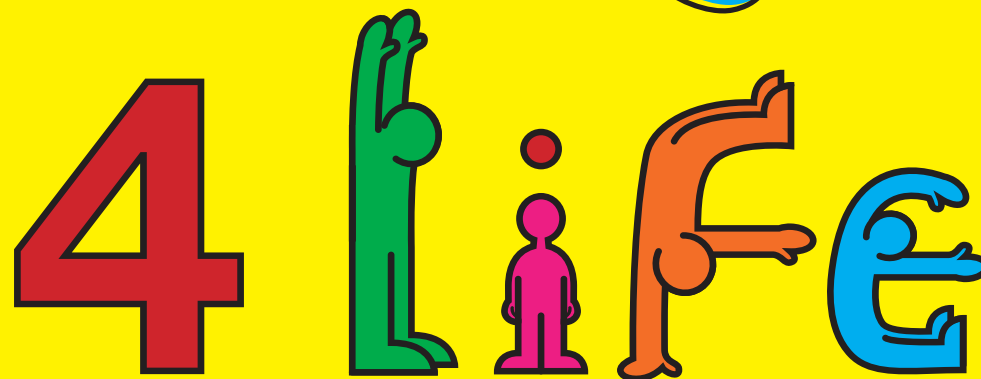


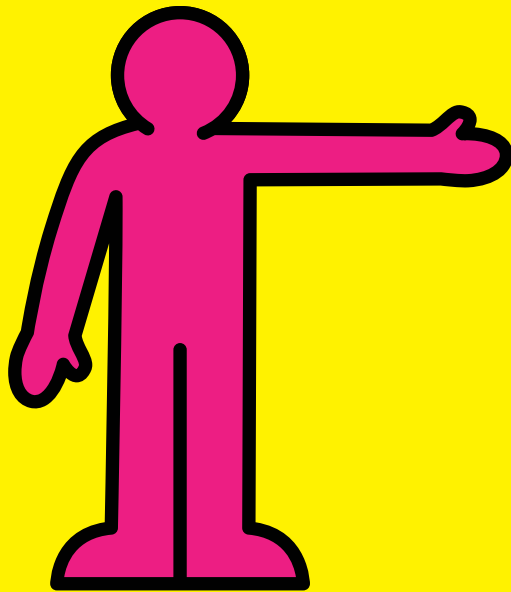
# Retail guidelines Version 9 – Jan 2017

change



Eat well    Move more    Live longer

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# Introduction

## What these guidelines are for

These guidelines have been created to help Change4Life's partners make the most of the Change4Life brand and messages within retail environments.

By creating clear and simple signage where consumers are shopping, partners can help them make more informed, healthier choices about the foods they buy.

