**Healthy Food Partnership: Industry Best Practice Guide for Serving Size**

**Evidence Informing the Approach and Recommended Serving Sizes**



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**List of abbreviations**

| **Abbreviation** | **Explanation**  |
| --- | --- |
| ADG | Australian Dietary Guidelines |
| AGHE | Australian Guide to Healthy Eating |
| IBPGWG | Industry Best Practice Guide Working Group |
| IGD | Institute of Grocery Distribution |
| IMERG | Implementation, Monitoring and Evaluation Working Group |
| NNPAS | National Nutrition and Physical Activity Survey 2011-12 |
| Partnership | Healthy Food Partnership |
| PSWG | Portion Size Working Group |
| RWG | Reformulation Working Group |
| WHO | World Health Organization |

**Glossary**

| **Term** | **Definition** |
| --- | --- |
| Five food groups (FFG) | This includes foods that form the basis of a healthy diet, based on or developed with reference to recommended daily intakes. |
| Discretionary food | This includes foods and beverages not necessary to provide the nutrients the body needs, but that may add variety. However, many of these are high in saturated fats, added sugars, salt and/or alcohol and are therefore described as energy dense. They can be included sometimes in small amounts by those who are physically active. |
| Out of home sector | Any outlet where food or beverage is prepared in a way that means it is ready for immediate consumption by the person who buys it, such as cafes, restaurants, pubs, clubs, quick-service restaurants, school and work canteens, as well as online businesses that sell food or beverage for takeaway or home delivery that is ready to be consumed. |
| Portion size  | The size or amount of food and/or beverage selected by an individual from what is on offer. |
| Retail foods | Packaged and unpackaged food products sold in Australian retail environments – e.g. supermarkets and convenience stores. |
| Serve size | A reference amount of a food or beverage described by the Australian Dietary Guidelines. |
| Serving size | The size or amount of a product (food and/or beverage), suggested by others, such as on-pack labelling by a manufacturer or provided by a food service business. |

**Purpose of the paper**

The intention of this paper is to provide an overview of the process undertaken by the Industry Best Practice Guide Working Group (**IBPGWG**) to develop recommendations for serving size for a selected number of discretionary foods and beverages. The work of the IBPGWG is complementary to the Partnership Reformulation Program, which is an initiative under the Healthy Food Partnership (**Partnership**). The overall aim of the paper is to improve transparency of the process used to develop the recommendations and share the evidence that informed the chosen approach.

# Background

In late 2015, the Australian Government established the Partnership with the aim of improving the dietary habits of Australians by making healthier food and beverage choices easier and more accessible, and by raising awareness of appropriate choices and portion sizes (1).

The Partnership provides a mechanism for government, the public health sector and the food industry to cooperatively tackle obesity, encourage healthy eating and empower food manufacturers to make positive changes. The scope of work within the Partnership comprises several policy areas that consider portion size, food reformulation, food service environments and education.

This multifaceted approach reflects the fact that dietary choices are determined through a complex interplay of factors and thus, there is not one single policy measure that can be introduced to shift populations onto a healthier dietary trajectory.

The Portion Size Working Group (**PSWG**) was one of the first working groups established under Partnership. One of the objectives of the PSWG was to consider how to engage with industry to optimise portion sizes[[1]](#footnote-2). Between September 2016 and June 2018, the PSWG undertook research and assessments, and developed key recommendations. One of these recommendations was to develop an industry engagement strategy to adopt voluntary activities to support healthier sizes of portions and servings. Key activities of the strategy include the development of a best practice guide on serving size[[2]](#footnote-3) to provide industry with guidance and support, and the development of recommended serving sizes for key discretionary foods and beverages. The PSWG was disbanded following the release of their report and the IBPGWG was convened in August 2019 to deliver on this recommendation.

The IBPGWG was tasked with establishing priorities for serving size recommendations which may help consumers achieve dietary patterns that are consistent with the Australian Dietary Guidelines (**ADG**)[[3]](#footnote-4). The recommended serving sizes are intended to drive a decrease in energy and risk associated nutrients (added sugar, sodium and saturated fat) in priority food categories.

The current area of work is supported by the Healthy Food Partnership Reformulation Program (**PRP**), and other initiatives, including the Australian Guide to Healthy Eating (**AGHE**), the Health Star Rating system and nutrition labelling, which enable consumers to make healthy choices when purchasing and consuming food and beverages.

The Partnership is part of a wider public health program in Australia that aims to reduce dietary risk factors for chronic disease.

# Objectives and key activities for the Industry Best Practice Guide Working Group

The principal objective of the IBPGWG is to:

*develop a guide which will provide guidance and support to food companies (including both retail and out of home sectors) to incorporate nutrition as a key driver in determining serving sizes for food and beverages.*

Key deliverables for the IBPGWG are:

1. A prioritised list of foods and beverages for which serving size recommendations will apply, including detailing the methodology used and rationale for the chosen approach
2. A process for engaging stakeholders in developing and agreeing to serving size recommendations
3. Agreed serving size recommendations for the prioritised foods and beverages
4. A Best Practice Guide for Industry, relating to serving sizes, including:
	* Adopting consistent terminology
	* Off-pack labelling information
	* Voluntary goals relating to sizes of servings
	* Promoting appropriate sizes of serving
	* Serving control devices in product presentation
	* Advice about sizes of servings in consumer communication material
5. Proposed key performance indicators to provide to the Implementation, Monitoring and Evaluation Reference Group (**IMERG**).

This paper addresses deliverables 1-3 above and will form the basis for progressing work on the remaining deliverables. Deliverable 4 will be prepared by the IBPGWG and will be informed by this rationale paper and stakeholder consultation. Deliverable 5 will be prepared by the IBPGWG and progressed by the IMERG.

