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FOOD
We Serve Food People Trust

GOALS

FOOD SAFETY
Maintain an industry-leading, safe, high-quality food supply and customer experience.

CHOICE & NUTRITION
- Remove artificial colors and flavors from core food ingredients by 2020*
- Remove all artificial trans fat from food ingredients by 2020*
- Offer 20 percent of meals consistent with one-third Recommended Daily Allowance (RDA) or foreign equivalents by 2020
- Seek continuous improvements in the nutrition of our food that are aligned with the World Health Organization (WHO) to improve health and reduce chronic disease
- Provide consumers with convenient access to food information regarding menu labeling and allergens

RESPONSIBLE MARKETING
Limit marketing communications to children under 12

OPPORTUNITIES & CHALLENGES

- Ensuring that food safety processes are aligned with an evolving, franchise-focused business model
- Providing consumers with more access to balanced food choices that are less processed or modified
- Labeling menu offerings clearly and marketing responsibly to meet consumers’ desire for increased transparency

KEY TAKEAWAYS

- Food safety is our number one priority. A culture of food safety resonates from the top down into our restaurants and among our franchise partners and employees. Audits of our suppliers, distributors and restaurants are conducted regularly.
- Yum! Brands deployed a new global nutrition strategy that emphasizes transparency of ingredients, sodium reduction, simplified ingredients with increased vegetarian, high-protein, lower-calorie, and other offerings that promote a balanced diet.
- Choice is important at Yum! Brands. We offer millions of menu items every day and make it easy for consumers to customize orders to fit their dietary and lifestyle needs.
- We are committed to transparency and responsible labeling. Each of our brands publicly shares its nutritional profile, allergens and ingredients of its core menu items, which consumers can easily access online.

MATERIAL ISSUES
- Food Safety
- Nutrition
- Responsible Marketing

KEY STAKEHOLDERS
- Consumers
- Employees
- Franchisees
- NGOs
- Suppliers

*In key markets, excluding co-branded ingredients and beverages
Serving food that is prepared in a clean and sanitary environment, and honestly presented, is a responsibility that we take seriously. To deliver on our vision of “Trust in Every Bite,” Yum! upholds an industry-leading food safety program and stringent food safety standards that mitigate food safety risks for consumers who visit our more than 45,000 restaurants across more than 135 countries and territories.

Our first priority – confirmed by stakeholders as part of the materiality assessment process – is to maintain an industry-leading, safe, high-quality food supply from farm to fork.

Food safety starts with our leadership team and cascades to our franchise partners and restaurant employees. Our approach is a holistic one, ensuring that food safety is considered at every step along the supply chain.

Our Food Safety Standards cover areas where key risk factors exist, such as employee health and hygiene, product handling, product temperature management, cross-contamination and more. While these standards do not differ among brands, food safety risks do differ from brand to brand and across global markets.

Our Food Safety Culture:

- **FARM TO FORK**
  - **FARM**
    - Produce Standards
    - Wholesome Food Animal Program
    - Regulatory Affairs
    - Crisis Management
  - **PROCESSING**
    - Supplier Audit Standards
    - Auditor Certification & Approval
    - Premiums
  - **DISTRIBUTION**
    - Supplier Audit Standards
  - **DELIVERY**
    - Supplier Audit Standards
  - **RESTAURANTS**
    - Food Safety Facilities & Equipment Standard
    - Food Standards Compliance Check (FSCC)
    - Restaurant Food Safety Standards
    - Restaurant Pest Standard
**STAYING CURRENT ON EMERGING REGULATIONS**

Yum! does not produce or manufacture ingredients in our food. Therefore, regulations that affect agricultural commodities and food products apply more directly to our local franchise partners, distributors or suppliers than they do to Yum!. We invest significant time and resources to validate that our distributors and suppliers meet and comply with applicable regulations and stringent food safety requirements set forth by Yum! and the industry.

For example, the U.S. Food Safety Modernization Act (FSMA) impacts our business in several ways that have resulted in suppliers making significant food safety changes, as well as countries revising their food codes. We work closely with distributors, importers and suppliers in these locations to make sure they will be compliant by FSMA enforcement dates.

