



CALORIE LABELLING

IN THE OUT OF HOME SECTOR

Introduction of new Government regulations from 6th April 2022

- As part of the Governments drive to tackle obesity and help the public to make healthier choices when eating out, large businesses will be required to display calorie information on menus and food labels from April 2022
- The rules will cover food and drink served outside of the home for immediate consumption. And includes restaurants, pubs, cafes, entertainment venues, takeaways, supermarkets, convenience stores, specialist food stores, delicatessens, sweet shops and bakeries
- Primarily aimed at large businesses with +250 employees but with a view that all food business operators will need to comply over time.
- A key indication for the convenience sector is the mention of businesses operating using a franchise agreement model as the sum of franchisees operating under that brand. For example, where the sum of the number of employees of businesses operating under a franchise agreement is greater than or equal to 250, franchisees will be required to calorie label.

WHAT FOOD IS IN SCOPE?

Food in scope of these Regulations and therefore requiring calorie labelling is food which is:

- Offered for sale for immediate consumption on the premises on which it is sold or
- Offered for sale for immediate consumption off the premises and does not require any preparation by the consumer before it is consumed (e.g. a loaf would be cut at home is exempt, a roll could be eaten out of home so is therefore included)



- Food offered for sale without packaging (e.g. a Croissant sold 'loose')

- Food packed on the premises at the consumer's request (e.g. a made to order sandwich)



- Prepacked for direct sale (PPDS) in the store/venue for self service by the consumer (e.g. a Sausage Roll baked off in store and packaged and labelled)



WHAT INFORMATION IS REQUIRED?

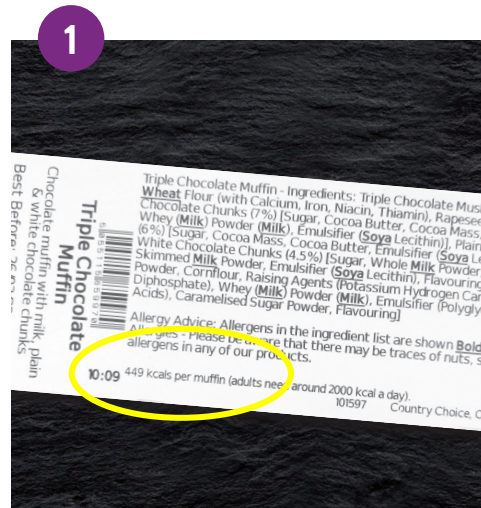
- The energy content of the food in kilocalories (kcal)
- Reference to the size of the portion to which the calorie information relates, so given per portion (for example one per item or slice and not per weight or measure (e.g. not per 100g))
- Display the statement that 'adults need around 2000 kcal a day' (for the purposes of this guidance, this statement will be referred to as the 'statement of daily calorie needs')

Please note two variations in the regulations that allow for availability challenges or to prevent food waste:

- Some businesses may need to substitute ingredients on their menus, (e.g.. a different Cheese in a filled baguette) which is acceptable if the calorie content is within a tolerance of +/- 20%
- Depending on the substitution a 30 day exemption may apply if the substituted ingredient changes the nature of the meal to such an extent that it constitutes a new menu item. E.g. a business substitutes halloumi for a vegetable burger, changing the nature of the meal, as this would count as a new menu item and fall within the exemption.

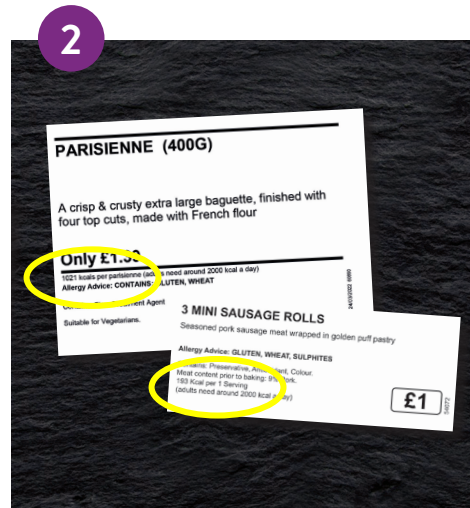
COUNTRY CHOICE SOLUTIONS

To enable customers to comply with the regulations and ensure calorie information is displayed on, next to, or in close proximity to each item being displayed, Country Choice have developed four solutions



CCORAL LABELS

An amended CCORAL label from your printer. These will be deployed from 28th February.



PLAIN SHELF EDGE LABELS

An amended Shelf Edge label, covering plain 40mm and 80mm formats. These will start to arrive from early March onwards.



COLOUR SHELF EDGE LABELS

An amended colour Shelf Edge Label, in an 80mm format. These will start to arrive from early March onwards.



MENUS

For those customers with Menus, an updated template with calories per item. These will start to arrive from early March onwards.