# Rationale and actions for addressing serving size

Poor eating patterns are a leading contributor to disease burden in Australia (2).Australian of all ages generally do not eat enough of the five food groups (**FFG**)[[4]](#footnote-5), and eat too many discretionary food and beverages.[[5]](#footnote-6) Consumption of discretionary food and beverages accounts for over one-third of total energy intake in Australian adults (3). Poor eating patterns result in dietary risk factors, including excess intake of energy, saturated fat, added sugar and sodium, and inadequate intake of vegetables, fruits and wholegrains, which are associated with the aetiology of obesity and related non-communicable diseases, such as cardiovascular disease and type 2 diabetes (2).

The 2015 Australian Burden of Disease Study reports that the combined effect of the 13 dietary risks analysed accounted for around 7 % of the total disease burden in 2015, while overweight and obesity accounted for around 8 %. When all risk factors were ranked by their contribution to years of healthy life lost due to disease, overweight and obesity and dietary risks were the second and third leading risk factors respectively, after tobacco use (9 % of total disease burden) (2).

To date, the focus of dietary advice to the community has been on achieving and maintaining a healthy weight through the dietary guidelines, which promote the FFG, and reducing risk associated nutrients in the Australian diet (saturated fat, sodium, added sugar and alcohol). A complementary approach is to specifically support the community to reduce the number of serves and portion sizes of discretionary food and beverages consumed, and in some cases increase the number of servings and portion sizes of the FFG foods.

In Australia, both serving sizes (amount provided) and portion sizes (amount consumed per eating occasion) of many discretionary foods and beverages have been increasing in the past decades. A 2017 study examining changes in portion sizes between the 1995 and 2011-2012 national dietary surveys found that portion sizes had increased for half of the discretionary foods and beverages surveyed (4). These increases were consistent across age groups, gender, and socioeconomic status. Serving sizes of many out of home foods such as burgers, sugar-sweetened beverages and cakes have also increased, including over the recent years up to 2020 (5).

**Larger serving sizes result in higher energy intakes**

Evidence consistently shows that people consume more food and beverages when offered larger serving sizes than when offered smaller serving sizes. This ‘portion size effect’ has been observed in children and adults, males and females, and across those with different body weights, levels of dietary restraint and susceptibility to hunger (6). Highly palatable discretionary foods and beverages are particularly susceptible to this portion size effect. Consumption of large portion sizes not only leads to higher energy intakes at the meal occasion, but to higher energy intake over the day, as there is little compensation in energy intake at subsequent meals. If sustained over time, this can result in increased risk of overweight and obesity (7).

Many factors have been identified as contributing to how much food and beverage is consumed, including the presentation (e.g., meal and snack serving size and packaging cues, unit number and size, presence of segmentation cues, size of tableware, calibration marks on packaging or tableware); how the food is consumed (e.g. plate-cleaning tendencies, bite size/eating rate, attention while eating); how the amount of food served is perceived (e.g. “appropriateness” or portion-size norms, familiarity, expectation, awareness, and estimation biases); and factors that interact to influence such perceptions (e.g. palatability and energy density). External factors such as value for money and packaging information also contribute to how much is purchased, self-served, and consumed. Thus, consumers may rely on the amounts served or contained in a package as a practical cue to determine intake, together with other factors such as taste and value for money (8).

Studies have shown that recalibration of consumption norms toward smaller portions is a promising strategy (9). Exposure to smaller serving sizes, as opposed to larger serving sizes, leads consumers to perceive the smaller size to be a normal serving size and leads to less food consumed on subsequent occasions. Several reviews, including the rapid review undertaken for the Portion Size Working Group (10) propose that targeting the reduction of the size, availability and appeal of large serving sizes and packages will contribute to meaningful reductions in the selection and consumption of food and beverages. This was illustrated using statistical modelling in a Cochrane review that showed elimination of larger portion sizes from the diets could reduce energy intake by 12-16% in the UK and 22-29% in the US (6). This strategy will require efforts from food industry as education or changing food and beverage labels on their own have had limited impact (8).

**Larger servings in out of home environments**

There are often significant differences between foods and beverages purchased in the retail environment (e.g. supermarkets and convenience stores) and those purchased out of home. In most cases, the size of restaurant or takeaway servings are larger than those purchased from supermarkets. For example, the average size of a typical biscuit sold in a café is 60g compared with 30g when purchased from retail outlets or supermarkets[[6]](#footnote-7). Unfortunately, these larger serving sizes are starting to enter the retail environment, with café style biscuits becoming more common. The IBPGWG is therefore recommending different serving sizes across retail settings and the out of home sector to discourage continued serving size increases.

The IBPGWG considered the differences between discretionary foods and beverages that are typically eaten in place of a meal (e.g. savoury pastries) and those that are eaten as a snack (e.g. sweet biscuit). Thus, the recommended maximum serving sizes for some categories are equivalent to a maximum of four discretionary serves (based on 600kJ per serve as defined in the ADG), as a smaller serving size (and fewer discretionary serves) may result in poor acceptance by consumers.

**Consumer perceptions**

Along with considering the differences between in home and out of home serving sizes, the IBPGWG was sensitive to consumer attitudes to reduced serving sizes. Recent research commissioned in the UK by the consumer insights group, the Institute of Grocery Distribution (**IGD**), in collaboration with the University of Cambridge, has shown consumers will accept serving size reductions of around 10 %, with reductions of this size often going unnoticed (11).

However, consumer acceptance is closely linked to a value proposition. A rapid review commissioned by the PSWG found that interventions were ineffective when they reduced serving size of discretionary foods and beverages without concomitant reduction in price (10). The review recommended that linear unit price reductions must accompany serving size interventions. This position is supported by IGD, in the *Sizing Up the Opportunity* industry guide which recommends conducting a commercial assessment as part of the steps towards serving size changes (12). IGD acknowledges that other strategies may also drive consumer acceptance and enhance the value perception e.g. product and packaging shape.

