# SAVOURY PASTRIES

Pies, Rolls and Envelopes.







**SOLD IN:** 







# **SERVING SIZE RECOMMENDATION:**

**UP TO 200g** 





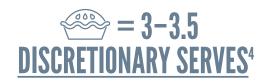


#### Why this serving size?

- 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 3/4 of plate with salad or vegetables





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 ¾ 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) | <u>Portion size</u> and <u>Sizing up</u> the opportunity: setting portion size
- Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit | <u>Healthy Eating Active Living</u>
- Health choices food and drink classification guide 2020 | <u>Department of Health, Victoria</u>
- Background on methodology and category definitions found in <u>Chapter 1: Healthy Food Partnership</u>: Industry Best Practice Guide for Serving Size – Backgrounder and Methodology

#### REFERENCES

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

<sup>2</sup>Health Vic. Healthy choices classification guide 2020 update - Summary of changes. 2020. <sup>3</sup>Zheng 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

<sup>4</sup>National Health and Medical Research Council. Australian Dietary Guidelines. Canberra: NHMRC. 2013.

<sup>5</sup>A discretionary food serve is equal to 600kJ.