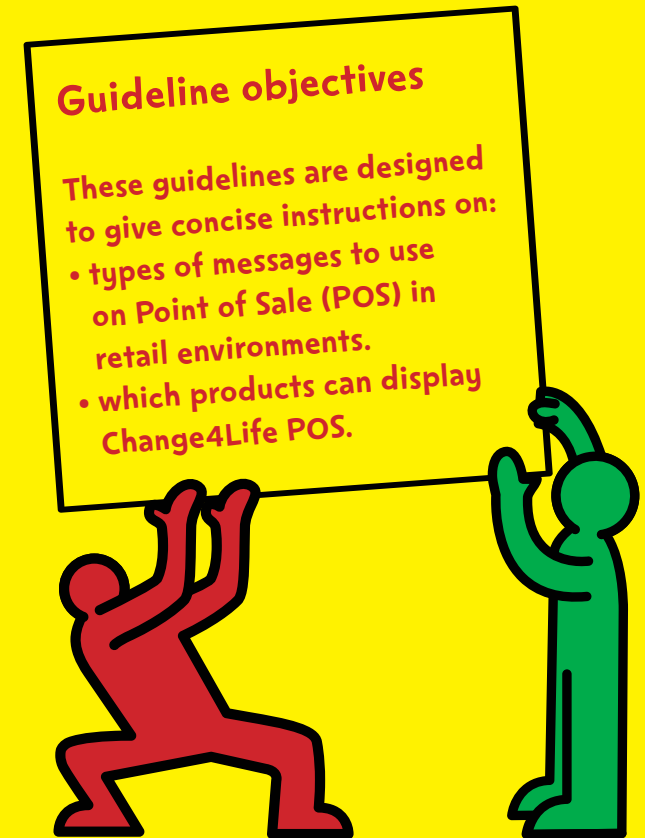
## Who these guidelines are for

National commercial organisations.

## New and updated

These new and updated guidelines should immediately replace the ones you are currently working with (Version 8 January 2016). You will find these guidelines include revised sugar criteria for the types of food and drink products that can be supported with Change4Life Point of Sale (POS) within a retail environment.

Products that can be supported with Change4Life must be from one of the product categories detailed on pages 8 to 13 and must meet the corresponding salt target detailed on pages 14 to 18.



# Retail guideline development

These guidelines have been developed in consultation with Public Health England's nutrition science and delivery team experts and Dr Susan Jebb, an independent nutritionist, to ensure Change4Life gives retailers and manufacturers clear, factually correct and up-to-date messages. Here is an overview of the stages of development.

## Independent qualitative consumer research

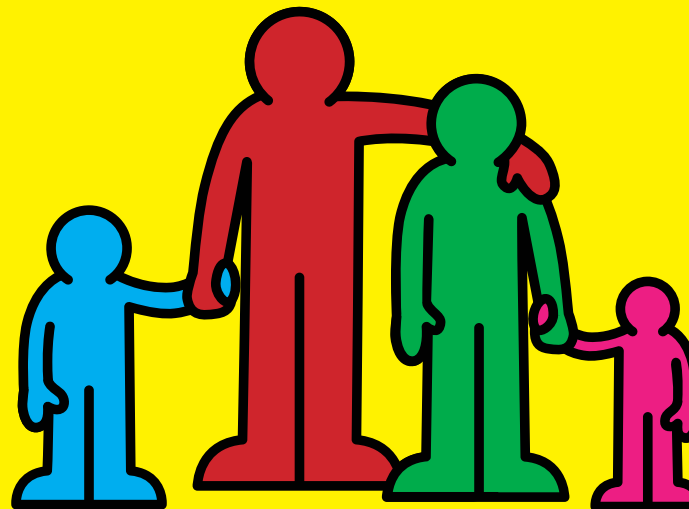
Independent qualitative consumer research was undertaken in October 2010, among a wide cross-section of families and adults. Its objective was to understand consumer perceptions when Change4Life messages were used alongside a wider range of product categories, branded products and promotions.

The aim was to understand whether the Change4Life messages were helpful and would prompt healthier behaviour or healthy swaps at point of purchase.

The response from consumers was that using the Change4Life brand and messages on POS is helpful and can act as a reminder to make a healthier choice.

## Consistency with legislation and other Government policies and recommendations

The guidelines are consistent with the Government's recommendations for healthy eating, in particular the dietary recommendations for saturated fat, added sugar and salt.




# Point of sale and on pack - messages and principles

Activity supporting Change4Life should encourage people to think about the food that they eat, communicating these handy hints:

- 5 A DAY
- Sugar swaps
- Watch the salt
- Cut back fat

And in selected environments:

- Get going every day



**Example: 'Reduced salt and sugar baked beans contain at least 30% less sugar and at least 25% less salt'.**

POS is a useful way to communicate these messages in off-line and on-line retail environments. It allows Change4Life to be explicit, helpful and suggest healthier food and drink choices at the point of decision making.

## Types of messages

### Food preparation tips

Food preparation tips and reminders are helpful and positively viewed, but should include a reason as to why it would be healthier.

#### Example:

"Swap high sugar cereal for plain cereal such as plain porridge, plain wholewheat biscuit cereal or plain shredded wheat whole grain." Or "Make your sandwiches with wholemeal or brown bread – a tasty way to up your fibre."