It is also acknowledged that in out of home and hospitality settings it is common for large serving sizes to be perceived as a better “deal” compared with smaller servings, and customers are accustomed to these pricing strategies (13). In a competitive market, 'value for money’ is one of the main consumer benefits of large servings when eating out of the home, particularly, in the quick service restaurant sector (10). Labour and operational costs often remain fixed when plating up smaller serving sizes across the out of home sector, and therefore profit margins are not proportionate to serving size offerings when linear pricing exists.

The IBPGWG considered these factors when drafting the *Industry Best Practice Guide and Serving Size recommendation*s (the **Guide**).

**Feasibility considerations**

In developing the Guide and serving size recommendations, the IBPGWG considered feasibility, and aimed to set realistic serving size recommendations. It is noted that some of these recommendations may appear optimistic, especially where current serving sizes are significantly out of step with such guidance. The recommended serving sizes should be considered ‘best practice’ and provide industry with a path to follow.

## 3.1 Develop and implement an Industry Best Practice Guide

Given the evidence between larger sizes and increased intake, and the existing (but variable) guidance, there is an opportunity to develop industry guidance to support food companies (including both retail and out of home sectors).

The Guide will provide practical guidance and support to food companies to incorporate nutrition as a key driver for setting appropriate serving sizes for food and beverages. This guide draws on existing guidance, including:

* jurisdiction information, e.g. state government policies on healthy food guidelines in health facilities;
* guidance from other countries, e.g. Health Canada Table of Reference Amounts for Food; (14) and
* The UK IGD industry guidance for portion size (12).

The Guide builds upon current and previous work undertaken by the food industry in Australia and takes into consideration examples of existing serving size recommendations to assist in gauging technical feasibility, such as:

* existing industry voluntary goals for sizes of category level servings (e.g. beverages and chocolate/sugar confectionery);
* existing guidance from state government and international food policies (e.g. the Healthy Food and Drink in New South Wales Health facilities for Staff and Visitors Framework); and
* assessment of currently available serving sizes in the retail and out of home sectors.

### *3.2 Development of recommended serving sizes*

The serving sizes recommendations provided by the IBPWG can provide guidance to food companies (including both retail and out of home sectors) on appropriate sizes of servings to be offered. Serving size recommendations may be goals or maximum limits and are not necessarily the best or healthiest choice for each individual. Providing a range of smaller serving sizes is important to support diverse appetites and energy requirements. It should be noted that the recommended serving sizes are intended for the adult population. Industry is encouraged to consider their intended consumer when determining appropriate serving sizes for their products.

# Evidence for selection of food and beverage categories

## 4.1 Key contributors to discretionary energy

The ADG recommend model diets based around consumption from the FFGs. In addition, the ADG recommend limiting the intake of foods containing added sugars, saturated fat, added sodium and alcohol. Added sugars, saturated fat, sodium and alcohol, along with total energy, are commonly described as ‘risk-associated nutrients’, and a diet high in these increases the risk of many diet-related chronic conditions. Levels of these nutrients are typically higher in what are termed ‘discretionary’ food and beverages in the AGHE, which forms part of the ADG (15).

Most Australians consume a diet that is significantly out of step with dietary guidelines. For example, less than one in 24 Australians consume the recommended number of serves of vegetables and legumes/beans on a usual basis, only one in 10 meet the guidelines for dairy products, while only one in seven meet the guidelines for lean meats and alternatives (3). Conversely, Australians spend more than half (58 %) of their food budget on energy-dense, nutrient-poor discretionary foods such as sugar-sweetened beverages, cakes, confectionery and pastry products (16). Discretionary foods and beverages account for over one-third of the Australian population’s total energy intake; (3) and contribute to excessive intake of energy, added sugars, saturated fat and sodium.

For these reasons, the IBPGWG prioritised serving sizes of discretionary foods for reduction, noting that increasing serving sizes for the FFG foods may be considered at a future time.

The foods and beverages contributing the most to discretionary energy in the 2011-12 National Nutrition and Physical Activity Survey (**NNPAS**) are listed in Table 1 and Table 2.

**Table 1: Food contributing >0.5 % discretionary energy intake (as proportion of total energy) for the Australian population (2+ years) at the 3-digit level (3)**

| Food Category (NNPAS 3-digit food categories) | % |
| --- | --- |
| Cereal-based products and dishes  | 10.0 |
| Alcoholic beverages  | 4.8 |
| Non-alcoholic beverages  | 3.8 |
| Confectionery and cereal/nut/fruit/seed bars  | 2.8 |
| Meat, poultry and game products and dishes  | 2.7 |
| Milk products and dishes  | 2.1 |
| Vegetable products and dishes  | 1.8 |
| Sugar products and dishes  | 1.8 |
| Sauces, dips, and condiments  | 1.5 |
| Snack foods  | 1.5 |
| Fish and seafood products and dishes  | 0.9 |
| Fats and oils  | 0.8 |
| Cereals and cereal products  | 0.7 |