We believe that proactive food safety and quality assurance requires maintaining a constant cycle of reviewing and modifying standards, introducing and deploying new systems, improving upon existing systems, coaching and compliance monitoring, and staying current on emerging food safety risks. As part of this commitment to continuous improvement, we conduct regular risk analyses and benchmark against other organizations within the restaurant industry to advance our food safety standards in a controlled, data-driven, proactive and scientific way. We closely track current and emerging food safety issues that affect our business. If changes occur in food safety regulation, science or technology, we immediately assess issues and adjust our strategy accordingly.

**ENGAGING GLOBAL STAKEHOLDERS**

In the U.S., we engage with stakeholders, such as the Food and Drug Administration (FDA), Centers for Disease Control and Prevention (CDC) and state health departments, to verify our food safety management approach is aligned with their expectations and to build their knowledge of Yum!'s food safety programs. In addition, Yum! influences state health departments to adopt the model U.S. FDA Food Code. This enables consistent execution of science-based food safety practices to protect consumer health and mitigate risks. Outside the U.S., Yum! and our franchisees also engage with regulators and policymakers in their respective markets.

“Effective management of food safety risk starts with a tremendous culture of awareness about the primacy of food safety and expectations for high personal behavioral standards — all supported by strong restaurant surveillance routines and appropriate levels of training on a constantly refreshed basis.”

CLIVE NEWTON – Yum! Chief Food Safety Officer

We intentionally engage other companies and suppliers in our industry to help build a collective culture of food safety and share best practices. As an example, for the past seven years Taco Bell has hosted a meeting of industry peers on emerging issues in food safety. The meeting is held during the Produce Marketing Association’s annual gathering, making it easy for companies to attend. Among the invited speakers have been experts on foodborne illness law and representatives from the United States Department of Agriculture (USDA) and CDC. By sharing knowledge with others, we position ourselves as a leader and elevate food safety practices industrywide.
Food Safety Governance
Creating Broad Accountability

As we have transformed our business to a predominantly franchised model—operating fewer company-owned restaurants in fewer markets—we have also adapted our food safety governance processes. We focus on putting the right people with the right capabilities in place at the global brand level so that individual business units can empower franchise partners with clear metrics, goals and resources to successfully integrate our food safety policies and standards and deliver on our compliance programs. This transition means that our franchise partners have more responsibility to communicate our brands’ food safety requirements to their organizations as they make sense for their situation.

**FOOD SAFETY GOVERNING BODIES**

*Our food safety governing bodies certify that regulatory compliance, legal requirements and Yum!’s policies and standards for food safety are met and maintained by franchise partners, suppliers and local business unit teams.*

- **Audit Committee**
  Responsible for:
  - Risk Management
  - Annual Performance Assessments

- **Compliance Oversight Committee**
  The Yum! executive group responsible for:
  - Maintaining oversight of risks including food safety and other enterprise risks

- **Global Food Safety Council**
  A group of senior food safety, operations and supply chain leaders led by our Chief Food Safety Officer. Their responsibilities include:
  - Food Safety Policies
  - Food Safety Standards
  - Quality Assurance
  - Processes & Measurement Systems
  - Awareness Initiatives Around New Food Safety Science
  - Emerging Best Practices in Risk Mitigation

- **Internal Audit Team**
  Responsible for independently evaluating the adequacy and effectiveness of:
  - Yum!’s Internal Control Processes
  - Compliance with Yum! Policies & Procedures
  - Compliance with Food Safety Laws & Regulations
RESPONDING EFFECTIVELY TO CRISIS

The Yum! Brands Crisis Management Program is dedicated to anticipating, identifying and managing potential emerging food safety issues at the local, regional and global levels to protect the health and safety of our employees and consumers. In the event of a crisis, such as foodborne illness or product contamination, Crisis Core Teams (CCTs) are immediately activated to support the restaurant, franchisee or business unit. CCTs are identified proactively before a crisis event occurs and each member knows their role and responsibility during an active crisis.

Key leadership and decision-makers receive training to become CCT members as part of Yum! Brands Crisis Management Program. Our online crisis training course and web application tools allow CCT members to quickly identify and successfully manage crises within the Yum! Brands system. This crisis training is regularly reviewed and updated by internal and external stakeholders, including medical and epidemiology experts, based on new and emerging food safety science and best practices.

Most of our franchise partners have defined crisis management teams, crisis response procedures and crisis communication plans that clearly outline how to communicate with their business unit and brand and what actions to take to mitigate a food safety issue.