### Did you know

Communicating new information that the consumer may not have heard before can be helpful and increases the likelihood of a change in behaviour.

#### Example:

"Reduced salt and sugar baked beans may contain 30% less sugar." Or "Chopping a banana in with your breakfast cereal counts as one of your 5 A DAY."

### Promotions

Price promotions on healthier products can really help to drive a healthier product swap. However, if these promotions use the Change4Life brand then the product(s) featured in the promotion must be pre-agreed by Public Health England to ensure that they are in line with Change4Life and Government policy on healthy eating. Please refer to the back of these guidelines for a summary of the types of products that would be suitable.

# Point of sale and on-pack - messages and principles

(continued from previous page)

## Brand names in POS

No brand names can be used in the body of the POS message. This leads to the perception that Change4Life endorses products. However, brand names can appear in promotional offers in conjunction with a prompt or rationale.

## Examples:

✓ "Cut back fat - 50p off a pack of low fat 'Brand X' yoghurt."

✗ "Cut back fat with Brand X yoghurt."

To ensure there is no implied product endorsement from Change4Life, brand names should not be used in the POS message unless they are used to explain a promotional offer of Change4Life.

## On-pack usage

The Change4Life logo cannot be used on-pack.

However, Change4Life messages can be used on-pack without using the Change4Life logo. e.g. a bag of bananas can state "Part of your 5 A DAY".

## Agreements

Before using the Change4Life logos and/or messages in any of your activities please contact the Change4Life partnerships team. They can provide guidance and approval of use and will keep a record of all activity that contributes to supporting Change4Life.



# Food, drink and environment exclusions

A number of food and drink categories have been considered, reviewed and are currently deemed unsuitable to be associated with Change4Life.

## Low/no alcohol drinks

Consumer research has been conducted in this area which identifies that consumers have an unclear perception of low or no alcohol products. This research will be used to help inform a broader review of the retail guidelines.

## Pizza

Healthiness was questioned by some consumers, and whilst a small portion of certain types of pizza could fit with a balanced diet, most adults would eat a whole pizza for a meal and therefore be likely to exceed recommendations for salt and fat.

## Ready meals

Healthiness of these convenience foods was generally questioned by consumers.

## Crisps, confectionery, cakes and biscuits

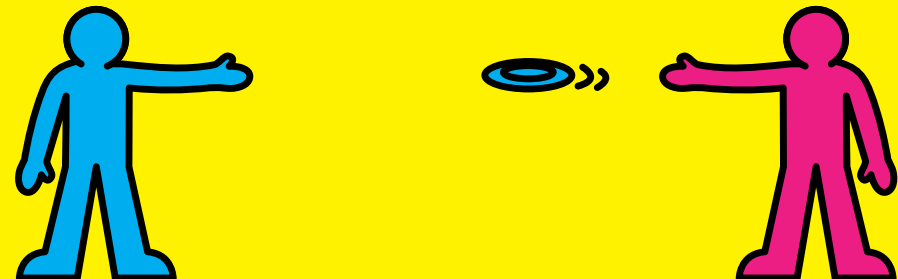
Linking these food items with Change4Life was universally considered to be inappropriate, with the exception of sugar free confectionery items which are not high in saturated fat (see pg 13).

## 'Out of home' dining environments

Consumer research suggested that eating out is often deemed to be a treat. There is therefore a requirement for partners operating in this environment to provide information so that customers can make an informed food and drink choice by providing nutritional information such as calorie content. However, this should be done without the Change4Life brand.

## Be Food Smart app

We would encourage partners to communicate where appropriate the Be Food Smart app which helps to visualise for consumers the amount of total sugar, saturated fat and salt in their food and drink product choices. It can be downloaded from the App Store and Google Play.



