

MANDATORY CALORIE LABELLING

QUICK GUIDE FOR RETAILERS

Applies to businesses with more than **250** employees*

*for symbol/franchise stores, this includes the total employee count of the group, not just your store(s)

Speak to your symbol/franchise operator about whether you're included in the regulations.

Business Exemptions

If you are offering food for immediate consumption outside of your symbol/franchise agreement, **you do not have to display mandatory calorie labelling.**

Applies to food/beverages that are either:

**For immediate consumption
Pre-packed for direct sale
Sold loose / packed at consumer's request**

This includes:



Displaying calorie information

Convenience retailers and suppliers should work together to confirm and display accurate calorie information. You will need to:

335kcal
per brownie

Display the energy content of the food or beverage in kilocalories (kcal)

Where to display: On a menu

Energy/portion information must be displayed next to the description/price of the food

Where to display: On a counter

Energy/portion information must be on a label identifying the food, next to or near the item.

335kcal
per brownie

Reference the size of the portion to which the calorie information relates

Adults need around 2000kcal a day

Display the statement that 'adults need around 2000 kcal a day'

Where to display

The statement must be displayed on every page of a menu, and in a prominent position where people are choosing what to buy (for example at a hot food counter)

Displaying Calorie Information Online

For food/beverages in scope of the regulations, you must display the same information on your website or on a mobile app as you would in-store, alongside the description of each item.

The 2000kcal statement must be displayed on the page where a consumer chooses what to buy.



Exemptions

The following foods are not in scope of the regulations and do not require labelling:

- Fresh fruit and vegetables
- Unprocessed products such as herbs, nuts and seeds
- Fish, meats or cheese
- Loaves of bread or baguettes
- Food that is on the menu temporarily (for less than 30 consecutive days and a total of 30 days in any year)