**Table 2: Top 35 food categories contributing to discretionary energy intake (of total energy) for the Australian population (2+ years) at the 5-digit level (3)**

| Food Category (NNPAS 5-digit food categories) | % |
| --- | --- |
| 24102, Potato products (e.g. hot chips, fries, wedges)  | 1.8 |
| 13405, Savoury pastry products, pies, rolls, and envelopes  | 1.6 |
| 29101, Beers, > 3.5% alcohol  | 1.5 |
| 13303, Cakes and cake mixes, other types  | 1.2 |
| 18501, Sausage, saturated fat content >5 g/100g  | 1.2 |
| 11503, Soft drinks, cola  | 1.1 |
| 29201, Wines, red (including sparkling varieties and rose styles)  | 1.0 |
| 27101, Sugar  | 1.0 |
| 19501, Ice cream, tub varieties, fat content >10 g/100 g  | 0.9 |
| 29202, Wines, white (including sparkling varieties)  | 0.9 |
| 26101, Potato crisps  | 0.8 |
| 11307, Fruit drinks (ready to drink or made from concentrate)  | 0.8 |
| 13101, Sweet biscuits, plain or flavoured including short bread varieties  | 0.8 |
| 11501, Soft drinks, non-cola  | 0.8 |
| 13301, Cakes and cake mixes, chocolate  | 0.8 |
| 13304, Muffins, cake type, and muffin mixes  | 0.7 |
| 28101, Chocolate (plain, unfilled varieties)  | 0.7 |
| 28103, Chocolate-based confectionery with other fillings or additions  | 0.7 |
| 15501, Fin fish, battered or crumbed  | 0.7 |
| 14101, Butter  | 0.6 |
| 13202, Savoury biscuits, wheat based, plain, energy >1800 kJ per 100 g  | 0.6 |
| 11401, Cordials, made from concentrate  | 0.5 |
| 13502, Pizza, saturated fat >5 g/100 g  | 0.5 |
| 28401, Lollies and other confectionery, sugar sweetened  | 0.5 |
| 13105, Sweet biscuits, chocolate-coated, chocolate chip  | 0.4 |
| 18601, Bacon  | 0.4 |
| 29102, Beers, 1.15- 3.5% alcohol, reduced alcohol / light  | 0.4 |
| 23301, Mayonnaise and cream-style dressings, full fat  | 0.4 |
| 13104, Sweet biscuits, cream-filled  | 0.4 |
| 28102, Chocolate-based confectionery with nut fillings or additions  | 0.3 |
| 18903, Poultry crumbed, battered, meatloaf or patty type with cereal and/or vegetables  | 0.3 |
| 13306, Slices, biscuit, and cake-type  | 0.3 |
| 13302, Cakes and cake mixes, sponge  | 0.3 |
| 13506, Burgers, saturated fat >5 g/100 g  | 0.3 |
| 28302, Muesli and cereal style bars, with fruit and/or nuts  | 0.3 |

While the IBPGWG acknowledges the contribution of alcoholic beverages to discretionary energy intake, this sector was deemed out of scope for the Guide.

### *4.2*  *Key contributors to added sugar, sodium, and saturated fat intake*

Several key categories were referred to the IBPGWG by the Partnership Reformulation Working Group (RWG) after they were determined unsuitable for reformulation due to technical and/or practical reasons (e.g. the sugar is intrinsic to the product, or the saturated fat is required for product structural reasons). Many of these categories are both discretionary foods and key contributors across multiple risk-associated nutrients.

#### Added sugars/free sugars

The ADG recommend limiting consumption of foods and beverages containing ‘added sugars’ (Guideline 3). Added sugars are defined as monosaccharides and disaccharides added to foods and beverages by the manufacturer, cook or consumer (17). The use of the term ’free sugars’ is also common and extends the definition of ’added sugars’ by additionally including sugars naturally present in honey, syrups, fruit juices and fruit juice concentrates (17). The World Health Organization (**WHO**) recommends a reduced intake of free sugars throughout the life course and more specifically that children and adults limit their intake to less than 10 % of total energy intake (based on moderate quality of evidence from observational studies of dental caries), or to less than 5 % (based on very low quality of evidence of ecological studies of dental caries) (18).

In 2011-12, Australians consumed an average of 60 grams of free sugars per day (19). Just over half of all Australians aged 2 years and over exceeded the WHO recommendation to limit energy from free sugars to less than 10 % of dietary energy. Children and teenagers were most likely to exceed the recommendation with almost three quarters of 9-13 and 14-18 year olds usually consuming 10 % or more of their dietary energy from free sugars. The highest 10 % of 14-18 year olds were deriving at least 23 % of their energy from free sugars. Adults aged 51-70 years were least likely to exceed the recommendation (38 % of males and 35 % of females).

Based on the above evidence, the RWG assessed the consumption data for free sugar from the 2011-12 NNPAS and the foods contributing ≥0.8 % intake of free sugars for the total population (Table 3). For some of these categories, reformulation targets were set where feasible, while other categories were referred to the IBPGWG for consideration.

**Table 3: Food contributing ≥0.8 % intake of free sugars for the total population (2+ years) (19)**

| Food Category (NNPAS 3-digit food category) | % | Reformulation target set |
| --- | --- | --- |
| Soft drinks, and flavoured mineral waters  | 17.0 | Also targeted by the IBPGWG |
| Fruit and vegetable juices, and drinks | 13.0 |  |
| Sugar, honey, and syrups | 11.5 |  |
| Cakes, muffins, scones, cake-type desserts | 8.7 | Referred to IBPGWG |
| Chocolate and chocolate-based confectionery | 5.0 | Referred to IBPGWG |
| Cordials | 4.9 |  |
| Sweet biscuits | 4.0 | Referred to IBPGWG |
| Frozen milk products | 4.0 | Referred to IBPGWG |
| Breakfast cereals, ready to eat | 2.9 |  |
| Other confectionery | 2.7 |  |
| Flavoured milks and milkshakes | 2.3 |  |
| Jam and lemon spreads, chocolate spreads, sauces  | 2.1 |  |
| Electrolyte, energy, and fortified drinks | 2.0 |  |
| Yoghurt | 1.8 |  |
| Gravies and savoury sauces | 1.8 |  |
| Mixed dishes where cereal is the major ingredient  | 1.5 |  |
| Dishes and products other than confectionery where sugar is the major component | 1.4 |  |
| Other beverage flavourings and prepared beverages  | 1.3 |  |
| Pastries | 1.1 |  |
| Other dishes where milk or a milk product is the major component | 0.8 |  |
| Muesli or cereal style bars | 0.8 |  |

#### Sodium

The ADG recommend that Australians limit intake of foods and beverages containing salt (Guideline 3). Salt is a key source of sodium in the diet. A high intake of sodium increases blood pressure which can increase the risk of developing cardiovascular and renal diseases, including stroke, coronary heart disease, heart failure, and kidney failure (20).

