has a full breakdown of all menu items nutritional details and an allergens list but also dietary and nutritional advice. We have continued to increase the choices available in our outlets to include additional salads and sandwiches, steak grills, seafood options and side orders. All of our Children's "Powermeals" come with the choice of chips or salad and portion sizes are monitored to provide a balance between an appropriate healthy and nutritious meal that is both attractive and value for money.



Commitments 2008/2009

The recipes of current menu items will be reassessed taking into account salt & fat content, and reformulated where there is no detrimental effect on taste and enjoyment. As an initial step we will target ten of our most popular products that will be worked on in phase one and report back on progress in Summer 2009.

All new products added to the menu in future will be developed in line with FSA guidelines (i.e., seeking to meet Salt Targets and reduce levels of Saturated Fat) provided we can guarantee taste and consumer acceptance.

We will continue to monitor our suppliers' strict adherence to product quality & make up by regular test sampling and factory inspections. Product recipes will be analyzed and published internally against the FSA targets, so that we have a clear monitoring system to help us plan our work

Progress Last Year

We have widened our initial commitment to now encompass all core food items that are used in our new menu. There are a total of 50 core items that are used to make up the majority of all meals offered on our menu (this includes components such as bread, burgers & sauces and also some items purchased as complete servings such as prepared puddings and deserts). Of these 50 items 24 (48%) are now at or below the 2010 target, 6 (12%) are within 10% of the target, 7 (14%) are naturally low in salt and do not have targets set and the remaining 13(26%) are >10% above the target. Going forward our focus will be on the items falling above target. Within the "above target" group two food types (battered and breaded meats and pork comminutes) present the greatest technical challenge with respect to achievement of the FSA target whilst continuing to deliver acceptable sensory characteristics.

Our non-meat products are all below 2012 targets set by FSA.

We have 5 bread products, which are now either at or very close to (<10% above) the revised 2010 salt targets.

We have launched or replaced 4 items that achieve salt targets (steak, pork rib, fish goujons, spotted dick) and we have replaced a further 5 items with lower salt versions although these are still above target (see comments re. chicken and pork)

Forward Commitment 2009/10

We will continue to work with the FSA on its healthier catering programme with a focus on meeting the 2010 and 2012 salt targets, saturated fat reduction and to provide updates on progress over the next year.

Our specific detailed commitments are contained in the following sections of the report covering procurement, kitchen practice, menu planning and customer information

Planned Monitoring We will provide regular updates on the specific progress we are making.

Kitchen Practice



General Progress

All chefs undertake ongoing training that covers all elements of food safety & correct cooking practices. In addition our chefs follow strict cooking procedures to ensure that all products are produced to the same specification every time they are served. This system enables us to ensure that our standards in respect of healthier cooking practices are consistently met and followed.

Wimpy has never added salt to chips before being served and does not add any extra salt to products within the cooking process.

All frying of foods in Wimpy restaurants is carried out in vegetable oil and, where appropriate, increasing use is made of griddles (e.g. whole muscle chicken and steak) and microwave cooking (jacket potatoes) to minimise the potential for addition of fat and saturated fat during the cooking process.

Commitments 2008/2009

We will continue to produce strict technical drawings and cooking specifications for all products produced on site.

We will review our current cooking specifications to ensure that they are relevant to our targeted reductions on salt and saturated fat by the end of 2009. We will make any ongoing changes as necessary.

Progress Last Year

All new products that have been introduced to the menu or used for short-term promotional activity have had the appropriate technical drawings (assembly & cooking instructions) developed and issued to restaurants.

Technical drawings also now include "big 4" (energy, protein, fat & carbs) nutritional data for quick reference in the kitchen

Forward Commitment 2009/10

We will continue to produce strict technical drawings and cooking specifications for all products produced on site.

We will review our current cooking specifications to ensure that they are relevant to our required achievements on salt and saturated fat, and make any changes necessary.