When it comes to communicating about a crisis with the public, we maintain a Global Crisis Communications Repeatable Model that serves as a playbook for responding swiftly and with care. An important aspect of our approach is listening for and responding to crises on social media. Our global social media monitoring system – the Social Hive, along with a community outbreak detection program – is active 24-hours-a-day, seven-days-a-week and serves as an early warning system. The Social Hive tracks all mentions of Yum!, KFC, Pizza Hut and Taco Bell in more than 45 languages. This system also alerts the appropriate contacts if potential issues surface and assists in intelligence-gathering and communications planning.

Supplier and distributor audits are conducted by certified auditors who undergo training and calibration. Auditors must be able to accurately and competently conduct food safety audits to minimize scoring variability and instill trust within the audit process.

We select our suppliers based on audit performance, risk assessments, people capability and key performance indicators for food safety preventive controls, including Good Manufacturing Practices (GMPs), Hazard Analysis Critical Control Point (HACCP), pest control, sanitation, operations and facility management, recall/withdraw plans and protection from contamination.

Our Supplier Tracking Assessment and Recognition (STAR) quality system facilitates a collaborative exchange of food safety information among suppliers, distributors and the franchisee community to provide compliance and performance visibility. Each Yum! division quality assurance team manages food safety and quality monitoring of suppliers in both our processing facilities and our restaurants.

The auditing plan and audit visit frequency for each supplier depends on the results of our supplier risk assessment, performance level and perceived risk factors, including people and food safety capabilities. Suppliers that are audited receive feedback on their performance to drive continuous improvement and mitigate risk from defined food safety hazards. Each year, Yum! conducts approximately 3,000 food safety supplier audits.

Suppliers are also subject to quality systems audits that verify their systems and processes meet Yum! or legal standards for food safety and/or quality. Our distributors are subject to the same standards and expectations of food safety as our suppliers and receive distribution audits that cover transportation and warehouses.
Third-party food safety professionals conduct Food Standards Compliance Check audits at our restaurants twice per year at a minimum to promote compliance with our food safety standards and local regulatory requirements. In addition, restaurants must meet facility and equipment standards for hygienic and food-safe restaurant design. In 2017, more than 80,000 restaurant food safety audits were completed across more than 45,000 restaurants, bringing the total number since 2015 to over 230,000 audits.

### Food Safety Training

**Engaging Every Employee on Food Safety**

Employees are integral in maintaining the highest food safety standards in our restaurants.

Every Yum! division has technical and leadership capabilities in food safety to actively manage and effectively execute Yum! Food Safety Policies and Standards, and all Yum! restaurant employees are trained in food safety. Our Food Safety Standards set minimum requirements on the safe production of food using science-based data and regulatory requirements as a foundation. These standards guide employee training and are prepared in collaboration with food safety and quality assurance experts from across our organization so that food safety is consistently executed across our brands.

All restaurant employees worldwide receive food safety training as part of the onboarding process, as well as regular, recurring food safety training. This instruction focuses on illness prevention, personal hygiene, hand washing, temperature management and more.

**YUM! PRODUCE SAFETY ADVISORY COUNCIL**

The Yum! Produce Safety Advisory Council, an internal advisory group led by Taco Bell which continues to be an industry leader in produce safety, is made up of independent academics, competitors, suppliers, microbiologists, entomologists and other industry experts to share best practices and the latest science and technology in food safety in produce. The council brings these stakeholders together and asks, “What are we doing now, how can we do it better and what can we do collectively in the future to keep the produce in our supply chain safe?”
One of the most material aspects of our business is to provide options that fit a diverse range of lifestyles, eating habits and preferences across the more than 135 countries and territories that we serve, all while keeping in mind a balanced diet. Yum! defines a balanced diet as that which contains a wide variety of foods, including grains, rice and cereals, vegetables, dairy, meat and beans, fats, fruits and optional calories from sweets.

Our team of expert nutritionists and food innovation professionals drive the strategy for nutritious choices and ingredient improvements across KFC, Pizza Hut and Taco Bell. This strategy focuses on making our products more balanced, giving customers choices and being transparent about what’s in our food. While each brand has its own nutrition standards and accountability plans, we are working toward consistency in the nutritional quality of our food with new Global Nutrition Standards and Guidelines.