# Product categories

## FROZEN AND CHILLED FOOD

PRODUCT	TO QUALIFY
<b>Cheese</b>	All cottage cheese (with/without additions) and cheese and cheese products described on-pack as being reduced, light or lite fat (containing at least 30% less fat than a similar product) or low fat (containing no more than 3g of fat per 100g), and meet the relevant salt targets for the cheese product category (category 4).
<b>Chips</b>	Only oven-baked chips that contain less than 3g of fat per 100g, less than 1.5g of saturated fat per 100g and less than 0.3g salt per 100g.
<b>Fat spreads</b>	Products containing 41% fat or less and meet the relevant salt targets for the fat spreads category (category 6).
<b>Fresh and frozen fish</b>	Fresh and frozen fish sold plain and breaded. Excludes exclusively battered products and products that include marinades or butters. Includes breaded fish that contain 17.5g of fat or less per 100g and 1.5g of saturated fat or less per 100g and meet the relevant salt target for the ready meal and meal centres product category (category 8).
<b>Fruit and vegetables (frozen)</b>	Only plain food products without added salt, fat or sugar.
<b>Meat and vegetarian meat alternatives</b>	Only plain (no coatings/marinades) meat/meat products and plain vegetarian meat alternatives containing no more than 7g or less of fat per 100g and which meet the relevant salt targets for the meat products and meat alternatives categories (categories 1 and 25).
<b>Milk</b>	Plain semi-skimmed (if message targeting families with under 5s), skimmed or 1% fat.
<b>Yoghurt (incl. frozen) and fromage frais</b>	Less than 3g fat per 100g and no more than 10.8g of total sugar per 100g and which support relevant policy on healthier eating.
<b>Yoghurt drinks</b>	Less than 5.4g total sugars per 100ml and less than 1.5g fat per 100ml.



# Product categories

## FATS AND OILS

PRODUCT	TO QUALIFY
<b>Fat spreads</b>	Products containing 41% fat or less and meet the relevant salt targets for the fat spreads category (category 6).
<b>Oil sprays</b>	All products with no more than one calorie per spray that promote use of less oil.

## CANNED, DRIED AND BOTTLED GOODS

PRODUCT	TO QUALIFY
<b>Baked beans without additions</b>	Only products which can demonstrate a total sugar content of at least 30% lower and a salt content of at least 25% lower when compared to a similar product and which meet the relevant salt targets for the baked beans category (category 7).
<b>Breakfast cereal (including porridge oats)</b>	Breakfast cereals that contain at least 3g fibre per 100g, less than 5g total sugar per 100g and meet the relevant salt target for breakfast cereals (category 3). No added sugar muesli that contains at least 3g of fibre per 100g and meets the relevant salt target for breakfast cereals (category 3).
<b>Fruit (canned)</b>	Only products canned in fruit juice with no added sugars.
<b>All plain dried fruit</b>	All dried fruit messaging should feature information regarding keeping dried fruit to mealtimes. Wording to accompany all point of sale: <i>dried fruit counts towards your 5-a-day, but remember to keep it to mealtimes!</i>
<b>Canned fish</b>	Products canned in 'no liquids', spring water, sunflower oil or olive oil which meet the relevant salt targets for the canned fish category (category 23). Includes fish in tomato sauce which meet the relevant salt target for the other canned fish sub category (sub category 23.3). Excludes all other canned fish in sauce.
<b>Mayonnaise</b>	Only reduced fat products (including light and extra light products) which demonstrate at least a 30% reduction in fat compared to a similar product and meet the relevant salt targets for the mayonnaise sub category (sub category 14.4.2).