The RWG examined the consumption data for sodium from the 2011-12 NNPAS and the foods contributing >1 % intake of sodium for the total population (Table 4). For some of these categories, reformulation targets were set where feasible, while other categories were referred to the IBPGWG for consideration.

**Table 4: Food contributing >1 % sodium intake for the Australian population (2+ years) (21)**

| Food Category (NNPAS 3-digit food category) | % | Reformulation target set |
| --- | --- | --- |
| Mixed dishes where cereal is the major ingredient (Major contributor: Pizza) | 14.6 | Also targeted by the IBPGWG |
| Regular breads, and bread rolls (plain/unfilled/untopped varieties) | 12.7 |  |
| Processed meat | 6.0 |  |
| Gravies and savoury sauces | 4.4 |  |
| Pastries | 4.0 |  |
| Cheese | 3.9 |  |
| Mixed dishes where poultry or feathered game is the major component  | 3.7 | Also targeted by the IBPGWG |
| Sausages, frankfurts and saveloys | 3.3 |  |
| Soup, homemade from basic ingredients | 3.0 |  |
| Cakes, muffins, scones, cake-type desserts | 2.8 | Also targeted by the IBPGWG |
| Mixed dishes where beef, sheep, pork, or mammalian game is the major component | 2.6 | Also targeted by the IBPGWG |
| Dairy milk (cow, sheep, and goat) | 2.4 |  |
| English-style muffins, flat breads, and savoury and sweet breads | 2.1 |  |
| Breakfast cereals, ready to eat | 2.1 |  |
| Dishes where vegetable is the major component | 2.1 |  |
| Poultry and feathered game | 1.9 |  |
| Potato, extruded/reformed and corn snacks | 1.7 |  |
| Savoury biscuits | 1.6 |  |
| Potatoes | 1.4 | Referred to IBPWG |
| Waters, municipal and bottled, unflavoured | 1.2 |  |
| Soups – prepared from dry and commercially sterile | 1.2 |  |
| Sweet biscuits | 1.1 | Referred to IBPWG |
| Fish and seafood products (homemade and takeaway) | 1.1 |  |
| Yeast, and yeast, vegetable, or meat extracts | 1.1 |  |

#### Saturated fat

The ADG recommend limiting intake of foods containing saturated fat (Guideline 3) and replacing foods high in saturated fat, such as culinary and cooking fats and oils, with foods which contain predominantly polyunsaturated fats (**PUFA**) and monounsaturated fats (**MUFA**).

The RWG examined the consumption data for saturated fat from the 2011-12 NNPAS and the foods contributing >1 % intake of saturated fat for the total population (Table 5). For some of these categories, reformulation targets were set where feasible, while other categories were referred to the IBPGWG for consideration.

**Table 5: Food contributing >1 % saturated fats intake for the Australian population (2+ years) (21)**

| Food Category (NNPAS 3-digit food category) | % | Reformulation target set |
| --- | --- | --- |
| Mixed dishes where cereal is the major ingredient (Major contributor: Pizza)  | 9.9 | Also targeted by the IBPGWG |
| Dairy milk (cow, sheep, and goat) | 8.4 |  |
| Cheese | 7.2 |  |
| Cakes, muffins, scones, cake-type desserts | 4.9 | Referred to IBPGWG |
| Beef, sheep, and pork, unprocessed | 4.8 |  |
| Pastries | 4.6 |  |
| Frozen milk products | 4.0 | Referred to IBPGWG |
| Chocolate and chocolate-based confectionery | 4.0 | Referred to IBPGWG |
| Sweet biscuits | 3.4 | Referred to IBPGWG |
| Butters | 3.3 |  |
| Mixed dishes where poultry or feathered game is the major component | 3.3 | Also targeted by the IBPGWG |
| Sausages, frankfurts and saveloys | 3.2 |  |
| Potatoes | 2.6 | Targeted by the IBPGWG |
| Mixed dishes where beef, sheep, pork, or mammalian game is the major component | 2.5 | Also targeted by the IBPGWG |
| Poultry and feathered game | 2.3 |  |
| Coffee and coffee substitutes | 2.0 |  |
| Processed meat | 1.8 |  |
| Dishes where vegetable is the major component | 1.8 |  |
| Flavoured milks and milkshakes | 1.7 |  |
| Margarine and table spreads | 1.4 |  |
| Yoghurt | 1.4 |  |
| Nuts and nut products | 1.4 |  |
| Savoury biscuits | 1.2 |  |
| Cream | 1.2 |  |
| Regular breads, and bread rolls (plain/unfilled/untopped varieties) | 1.1 |  |

# 5. Determining serving size recommendations

## 5.1 Overall principles

The IBPGWG considered the following principles when determining the serving size recommendations:

1. **Align with the 2013 Australian Dietary Guidelines (ADG)[[7]](#footnote-8),** including concepts of five food groups/discretionary choices, and representation of an ADG discretionary serve (600kJ)
2. **Support the overall objective of the Healthy Food Partnership** to improve the dietary habits of Australians by making healthier food choices easier and more accessible, and by raising awareness of better food choices and portion sizes
3. **Support delivery of the National Preventive Health Strategy** to help Australians improve their health at all stages of life, and targeting dietary risk factors through better information
4. **Consider the latest/current evidence, including the 2011-12 Australian Health Survey** when determining the priority food categories and determining current portion sizes
5. **Acknowledge health equity,** the social, cultural, and economic barriers, and enablers to healthy food choices
6. **Align to settings-based approach**
7. **Support cross-jurisdictional alignment, where possible**
8. **Adopt a pragmatic approach/Individualised approach for each food category**
9. **Undertake stakeholder consultation**