LISTENING TO CONSUMERS’ CHANGING NEEDS AND HABITS

Food- and diet-related illnesses are on the rise, resulting in growing consumer awareness and concern about what they eat. This and other factors are changing consumers’ eating habits, needs and desires at a rapid pace. We conduct regular market research to ensure that our business is aligned with these shifts in preference and lifestyle. As a baseline, we know our consumers want safe, quality food that doesn’t compromise on flavor. Current trends and considerations that we are tracking closely include:

- **Value:** Our consumers seek delicious food that is affordable. While they want nutritious options on our menus, they expect those options to be offered at a value.

- **Snacking:** People are snacking more often and eating smaller portions throughout the day. Our brands are actively working to make our menus more customizable, so if a consumer wants a convenient snack instead of a full meal, they have plenty of options from which to choose.

- **Plant-Forward and Simple:** Consumers are looking for ways to incorporate more plants (fruits, vegetables, whole grains) into their diets as well as options that are less processed. We are dedicated to incorporating fresh produce into our menus wherever possible and simplifying ingredients across all our brands.

- **Gen Z:** When it comes to the now-adolescent generation – “Gen Z” – and food, they aren’t just simply thinking about healthy diets and simpler, fresher ingredients. They are also considering what food means to them personally, for society and for the planet. Gen Z is asking the tough questions such as, “How will the food choices I make impact me and others? Where do the ingredients in my meal come from and how are they grown?” Gen Z is focused on the experience of what they eat and making sure that it not only tastes good, but that it translates to positive impact.

- **Flexitarian Lifestyles:** Consumers are trying to eat better, but they also want choices that leave room for indulgence. One day, for example, a consumer might be in the mood for a vegetarian choice, and the next, his or her main priority may be getting a high-protein meal. We make sure to provide a range of nutritious options that accommodate the increasingly flexible eating habits of our consumers.

“The theme we’re seeing with consumers is that they want to eat better — but they also want choices. It’s all about finding a balance between healthy options and indulgence. We want to offer menu items that provide choices for everyone and every mood.”

LIZ MATTHEWS – Taco Bell Global Chief Food Innovation Officer
Dietary & Lifestyle Needs

We help consumers “hack” our menus to customize their order to fit their dietary and lifestyle needs.

For instance, Pizza Hut allows every customer to customize their pizza with a variety of crusts and toppings. With Taco Bell’s Fresco Menu, consumers can easily replace standard ingredients with lower-calorie options and at participating KFC restaurants consumers have the choice of grilled chicken over fried chicken.

<table>
<thead>
<tr>
<th>Dietary &amp; Lifestyle Needs</th>
<th>Priority</th>
<th>Key Highlights</th>
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<tbody>
<tr>
<td><strong>High-Protein</strong></td>
<td>- Protein-centric menu with chicken breasts, drumsticks, whole wings, thighs, strips and other options, including grilled chicken, at participating restaurants</td>
<td>- Provides high-protein offerings across 40 percent of its permanent core pizza and wings menu domestically and internationally</td>
</tr>
<tr>
<td><strong>Vegetarian</strong></td>
<td>- Vegetarian meals can be made out of a number of delicious sides, while vegans can choose from corn, potato wedges or, in the U.S., green beans</td>
<td>- With a range of four to eight vegetables as toppings, Pizza Hut offers a variety of vegetarian options that can account for more than 30 percent of its permanent core offerings. In certain countries like India, vegetarian options account for more than 50 percent of the menu. Examples of vegetarian core pizzas are Cheese Lovers, Veggie Lovers and Create Your Own combinations, where consumers can choose a wide variety of fresh vegetables for pizza toppings or at our salad bar.</td>
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<tr>
<td>*<em>Made Without Gluten</em></td>
<td>- Sides and dressings, including green beans, mashed potatoes, corn and cole slaw made without gluten</td>
<td>- Gluten-free pizza made with Udi’s Certified Gluten-Free crust and select gluten-free toppings</td>
</tr>
<tr>
<td><strong>Customizable</strong></td>
<td>- Kentucky Grilled Chicken at participating restaurants as an alternative to the traditional fried options (and many international markets offer salads)</td>
<td>- &quot;Create Your Own&quot; menu has nearly endless different topping combinations, including a variety of crusts, cheeses, sauces, vegetables, fruits and proteins</td>
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*Taco Bell’s “Food for All” journey aims to create a menu that offers the choices its consumers are asking for — from low-calorie and vegetarian to high-protein. Learn more about the Food for All journey in this video. Watch video [TACO BELL’S “FOOD FOR ALL” JOURNEY](https://www.tacobell.com)
Nutrients We Encourage
Promoting Nutrition While Delivering on Taste

We encourage balanced options, while still offering food that delivers on flavor and craveability.

