

SAVOURY PASTRIES

Pies, Rolls and Envelopes.

Pastry filled with:  Meat  Poultry  Vegetable

SOLD IN:



Out of home



Retail



SERVING SIZE RECOMMENDATION:

UP TO 200g



**OR 1
BASEBALL**



Why this serving size?

- Aligns with State and Territory Government Guidance.^{1,2}
- A pastry is typically consumed as a meal rather than a snack.
- A pastry is usually consumed as one serving.
- Based on the typical serving size consumed by Australians.³

Serving suggestion:
Fill $\frac{3}{4}$ of plate with salad
or vegetables



= 3-3.5

DISCRETIONARY SERVES⁴

The serving size recommendation is equal to 3-3.5 discretionary food serves.⁵



TOP TIP

Try using visual descriptors on the menu to make a new savoury pastry item stand out as a positive choice. Instead of beef pie, try adding sensory cues like, "Slow cooked Angus Beef and red wine pie with honey glazed carrots and winter garden greens".

WHERE CAN YOU START?



INVESTIGATE options with current or new suppliers to develop and trial new recipes with in-house baking.



CONSIDER if serving size reduction is right for your category.



REVIEW sales data, customer feedback and plate wastage to determine if serving size change will impact the business.



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



PILOT new products or prototypes and evaluate impact.

TIPS FOR SUCCESSFUL IMPLEMENTATION



- ✓ Gradually phase in new products or menu items to increase consumer acceptance.
- ✓ Consider competitive pricing to avoid 'shrinkflation' (smaller products, same price).
- ✓ Plan promotions to help nudge consumers to the appropriate choice.
- ✓ Satisfy consumers by serving with $\frac{3}{4}$ plate of vegetables or salad and consider reduced sized plates.
- ✓ Offer condiments such as sauces, chutneys and relishes.



TOP TIP

Investigate reducing savoury pie and filling height by experimenting with deep pie moulds, tins or cases.



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

¹NSW Ministry for Health. Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit. 2017.

²Health Vic. Healthy choices classification guide 2020 update - Summary of changes. 2020.

³Zheng 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.

⁴National Health and Medical Research Council. Australian Dietary Guidelines. Canberra: NHMRC. 2013.

⁵A discretionary food serve is equal to 600kJ.