## 5.2 Methodology

The below framework (Figure 1) illustrates the general process and considerations used by the IBPGWG to determine the serving size recommendations. In practice, an individualised approach was taken for each category, while considering the overall principles outlined above. Further detail on the rationale for individual categories can be found at [Attachment A](https://healthgov.sharepoint.com/%3Aw%3A/r/sites/portionsizeindustrybestpracticeguideworkinggroup/_layouts/15/Doc.aspx?sourcedoc=%7BAD85D57B-542A-4D31-9863-36179BAD7A88%7D&file=Serving%20Size%20Recommendations%20-%20Summary%20of%20Decisions%20.docx&action=default&mobileredirect=true).

Figure 1. Methodological framework for determining serving size recommendations

2. Considered the following:

* what a 600kJ serving represents
* typical portion sizes consumed
* sales and product data (66th percentile)
* original research

3. Does this serving size align with relevant jurisdictional/industry guidance?

If not aligned, provide justification

4. Is the serving size feasible, considering existing serving sizes? Considered:

* sales and product data
* original research

5. Will the recommendation be accepted by industry and the consumer?

Increase until feasible serving size is reached

1. Determine the setting: retail or out of home and context: meal or snack

### 5.2.1 Limitations

There were a number of limitations encountered by the IBPGWG when determining the priority food categories and the serving size recommendations.

* The priority categories were selected based on their contributions to discretionary energy, sodium, saturated fat and added sugar. The consumption data used to calculate these contributions were collected as part of the National Nutrition and Physical Activity component of the Australian Health Survey in 2011-13. The IBPGWG acknowledges that the food supply, consumption patterns and portion sizes may have changed since these data were collected. However, this data remains the most current and comprehensive dataset on population intakes available.
* Product data for many of the out of home categories was limited. The IBPGWG purchased the iFed data set and supplemented with other sources e.g. market data, research reports, and own data collection. As a result, while the IBPGWG considered the 66th percentile data when setting the serving size recommendations, it cannot be relied on for accuracy.

# Proposed serving size recommendations

Table 7 provides a list of categories and proposed maximum serving size recommendations for consultation. These serving sizes are recommendations for **maximum size** and smaller options are encouraged to meet the needs of various population sub-groups such as young children, the elderly, those on weight loss diets, with smaller appetites etc. For the detailed definitions for each category, including a list of product inclusions and exclusions, refer to [Attachment B](https://healthgov.sharepoint.com/%3Aw%3A/r/sites/portionsizeindustrybestpracticeguideworkinggroup/Shared%20Documents/General/Serving%20Size%20Recommendations%20-%20Summary%20of%20Decisions%20.docx?d=wad85d57b542a4d31986336179bad7a88&csf=1&web=1&e=W5Fjw7).

**Table 7: Proposed Serving Size Recommendations[[8]](#footnote-9)**

|  |  |
| --- | --- |
| **Partnership Food Category***(full details in Attachment B)* | **Serving size recommendation proposed for consultation** |
| Chocolate and chocolate-based confectionery   | **Retail**50g unportioned chocolate bars[[9]](#footnote-10) |
| Frozen desserts and ice-cream | **Retail**80g   |
| Cakes, muffins and slices | **Retail**90g cakes and muffins; 45g slices  |
| **Out of home**125g cakes; 150g muffins; 90g slices |
| Sweet biscuits | **Retail** 30g   |
| **Out of home**60g   |
| Potato products (i.e. chips/fries)  | **Out of home**150g   |
| Savoury pastry products, pies, rolls, and envelopes   | **Out of home and Retail**200g   |
| Sweetened beverages   | **Out of home**450mL   |
| Crumbed and battered proteins   | **Out of home**150g  |
| Pizza | **Out of home**200g  |

# Potential impact

Modelling of the reduced serving sizes was undertaken to ascertain the theoretical impact on the diets of Australians by reducing discretionary energy intake and nutrients of concern.

Flinders University was engaged by the Department of Health to use dietary simulation modelling to determine the theoretical individual and cumulative impact of applying proposed serving size recommendations on the consumption of total and discretionary: energy, sodium, saturated fat, total sugars and added sugars within the Australian adult population.

Thirteen scenarios across nine food categories were modelled using food intake data collected via a single 24-hour dietary recall from 19 to 90-year olds, representative of the Australian adult population (National Nutrition and Physical Activity Survey, NNPAS, 2011-12).

The following assumptions were made: population consumption remained constant other than the modelled scenarios; portion size was equivalent to the serving size; serving size recommendations applied to both Five Food Group foods and discretionary items; and 100 % compliance at food supply level.

The base case[[10]](#footnote-11) was 8698kJ energy, 2431mg sodium, 28g saturated fat and 105g total sugars, per person, per day. The total difference between observed and modelled (theoretical) average adult population intakes were: 4 % reduction in energy (-356kJ), 3 % reduction in sodium (-72mg), 6 % reduction in saturated fat (-1.6g), and 6 % reduction in total sugars (-6.6g)

Food categories which had the greatest overall potential impact on energy and nutrient intake were ‘Chocolate and chocolate-based confectionery’, ‘Frozen desserts and ice-cream’, ‘Pizza’, ‘Crumbed and battered proteins’, and ‘Cakes, muffins, slices’. Food categories with the lowest overall potential impact were ‘Savoury pastry products’, ‘Potato products’ and ‘Sweet biscuits’.