Our product development teams and suppliers follow nutrition and ingredient guidelines when beginning new product development. These guiding principles help to ensure that new menu items meet our nutrition targets and standards where possible. We also continue to expand menu offerings with more gluten-free, fruit- and vegetable-forward, lower-calorie and high-protein menu items and ingredients.

- A variety of vegetable sides are offered, including green beans, mashed potatoes, corn and cole slaw, each containing 10 grams of fat or less per serving.
- In the U.S., KFC continues to explore opportunities for improving the nutritional makeup of kids’ meals. The brand now offers a variety of kids’ meals under 300 calories.
- KFC in the U.K. and Ireland has a suite of lighter menu options, including its Rice Box menu line that replaces fries with rice.
- Participating KFC restaurants offer Kentucky Grilled Chicken (KGC) for consumers looking for products that are lower in calories, depending on the size of the piece. More specific nutritional information can be found here about KGC in the U.S. and here about KGC in the South Pacific and Africa regions.
- KFC Australia has developed a Honey Mustard Baked Tender Twister that is lower in calories, fat and sodium to meet specific nutrition criteria.

- Select international markets will launch a new “artisan” crust and new topping combinations that offer more vegetables and fresh ingredients by 2019.
- In 2017, Pizza Hut U.K. launched vegan cheese options as well as gluten-free pizzas – options which were already offered in Australia, Canada and the U.S.
- The brand offers a salad bar and delivery salads packed with fresh produce in almost every country around the world.

- Nearly three-quarters of menu items are less than 500 calories, and over half of Taco Bell’s breakfast menu is less than 400 calories.
- Ordering “Fresco style” replaces cheeses, mayo-based sauces, reduced-fat sour cream and guacamole with freshly prepared pico de gallo, at no additional cost. This switch can provide about a 25 percent reduction in fat. The signature Fresco Menu offers seven items with less than 350 calories and 10 grams of fat.
- The Power Menu includes high-protein burritos and bowls, all under 510 calories.
- Taco Bell is the first quick-service restaurant to offer menu items certified by the American Vegetarian Association.
Our nutrition strategy focuses on simplifying ingredients by removing artificial flavors, colors, preservatives and additives such as trans fats, reducing sodium and lowering calories and fats.

We've made measurable progress toward our goals to eliminate 100 percent of partially hydrogenated oil, artificial flavors and artificial coloring by 2020. In 2017, based on data representing 75 percent of our global restaurant count, an estimated 97 percent of food items were free of partially hydrogenated oil, an estimated 70 percent were free of artificial flavors, and an estimated 78 percent had removed artificial coloring.

A major focus area has been reduction of sodium across our brands. Currently, 15 percent of Pizza Hut pizzas have just one-third of the daily recommended dietary allowance for sodium, and 20 percent of its pizzas will meet that criteria by 2020. Over the last five years, Pizza Hut has lowered the sodium content in all its core dough crusts globally by 25 percent, the lowest point possible without affecting functionality, as well as lowering the sodium content in its cheeses globally by between 25 and 35 percent. Pizza Hut has provided country business units the option to choose between standard and low-sodium options, and markets in Asia, Australia, Canada, Europe and Korea have opted in.

Since 2008, Taco Bell has reduced sodium by 15 percent on average across the menu, the equivalent of 1.5 million pounds of salt removed each year from consumers' diets. By 2025, Taco Bell will expand that commitment to an additional 10 percent, for a total of 25 percent sodium reduction across the menu and is well on its way to achieving this goal. Meanwhile, KFC works with suppliers and nutrition experts to find opportunities to reduce sodium in its menu items where feasible.

In the U.S., all KFC menu items are free of food dyes (with the exception of beverages and third-party products). In addition, artificial colors and flavors will be removed from our core products by the end of 2018.

KFC U.K. products are free of artificial trans fats. The brand in the UK met its goal of removing artificial colors and flavors from its own brand ingredients by 2017.

