

**COMPLAINT TO ACCC MADE 5/03/2015 ID: 400037743 BY FOOD INTOLERANCE NETWORK**  
[www.fedup.com.au](http://www.fedup.com.au)

**Company**

Red Rooster

QUICK SERVICE RESTAURANTS HOLDINGS PTY LIMITED

CHATWSOOD NSW 2067

**ACN**

124 415 041

**Complaint description**

Red Rooster has made and continues to make misleading and erroneous claims in its advertising since launch of a new marketing campaign in September 2014.

Red Rooster claims:

“At Red Rooster you won’t find anything artificial in any of the meals prepared by us”  
(<http://www.redrooster.com.au/realfoodstory> accessed 04/03/2015 and in print Coffs Coast Advocate 28/02/2015 page 6).

“100% Australian Canola Oil” (<http://www.redrooster.com.au/promotions/canolaoil> accessed 05/03/2015)

“Our chicken nuggets .. are preservative free (<http://www.redrooster.com.au/ourcommitments> accessed 04/03/2015).

“There’s no artificial colours, flavours, added hormones or MSG in the meals we prepare”  
(<http://www.redrooster.com.au/redrooster-story> accessed 04/03/2015).

The reality is that the ingredients include many additives which are artificial and there are many sources of MSG as a search of their products online confirms.

This complaint divides the misleading claims under two headings.

**1. Additives identified as of concern for children in the National Healthy Eating School Canteen Guidelines (Commonwealth Department of Health)**

The misleading claims are “At Red Rooster you won’t find anything artificial in any of the meals prepared by us”, “100% Australian Canola Oil” and “Our chicken nuggets .. are preservative free”.

Here is a summary of the artificial additives found in Red Rooster’s product range:

- Synthetic antioxidant 320 Butylated Hydroxy Anisole BHA is in the canola oil used to cook the roast potato, chips, chicken crispy fillet and in the mayonnaise. The oil is not therefore “100%” as claimed. The products contain ingredients that are artificial.

- Synthetic antioxidant 319 tert-Butylhydroquinone tBHQ is in the canola oil used to cook the Cheesy Nuggets and Nuggets. While this is not technically a preservative it is added to preserve the oil, and the oil is not “100%” as claimed. The products contain ingredients that are artificial.
- Preservative 220 sulphur dioxide is in the Guilt-free Tenders salad dressing. This additive requires a public warning on any ingredient label due to asthma concerns. Their website currently claims incorrectly that there is no sulphite present. This product contains this ingredient which is artificial. (<http://www.redrooster.com.au/menu/194/Guilt-Free-Tenders-Salad#nutritional-info> accessed 05/03/2015).
- Preservative 223 sodium metabisulphite is in the roast potato. This additive requires a public warning on any ingredient label due to asthma concerns. This product contains this ingredient which is artificial.
- Preservative 200 sorbic acid in the Cheesy chicken nuggets. This product contains this ingredient which is artificial.
- Preservative 202 potassium sorbate is in several sauces, eg tartare sauce, barbeque sauce, mayonnaise and in the chocolate mousse and raspberry cheesecake. These products contain this ingredient which is artificial.
- Preservative 282 calcium propionate is in the garlic bread, sesame bun and tortilla wrap. These products contain this ingredient which is artificial.

**2. Flavour enhancer 621 MSG (monosodium glutamate) is present in nearly all food products offered despite the claim made**

The misleading claims are that “There’s no... MSG in the meals we prepare” and “At Red Rooster you won’t find anything artificial in any of the meals prepared by us”

Any food chemist asked to analyse these foods would find MSG despite the lawyer’s trick of sometimes carefully claiming “no **added** MSG” (my emphasis) because the MSG is not added as crystalline MSG powder but as hydrolysed vegetable protein, soy sauce and yeast extract, all of which are very high in the very glutamates which affect people and which many people seek to avoid.

Further, it is our view that hydrolysed vegetable protein and yeast extract are artificial products in that protein is broken down, typically by boiling with hydrochloric acid, then neutralising the slurry with sodium hydroxide, resulting in high concentrations of the sodium cation and the glutamate anion. This is MSG by any chemical understanding.

Here is a partial list of the Red Rooster’s product range where added MSG can be found:

- Roast chicken
- chicken stuffing
- chicken salt
- gravy
- chicken nuggets
- combi salt
- rosemary sprinkle
- chip salt
- barbeque sauce
- most sauces
- mayonnaise

- mash and gravy.

In fact it is hard to find products which do not contain added MSG.

On behalf of the 10,000 family members of the Food Intolerance Network, we seek immediate ACCC action to stop this misleading advertising under both headings.



Dr Howard Dengate



## WHOLE ROAST CHICKEN

Plump, juicy barn raised chicken, hand seasoned to Red Rooster's signature recipe and lovingly roasted for your enjoyment.

No artificial flavours, colours, or added MSG in this product or any of our prepared food.

**8140 kJ**

The average adult daily intake is 8700kJ

[Nutrition Information](#) [Find Us](#)

### Ingredients

**Roast Chicken** - Chicken (89%), Water, Salt, Mineral Salts (450, 451), Sugar, Vegetable Gums (415, 412), Vegetable Oil, Hydrolysed Vegetable Protein (**Soy**, Maize), Maltodextrin.

**Chicken Salt** - Salt (Minimum 70%), Rice Flour, Vegetable Powders, Spices [Including (100)], Vegetable Oil, Anti-caking Agent (551),

Hydrolysed Vegetable Protein (Maize), Sugar, Yeast Extract, Food Acid (330), Spice Extract (160c), Flavouring.

**Stuffing** – Water, Manufactured Crumbs [**Wheat** Flour, Salt, Mineral Salt (503)], Vegetable Oil (Canola), Dehydrated Vegetables, Sugar, Herbs, Hydrolysed Vegetable Proteins (Maize, **Soy**), Spices, Maltodextrin, Curry Powder.