# Implementation of the serving size recommendations

As the Guide is voluntary, there is no requirement for businesses to ‘sign-up’ or report their progress. The Guide will assist companies to consider what actions they may wish to adopt to monitor and reduce the serving sizes of their products.

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|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Food category**  | **Setting**  | **Current serving sizes** **(66th percentile (unless otherwise stated))1** | **Recommended serving size (g)** | **Energy per recommended serving size (kJ)**3 | **ADG Discretionary Serve 600kJ equivalent** |
| **Chocolate and chocolate-based confectionery**  | Retail | **All types 1**Portioned: 28g (538kJ)Unportioned: 25g (557kJ)**Bars (only)** 2**Portioned/Partitioned (n=132) - per serve**66th percentile: 36g (756kJ)**Bars (only)**2**Non-portioned/partitioned (n=64) - per bar/serve**66th percentile: 50g (1013kJ) | 50g for single consumption barsOtherwise, defer to established [industry guide](https://www.betreatwise.info/industry/#verticalTab3)) | ~1200 (based on 2 x discretionary serve of 600kJ) | ~2 |
| **Decisions against agreed Methodology (5.1 of Rationale)**1. Retail settings. Intended to be consumed as a treat.
2. 50g serving size recommendation aligns with two ADG discretionary serve portions of 2 x 600 ie 1200kJ (1 x discretionary servings = approximately 25g = ½ small chocolate bar). Median amount consumed - 28.4g and range (20g - 31.6g) for all types of chocolate products.4
3. Product data 2 shows the 66th percentile of all types of portioned chocolates is 28g (538kJ) - range 5-60g and unportioned is 25g (557kJ) - range 2-62g1; unportioned chocolates (bars only) are 50g (1013kJ) per bar2; portioned chocolate bars 66th percentile per serve is 36g (1110kJ)2.
4. Data from the major supermarkets were obtained to help inform this recommendation and validated general conformance with the industry agreed standardised serving size.
5. Consideration was given to jurisdictional guidance, including NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (50g)5; US RACC (Reference Amounts Customarily Consumed) = 30g6, Canadian RA (Reference Amount) = 40g7; US single serve contains up to 200% of RACC = 60g and Canada 50-200% of RA i.e. up to 80g ; Public Health England (PHE) energy range of 836-1046kJ per serving8) and industry guidance (*Be treatwise*® i.e. 25g +/-5g and portionability criterion)9.

**Other Considerations or Influences underpinning this Category draft target*** The FoodTrack data1 was supplemented by industry Nielsen grocery and convenience bar (only) data (Moving Annual Total 6/9/20 and Moving Annual Total 2/8/20 respectively2.
* Portionability was also considered. For example, a 60g bar with delineation/perforation might be 3 x 20g portions. A 43g bar, with no portionability, would be the whole bar as it is likely to be consumed by an individual in one sitting.
* The recommended serve size applies to single consumption bars which are not portioned or partitioned/delineated into smaller portions and are usually sold in serve sizes >30g.
* Typical energy and grams per portion for chocolate have remained unchanged between 1995-20119.
* British Nutrition Foundation suggests a treat serve is approx. 420-627kJ10.
* The industry guidance is supported by a consumer facing *Be treatwise*® message.
 |
| **Food category** | **Setting** | **Current serving sizes** **(66th percentile (unless otherwise stated))1** | **Recommended serving size (g)** | **Energy per recommended serving size (kJ)**3 | **ADG Discretionary Serve 600kJ equivalent** |
| **Frozen desserts, ice-cream and ice-confection** | Retail | 74g (966kJ) | 80g |  ~640 (based on 1 discretionary serve i.e. 600kJ) | ~1 |
| **Decisions against agreed Methodology (5.1 of Rationale)**1. Retail settings. Intended to be consumed as a snack or dessert.
2. 80g serving size aligns with ADG discretionary serve of 600kJ; and median amount consumed - 83g (range 70g - 89g) for tub ice cream and sticks4.
3. Alignment with jurisdictional guidance (Victorian Government Guidelines - 75g (600kJ)11; NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (85ml (671kJ)5; doesn’t exceed the PHE energy target of 920kJ8; and US RACC - 2/3 cup (165ml)6.
4. Product data shows the 66th percentile of frozen desserts is 74g (966kJ)1.

**Other Considerations or Influences underpinning this Category draft target*** The following data sources were also considered: FoodTrack data1 and The George Institute (TGI) data 12.
* Energy density variance between fat/non-fat ingredient content was considered, however, it was agreed that a single category with the same serving size, regardless of energy density, was most appropriate.
 |
| **Food category**  | **Setting**  | **Current serving sizes** **(66th percentile (unless otherwise stated))1** | **Recommended serving size (g)** | **Energy per recommended serving size (kJ)**3 | **ADG Discretionary Serve 600kJ equivalent** |
| **Cakes, muffins and slices** | Retail  | **Cakes**Preportioned: 50g (760kJ)Unportioned: 68g (1068kJ)**Muffins**105g (1439kJ)**Slices**Preportioned: 35g (623kJ)Unportioned: 135g (1742kJ) | 90g for cakes and muffins; 45g for slices  | ~ 1200(based on 2 x discretionary serves) | ~ 1.5-2.5 |
| Out of home  | Median serving sizes2:**Cakes** 150g (1672kJ)**Muffins** 159g (2043kJ)**Slices** 100g (1910kJ) | Cakes - 125g Muffins - 150g Slices - 90g | ~ 1800(based on 3 x discretionary serves)  | 2-4 |
| **Decisions against agreed Methodology (5.1 of Rationale)**Retail 1. Retail settings. Intended to be consumed as a snack.
2. Serving sizes align with multiples of ADG discretionary serves of 600kJ – 1.5- 2.5 discretionary serve equivalents.
3. Alignment with jurisdictional guidance i.e. NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* retail setting portion size (80g) 5 and Victorian Government Guidelines (80g)11; US RACC (55-125g)6; Canada RA (55-125g)7; and PHE energy target (1358kJ/ serving)8.
4. Product data and category composition shows:
	1. 66th percentile of Cakes/Muffins and Slices is 65g (pre-portioned)/75g (un-portioned)1. Within this category, muffins and cakes are typically larger than slices.
	2. The median serving size of cakes and muffins from Australian supermarkets, 58g (interquartile range, IQR: 47–83) and their energy content, 915 kJ (e.g. Interquartile Range (IQR): 745–1243)1; and
	3. The composition of cakes and muffins e.g. banana cake/bread vs banana muffin may often be similar compared with slices that are generally more ingredient dense.

