

Healthy Food Initiative

Launched 01/07/2016

As @ 20/10/2023

Changes are highlighted

	Foods	Rule	Exceptions	Comment
1	Chocolate based confectionary and biscuits	Confectionary including flapjacks, with sugar content greater than 50g per 100g will not be offered for sale (e.g. Mars bar, dairy milk, Wispa, Maltesers) Permitted products would include and standard kitkat,..... Confectionary and biscuits with sugar content greater than 22.5g per 100g (e.g. chocolate/sandwich/fancy biscuits, chocolate bars) should not be offered for sale within 2 metres of a till point, may not be included within a sales promotion or be advertised for sale on posters/intranet etc.	Confectionary smaller than 20g (e.g. Freddo)	Designed to limit the range and size of confectionary on sale. CQUIN 16/17
2	Chocolate based confectionary	Chocolate based confectionary would not be offered for sale in pack sizes greater than 48g (e.g. wispa gold, double decker, picnic, boost, Cadbury caramel).	Bags to share are permitted, limited to a maximum size of 200g. Sugar content may not exceed 50g per 100g.	Designed to limit the pack size of confectionary on sale.
3	Chocolate based confectionary and sweets	80% of confectionary and sweets lines must not exceed 250 kcal by serving/bag.		CQUIN 17/18
4	Boiled Sweets/Mints and other non-chocolate confectionary	May not be offered for sale within 2 metres of a till point, may not be included within a sales promotion or be advertised for sale on posters/intranet etc. The product range available for sale must not be dominant.	Dried Fruit snacks, un-salted nuts.	CQUIN 16/17 'Healthier alternatives' - need to develop some criteria to define these for sugar, fat and salt levels.

		The range of 'wholefoods' or healthier alternatives must be the same or greater in product range and be sold adjacent.		
5	Carbonated and still Drinks	Beverages with sugar content greater than 9.5g of sugar per 100g will not be offered for sale (e.g. 7-up, Coke)	100% natural Fruit Juices and smoothies with max portion size of 200ml.	Need to increase variety of diet/light/'zero' options
6	Carbonated and still Drinks	70% of dinks lines stocked, including fruit juices with sugar added, must be sugar free (contain less than 5 grams of sugar per 100ml or 10 grams per 100 ml for milk based drinks).		CQUIN 17/18
7	Crisps/Snacks	Crisps/Snacks with a salt content greater than 1.5g per 100g will not be offered for sale e.g. Walkers Salt and vinegar =1.62g/100g, Cheddars = 2.4g/100g, Hula Hoops = 1.8g/100g.	Exceptions Quavers 0.44g salt/20g Pombear 0.27g salt/19g Wotsits 0.44g salt/22.5g Snacks with salt less than 1.5g salt per 100g e.g. <i>Walkers Ready salted 1.4g/100g.</i>	
8	Crisps/Snacks	Crisps/Snacks with fat content higher than 17.5g per 100g or Saturated fat content greater than 5g per 100g will not be offered for sale within 2 metres of a till point, may not be included within a sales promotion or be advertised for sale on posters/intranet etc. Snacks with saturated fat content greater than 3.4g per 100g will not be offered for sale.		CQUIN 16/17
9	Crisps/Snacks	Crisps may not be sold in pack sizes greater than 35g e.g. 'grab' bag size packs would not be offered for sale.	Baked crisps (e.g. Walkers baked pack is 37.5g)	
10	Sandwiches	70% of all prepared sandwiches offered for sale will be made using a low fat spread, where a dressing is used; this will be low in fat.	Sandwiches made to order. A maximum of 30% of sandwiches offered for sale may be prepared using 'full fat' spreads.	Need to ensure healthier sandwiches are clearly labelled and promoted.

11	Sandwiches	75% of pre-packed sandwiches and other savoury pre-packed meals (e.g. wraps, pasta salads and salads), contain 400 kcal (1680kj) or less per serving and do not exceed 5g saturated fat per 100g2.		CQUIN 17/18
12	Salads	All prepared salads offered for sale will be made using a low fat dressing. Portion sizes of high fat protein portions in salads will be portion controlled ; e.g. 60g piece cheddar cheese.	Salads made to order.	Ensure healthier alternative protein is offered with salads e.g. medium fat cheeses such as Feta, half fat cheddar, cottage cheese.
13	Advertising	No branded fridge/chiller, vending machine or display stand/cabinet, promoting products high in salt (more than 1.5g/100g), fat (more than 17.5g/100g) or sugar (more than 22.5g/100g) will be permitted.		
14	Promotions	Food high in salt (more than 1.5g/100g), fat (more than 17.5g/100g) or sugar (more than 22.5g/100g) may not be included within any price/sales promotion, meal deal or be offered prominent display/sales space.		CQUIN 16/17, 17/18
15	Promotions	All sales promotions/displays must include healthy alternatives e.g. zero % sugar drinks, salt free wholefoods.		CQUIN 16/17