KFC China launched a new mayonnaise recipe for burgers that reduced fat content from 70 to 35 percent.

Since 2010, KFC Australia has worked across its core menu offerings to reduce sodium, and in 2012 changed its cooking oil from sustainably sourced palm oil to locally sourced high-oleic canola oil, and also introduced side salads options as well as permanent grilled/baked menu choices. KFC Australia continues to look for ways in which it can make further improvements.

KFC Australia products are free from artificial trans fats and is working to remove all artificial colors and flavors by the end of 2018.

In 2015, Pizza Hut U.S. became the first national pizza company to remove artificial flavors and colors from its core pizzas and WingStreet products, and is committed to the same goal internationally by 2018. As of 2017, Pizza Hut had removed approximately 72 percent and 78 percent of artificial flavors and coloring, respectively, from all food ingredients.

Pizza Hut has eliminated MSG from its core menu and BHA/BHT from pepperoni.

Pizza Hut U.S. adds no sugar or oil to its pizza marinara sauce, and its cheese is made from 100 percent whole milk mozzarella.

In 2015, Taco Bell removed all artificial flavors and colors, replacing them with natural alternatives. The brand also removed high-fructose corn syrup and partially hydrogenated oils (also known as artificial trans fats) from its food. These simplifications impact more than 95 percent of the Taco Bell menu, not including beverages and co-branded items.

In 2017, Taco Bell eliminated the XL 40 oz. soda cup size, helping consumers remove 800 million grams of sugar and approximately 3.2 billion calories from their diets each year. It also replaced three full-calorie beverages with three zero-to-mid-calorie options, equivalent to a 15 percent reduction in added sugar across the beverage portfolio.

By the end of 2018, Taco Bell will remove preservatives and other additives from its food, where possible.
RESPONSIBLE MARKETING
A Commitment to Transparency

We are committed to responsible labeling and advertising practices across our brands. We work closely with franchisees worldwide to promote transparency about our food, both in our restaurants and online.

Yum! Brands believes in responsible labeling and stays abreast of labeling regulations affecting our brands across the globe. In many countries, government guidelines inform our labeling and nutrition requirements per individual portion. Guidelines are already in place in Australia, Canada, Korea and the U.K., and appear to be on the horizon in Peru and Saudi Arabia. All of these countries have implemented labeling guidelines for sodium, fat and calories per portion specific to local regulations.

In the U.S., we comply with all federal regulations and guidelines for nutrition and menu labeling, such as the U.S. Nutrition Labeling Requirements set forth by the Food and Drug Administration, New York City’s sodium labeling requirements and the Safe Drinking Water and Toxic Enforcement Act (California Proposition 65).

Our brands’ websites and social media channels are an important way in which we educate consumers and other stakeholders about our progress against nutrition goals and the nutritional profile of our products. Taco Bell is a leader in this area as one of the first quick-service restaurants to voluntarily post its full nutrition information online in 2005. Today, all three of Yum!’s brands publicize nutrition information for their full U.S. menus and have nutrition calculators available online or through mobile apps. Pizza Hut and Taco Bell also list nutrition information for regional and limited-time-offer menu items. These tools list all ingredients, food allergens and nutrition for each permanent menu item, making it simple for consumers to understand what’s in their food, customize their orders and make conscious choices about what to eat.

NUTRITION AT YOUR FINGERTIPS
(U.S. only)

- Nutrition Calculator
- Interactive Nutrition Menu

- Nutrition Calculator
- Interactive Nutrition Menu

- Nutrition Calculator
- Interactive Nutrition Menu

ADVERTISING TO CHILDREN

We understand that parents of young children have evolving preferences about the food they feed their families. While kids’ meals are not a focus area for Yum! Brands and represent a very small percentage of our business, we are mindful of how we market to children and work to increase transparency around the ingredients we serve to our younger consumers. In the U.S., we do not advertise on television programs specifically aimed at children under 12 years old and encourage markets outside the U.S. to refrain from it as well.

- Taco Bell was the first national quick-service restaurant chain to discontinue kids’ meals and toys in 2013.
- KFC Australia has been engaged with the Australian Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children as a founding member since 2009 and no longer targets advertising campaigns directly at children.
- KFC Australia and Africa have removed toys from kids’ meals.