# Product categories

## CANNED, DRIED AND BOTTLED GOODS

PRODUCT	TO QUALIFY
<b>Pasta and noodles</b>	All pasta and noodles (dried) that meet the pasta and noodle salt targets category (category 17). Excludes fresh, canned and frozen pasta and noodle meals, including filled pasta.
<b>Pasta sauces</b>	Only tomato and vegetable based pasta sauces that do not contain cheese, cream or meat and contain 1.5g or less of saturated fat per 100g, 5g or less of total sugars per 100g and meet the relevant salt targets for the cook-in and pasta sauces category (category 15).
<b>Plain, dried rice, grains, flour and pulses, including flavoured rice and couscous</b>	All plain rice including white, brown or wholemeal and couscous which meet the relevant salt targets for the rice sub category (sub category 18.1) and other grains including wheat flour, bulgur wheat, quinoa and dried pulses including chickpeas and lentil. Includes flavoured rice and couscous products which meet the relevant salt targets for the flavoured rice sub category (sub category 18.2).
<b>Vegetables including pulses (canned)</b>	Only canned vegetables (including tomato puree – 100% tomatoes) and pulses in water with no added sugar or salt.
<b>Tomato ketchup</b>	Only products which can demonstrate a total sugar content of at least 30% lower and a salt content of at least 25% lower when compared to a similar product and which meet the relevant salt targets for the ketchup sub category (subcategory 14.1)

## FRESH FOOD

PRODUCT	TO QUALIFY
<b>Bread including teacakes, fruit breads and bagels</b>	Products should contain 3g or more fibre per 100g, 1.5g or less saturated fat per 100g, 22.5g or less [total] sugar per 100g and meet the salt targets for the relevant bread category (categories 2.1-2.4)
<b>Fruit</b>	All fresh fruit.
<b>Vegetables</b>	All fresh vegetables.

# Product categories

## SANDWICHES

PRODUCT	TO QUALIFY
<b>Sandwiches</b>	Only sandwiches which contain 400 kcal or less per pack and 5g or less of saturated fat per 100g. The bread must contain 3g or more fibre per 100g. Products must meet the relevant salt targets for the bought sandwiches product category (category 13).

## SEASONING

PRODUCT	TO QUALIFY
<b>Herbs and spices</b>	Only plain, dried and fresh herbs, incl. pepper and mixed herbs. Excludes seasoning preparations, pastes or additions such as oil and salt.

## BEVERAGES

PRODUCT	TO QUALIFY
<b>Coffee/tea</b>	All tea and coffee without additions of salt, sugars or fat can carry messaging.

# Product categories

## BEVERAGES

PRODUCT	TO QUALIFY
<b>Smoothies and 100% Fruit Juice</b>	<p>Only smoothies and 100% pure fruit juice with no added sugar may be included that meet one of the following.</p> <ul style="list-style-type: none"> <li>Individual portion sized products must contain 150ml of juice or smoothie only (no less or no more). Products are encouraged to carry the 5-a-day logo.</li> <li>Family sized products (those that are 750ml or greater in size, must be accompanied by POS messaging). Product packaging must state 150ml portion size, no other amount is permitted.</li> </ul> <p>POS messaging: <i>'have no more than 150ml of fruit juice or smoothie per day and remember to consume at meal times'</i>.</p>
<b>Fruit juice drinks (drinks containing less than 100% fruit juice)</b>	<p>Products may be included if they meet one of the following criteria:</p> <ul style="list-style-type: none"> <li>Fruit juice drinks which contain no added sugars and contain no more than 2.5g of total sugars per 100ml as consumed.</li> <li>Fruit juice drinks that contain 150ml of juice (no more or no less) per serving, contain no added sugars and claim 1 of 5 a day on pack may be included. POS Messaging around limiting fruit juice to 150ml once per day and consuming at meal times must be included (see 100% fruit juice for messaging).</li> </ul>
<b>No added sugar drinks (RTD)</b>	All Ready To Drink (RTD) products, which contain no added sugar and no more than 2.5g of total sugars per 100ml as consumed.
<b>No added sugar squashes</b>	No added sugar squashes containing no more than 2.5g of total sugars per 100ml when diluted as per manufacturer's instructions.
<b>Water</b>	Only waters (incl. sparkling waters) that contain no more than 0.5g of total sugars per 100 ml.

# Product categories

## SUGAR FREE CONFECTIONERY

PRODUCT	TO QUALIFY
Sugar free confectionery	All sugar free confectionery containing less than 5.0g saturated fat per 100g.

