

CAKES, MUFFINS, SLICES

Ready-to-eat freshly baked, frozen or shelf-stable.
Excludes pre-packaged baking mixes.

SOLD IN:



Retail



SERVING SIZE RECOMMENDATION:



CAKES

UP TO 90g

OR 1
DECK OF
CARDS



MUFFINS

UP TO 90g

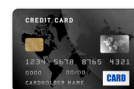
OR 1
TENNIS
BALL



SLICES

UP TO 45g

OR 1
CREDIT
CARD



Why this serving size?

- Recognises category portion sizes have increased over time.¹
- Accounts for differences in servings within sub-category informed by market research.²
- Aligns with State and Territory Government Guidance.^{3,4}



= 1-2.5

DISCRETIONARY SERVES⁵

The serving size recommendation is equal to 1-2.5 discretionary food serves.⁶

WHERE CAN YOU START?



INVESTIGATE mini or medium sized products as point of difference.



CONSIDER if serving size reduction is right for your category.



REVIEW whether serving size has increased over time. Can you revert to a smaller serving?



CONDUCT a market assessment and create an action plan with realistic timelines.



RETHINK how you serve or package products. Consider individual portions and cutting cue lines on whole cakes or outer packaging.

TIPS FOR SUCCESSFUL IMPLEMENTATION

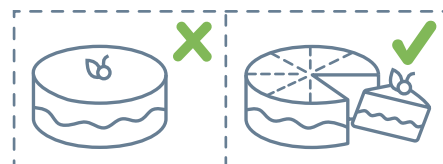


- ✓ Gradually phase in new products to increase consumer acceptance.
- ✓ Consider competitive pricing to avoid 'shrinkflation' (smaller products, same price).
- ✓ Plan promotions to help nudge consumers to the appropriate choice.
- ✓ Start with a 10% reduction in serving size as research shows it could go unnoticed.⁷
- ✓ Provide pre-portioned cakes, muffins and slices.



TOP TIP

Pre-portioned cakes, muffins and slices encourage consumers to reduce their discretionary food intake.



NEED HELP OR MORE INFORMATION?

- Explore the [other categories](#) and [Healthy Food Partnership materials](#)
- Australian Dietary Guidelines | [Eat For Health](#)
- The Institute of Grocery Distribution (IGD) | [Portion size](#) and [Sizing up the opportunity: setting portion size](#)
- Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit | [Healthy Eating Active Living](#)
- Health choices food and drink classification guide 2020 | [Department of Health, Victoria](#)
- Background on methodology and category definitions found in [Chapter 1: Healthy Food Partnership: Industry Best Practice Guide for Serving Size – Backgrounder and Methodology](#)

REFERENCES

¹Zheng et al. Changes in Typical Portion Sizes of Commonly Consumed Discretionary Foods among Australian Adults from 1995 to 2011-2012. *Nutrients*. 2017; 9 (6):577.

²Liang S, Gemming L, Wellard-Cole L and Rangan A. Comparison between serving sizes of cakes and muffins sold in Australian supermarkets and coffee shop chains. *Nutrition & Dietetics*. 2019; 76:284-289.

³NSW Ministry for Health. Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit. 2017.

⁴Health Vic. Healthy choices classification guide 2020 update - Summary of changes. 2020.

⁵National Health and Medical Research Council. Australian Dietary Guidelines. Canberra: NHMRC. 2013.

⁶A discretionary food serve is equal to 600kJ.

⁷IGD. Sizing up the opportunity: a guide to setting portion size. 2019.