We will take particular note of fat "pick-up" that may result from cooking methods and seek to use the methods that result in the lowest level of fat in the cooked product providing they are appropriate to the food type and deliver the desired eating quality. In particular we will look at alternatives to deep fat frying.

We will move to include additional information relating to salt and saturated fats onto our technical drawings to increase staff awareness of these nutrients

Planned Monitoring

Stores will continue to receive regular audits on all cooking procedures. This is a key component of our operating procedures.

Menu Planning



General Progress

We previously introduced 5 salads to our menu, all served with a choice of dressing on the side. We also offer jacket potatoes and all of our kids Powermeals are available with a choice of chips or salad.

Commitments 2008/2009

Wimpy are fully behind the move to offer menus that will make it easier for our customers to make healthy choices, and we will continue to develop products that help them do so (as discussed above).

We will continue to offer a range of healthier choices, and give our customers the choice of accompaniment to their meal.

Progress Last Year

Calorific values are included on our new menu for all items.

We have continued to offer a full range of salads as a core part of the 2009 menu.

Peas are now included as an optional extra on both our main and kids menu and represent an opportunity for a “five-a-day” portion alongside a regular main meal item.

We have reduced the portion size of the waffles offered on our kids menu to ½ size. This represents a reduction of 264 kcal / 15.4g fat / 8.8g saturated fat in the product.

We have introduced a rump steak onto the menu, which is a lower salt and fat offering than our regular beef products built around our burger range. The steak is offered as a grill meal, salad or panini sandwich and delivers the lowest salt option for these product categories as a whole muscle (no added salt) meal centre.

Menu Planning



Forward Commitment 2009/10

We will continue to develop and select new menu items with FSA salt targets in mind and will now include saturated fat level as an additional criteria for product selection.

We will continue to offer a range of healthier choices, and give our customers the choice of accompaniment to their meal. New menu planning will always take this into account with respect to meal type options and “sides” on offer.

Following our work to manage salt levels for individual food components within FSA targets we will further investigate salt contents within the assembled meals. This will include portion size of components (see procurement) as well as the overall selection of the component parts of the meal.

We will specifically review portion sizes on our kids menu and benchmark across the sector.

We will look at portion sizes of indulgent (high calorie / fat / sugar) products such as pastries and desserts to assess the potential for reduced calories / saturates in these offerings without detracting from appeal and value.

We will investigate ways in which “traffic lighting” style info could be applied to our meals (bearing in mind that in a table service operation we are frequently providing full “meals out” rather than snacking or top-up).

Planned Monitoring

We will report back on any new dishes as part of our regular updates

Consumer Information



General Progress

Wimpy are committed to making diet choices as easy for our customers as possible.

Wimpy have a nutritional leaflet in store called "The Choice is Yours" which not only has a full breakdown of all menu items nutritional details and an allergens list but also dietary and nutritional advice.

Commitments 2008/2009

We will continue to provide our customers with nutritional information on our menus and through our "The Choice is Yours" booklet.

Progress Last Year

The in-store leaflet "The Choice is Yours" has been fully updated and re-issued in 2009 to coincide with our new menu.

"The Choice is Yours" leaflet is also now available on the company website to provide on-line information on nutritional content and allergens.

Calorific values of all meals have been included on our new menus since June 2009.

Information relating to % GDA (energy, protein, fat, carbs & salt) has been calculated for each menu item and is available internally so that staff can provide additional information to customers on request. (NB Since the majority of products are table service rather than takeaway we have not progressed with pack labelling and are reluctant to clutter the menus with too much information)

Forward Commitment 2009/10

As for 2008/09

We will look into the most suitable way to make salt content information readily available at the point of sale.

Information on saturated fats will be incorporated into our nutritional information leaflet at the next reprint.

The information available to kitchen staff via our technical drawings will be expanded to include salt and saturates alongside the big 4 nutrients (energy, protein, fat and carbs).

We will investigate the most effective way to communicate %Guideline Daily Amounts information to consumers.

Planned Monitoring

We will provide regular updates on the specific progress we are making and share details of any internal work with the FSA.