## SUGAR ALTERNATIVES

PRODUCT	TO QUALIFY
Sugar alternatives	All low energy sugar alternatives that contain no more than 4kcal per portion or no more than 40 kcal per 100g (not including calories from fibre). Honey, syrups and nectars are not permitted.

## DESSERTS

PRODUCT	TO QUALIFY
Jelly	All jelly that contains no more than 0.5g of total sugar per 100g as prepared / consumed.

## NUTS AND SEEDS

PRODUCT	TO QUALIFY
Plain nuts and seeds	Products (single or combination) should not include salt, coatings, toppings or additions. Messaging should feature information regarding the energy content of nuts and seeds. Wording to accompany all point of sale: <i>Nuts and seeds are high in energy so keep an eye on the amount you eat.</i>

# Salt target information

The Government has salt reduction targets for 76 categories of food. The targets recognise the progress that has already been made by the food industry but addresses that there is still a lot to do to reduce the average UK salt consumption from 8.0g/day to the maximum daily intake of 6g for adults (children's intakes should be lower). The targets detailed below relate to the 2012 targets (unless the 2017 targets are more lenient) and set out the maximum salt content permitted for each product and apply to each product 'as sold' (unless otherwise stated) and per 100g.

The figures shown below are the salt targets for the product categories featured on page 7-10. They set out the maximum salt or sodium content permitted for each product and apply to each product 'as sold', unless otherwise stated, and per 100g. To qualify products should meet these targets for both sodium and salt.

## FROZEN AND CHILLED FOOD

PRODUCT	TO QUALIFY
<b>Cheese</b>	<b>4. Cheese</b> 4.1 Cheddar and other similar 'hard pressed' cheeses – 2.0g salt or 800mg sodium 4.2 'Fresh' cheeses 4.2.1 Soft white cheese – 0.75g salt or 300mg sodium 4.2.2 Cottage cheese, plain and flavoured – 0.63g salt or 250mg sodium 4.3 Mozzarella – 1.5g salt or 600mg sodium 4.4 Blue cheese – 2.1g salt or 840mg sodium 4.5 Processed cheese 4.5.1 Cheese Spreads – 2.25g or 900mg sodium 4.5.2 Other processed cheese – 2.0g salt or 800mg sodium
<b>Chips</b>	<b>26. Other Processed potatoes</b> 26.2 Other processed potato products – 0.75g salt or 300mg sodium
<b>Fresh and frozen fish</b>	<b>8. Ready meal and meal centres</b> 8.1 All ready meals and meal centres – 1.13g salt or 450mg sodium
<b>Fruit and vegetables (frozen)</b>	N/A

# Salt target information

## FROZEN AND CHILLED FOOD

PRODUCT	TO QUALIFY
Meat and vegetarian meat alternatives	<p><b>1. Meat Products</b></p> <p>1.1 Bacon – 2.88g salt or 1150mg sodium</p> <p>1.2 Ham/other cured meats – 1.63g salt or 650mg sodium</p> <p>1.3 Sausages</p> <p>    1.3.1 Sausages – 1.38g salt or 550mg sodium</p> <p>    1.3.2 Cooked sausages and sausage meat products – 1.7g salt or 680mg sodium</p> <p>1.5 Cooked uncured meat</p> <p>    1.5.1 Whole muscle – 0.75g salt or 300mg sodium</p> <p>    1.5.2 Reformed whole muscle – 1.0g salt or 400mg sodium</p> <p>    1.5.3 Comminuted or chopped reformed meat – 1.5g salt or 600mg sodium</p> <p>1.6 Burgers, grillsteaks – 0.88g salt or 350 mg sodium</p> <p>1.7 Frankfurters, hotdogs and burgers</p> <p>    1.7.1 Canned frankfurters, canned hotdogs and canned burgers only – 1.75g salt or 700mg sodium</p> <p>    1.7.2 Fresh chilled frankfurters – 1.88g salt or 750mg sodium</p> <p><b>25. Meat Alternatives</b></p> <p>25.1 Plain meat alternatives – 0.7g salt or 280mg sodium</p> <p>25.2 Meat free products – 1.5g salt or 600mg sodium</p> <p>25.3 Meat free bacon – 2.13g salt or 850mg sodium</p>
Milk and yoghurt	N/A

## FATS AND OILS

PRODUCT	TO QUALIFY
Fat spreads	<p>6. Fat Spreads</p> <p>6.1 Margarines/other spreads – 1.63g salt or 650mg sodium</p>
Oil sprays	N/A

# Salt target information

## CANNED, DRIED AND BOTTLED GOODS

PRODUCT	TO QUALIFY
Baked beans	<b>7. Baked beans</b> 7.1 Baked beans in tomato sauce without accompaniments – 0.63g salt or 250mg sodium
Cereal (including porridge oats)	<b>3. Breakfast Cereals</b> 3.1 Breakfast Cereals – 1.125g salt or 450mg sodium
Fruit (canned) and fruit (dried)	N/A
Canned fish	<b>23. Canned Fish</b> 23.1 Canned tuna – 1.0g salt or 400mg sodium 23.2 Canned salmon – 0.93g salt or 370mg sodium 23.3 Other canned fish – 1.5g salt or 600mg sodium
Table sauces	<b>14. Table Sauces</b> 14.1 Tomato ketchup - 1.83g salt or 730mg salt 14.4.2 Mayonnaise (reduced fat/calorie only) – 1.88g salt or 750mg sodium
Pasta and noodles	<b>17. Pasta</b> 17.1 Pasta and noodles, plain and flavoured – 0.88g salt or 350mg sodium
Pasta sauces	<b>15. Cook in and pasta sauces, thick sauces and pastes</b> 15.1 All cook in and pasta sauces – 0.93g salt or 370mg sodium 15.2 Pesto and other thick sauces – 2.0g salt or 800mg sodium 15.3 Thick pastes – 5.0g salt or 2000mg sodium
Plain, dried rice, grains, flour and pulses, including flavoured rice and couscous	<b>18. Rice</b> 18.1 Rice (unflavoured), as consumed - 0.2g salt or 80mg sodium 18.2 Flavoured rice, as consumed - 0.63g salt or 250mg sodium
Vegetables including pulses (canned)	N/A



# Salt target information

## FRESH FOOD

PRODUCT	TO QUALIFY
Bread including teacakes, fruit breads and bagels	<b>2. Bread</b> 2.1 Bread and rolls - 1.13g salt or 450mg sodium 2.2 Bread and rolls with additions - 1.2g salt or 480g sodium 2.3 Morning goods - yeast raised 0.88g salt or 350mg sodium 2.4 Morning goods - powder raised 1.25g salt or 500mg sodium
Fruit	N/A
Vegetables	N/A

## SANDWICHES

PRODUCT	TO QUALIFY
Sandwiches	<b>13. Bought Sandwiches</b> 13.1 With high salt fillings - 1.5g salt or 600mg sodium 13.2 Without high salt fillings - 0.88g salt or 350mg sodium

## BEVERAGES

PRODUCT	TO QUALIFY
All beverages	N/A

## SEASONING

PRODUCT	TO QUALIFY
Herbs and spices	N/A

# Salt target information

## SUGAR FREE CONFECTIONERY

PRODUCT	TO QUALIFY
Sugar free confectionery	N/A

## SUGAR ALTERNATIVES

PRODUCT	TO QUALIFY
Sugar alternatives	N/A

## DESSERTS

PRODUCT	TO QUALIFY
Jelly	N/A

## NUTS AND SEEDS

PRODUCT	TO QUALIFY
Plain nuts & seeds	N/A

# Contact details

For any queries please contact [c4lpartnerships@phe.gov.uk](mailto:c4lpartnerships@phe.gov.uk)