Out of Home 1. Intended to be consumed as a snack. Serving sizes of these foods in out of home settings are generally larger than retail settings. Comparison between 1995 and 2011/2012 national dietary surveys indicate an increase in energy content of 570 kJ per portion9. Intended to be consumed as a snack.
2. Allows 2 to 4 discretionary serves in one sitting occasion, dependent upon individual choice.
3. Aligns with category specific approach adopted by the Canadian RA and US RACC for cakes, slices and muffins, etc. (albeit outside their upper limit in their range 40-125g with muffins being 110g)6,7. However, does not align with the NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework5* or Victorian Government Guidelines11 – these serving sizes are significantly smaller than the currently available offerings in out of home setting and the recommendation seeks to address this.
4. Consumer education and acceptance will be important.

**Other Considerations or Influences underpinning this Category draft target*** Research data 13 demonstrates larger out of home portions comparatively to retail: i.e. cakes 150g, muffins 159g and slices 100g; iFed data: 66th percentile for muffins: 165g.
* Considered 10% reduction approach as recommended by IGD consumer insights group – designed to nudge consumer behaviour around acceptable portions, downward14.
* Cakes - applies the US RACC/Canadian RA for cakes of 125g6,7 = 3 ADG discretionary serves
* Muffins - applies the 10% consumer insights group IGD reduction to the SP Health food service 66th percentile data 2 (66% =165g) 165-10% (16.5g) = 148.5 (~150g)1 = ~4 ADG discretionary serves
* Slices - applies 90g upper limit = 2 ADG discretionary serves
 |
| **Food category**  | **Setting**  | **Current serving sizes** **(66th percentile (unless otherwise stated))1** | **Recommended serving size (g)** | **Energy per recommended serving size (kJ)**3 | **ADG Discretionary Serve 600kJ equivalent** |
| **Sweet biscuits** | Retail  | 25g (509kJ) | 30g | ~600 | 1 |
| Out of home  | 64g (1278kJ) | 60g | ~900-1000 | ~1.5 |
| **Decisions against agreed Methodology (5.1 of Rationale)**1. Intended to be consumed as a snack. Based on the descriptive analysis there are distinct differences between the retail and out of home settings. Out of home serving sizes are typically twice that of retail with a broader range of offerings from traditional, home-style biscuits (e.g. shortbread) to jumbo sized cookies with inclusions, such as chocolate chunks. Separate targets are proposed due to the significant differences and in consideration of the existing jurisdiction targets which cover both settings.
2. Retail serving size aligns with ADG one discretionary serve of 600kJ; Median amount consumed - 26g (ranging from 18g for plain biscuits to 36g for chocolate varieties)4.Based on the ADG discretionary serve of 600kJ (equivalent to 30g approx. e.g. 2-3 biscuits) the retail category currently aligns with the ADG guidance and the recommendation is intended to prevent an increase in serving size.
3. Recommended serving size of 60g for the out of home sector is larger than the NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (50g)5 recommendation and Victorian Government Guidelines at 40g 11. The guidance for out of home seeks to shift the offerings towards smaller and more appropriate serving sizes. In some cases, investigations showed only large, jumbo-sized cookies were on offer.
4. Consideration of existing serving size - retail and out of home - retail 66th percentile 25g (509kJ); out of home 66th percentile 64g (1278kJ)1.
5. Consumer acceptance - may require support by consumer education. Consumer education will be important on biscuits and ADG discretionary serves, especially in out of home.

**Other Considerations or Influences underpinning this Category draft target*** Typical consumer – the very young and the elderly15
* In the retail setting there are reports (including IBIS Report on Biscuit Manufactured in Australia16) of the biscuit category decline. However, observations, show that (larger) out of home style products are entering the retail market.
* The intent of the retail guidance is to halt the creep of larger sized, café style biscuits into retail settings.
 |
| **Food category**  | **Setting**  | **Current serving sizes** **(66th percentile (unless otherwise stated))1** | **Recommended serving size (g)** | **Energy per recommended serving size (kJ)**3 | **ADG Discretionary Serve 600kJ equivalent** |
| **Potato products (i.e. chips/fries/wedges)** | Out of home  | All sizes: 275g (2394kJ)Small: 162g (1624kJ)Regular/medium: 211g (1759kJ)Large: 322g(2705kJ) | 150g (individual serve)Additional guidance: small no more than 150g, regular/medium no more than 200g and large no more than 300g | ~1500 | ~2-2.5 |
| **Decisions against agreed Methodology (5.1 of Rationale)**1. Out of home settings. Considered different eating occasions, i.e. as a meal, as part of meal or as a snack.
2. 150g serving size aligns with multiples of the ADG discretionary serves of 600kJ. Median amount consumed - 72g for females and 74g for males over 19yr.4
3. Does not align with the NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (100g)5. A serving size of 100g is unlikely to be meet consumer expectation. Under the Victorian Government Guidelines, potato products are classified as red and a serving size recommendation is not provided11.
4. iFed data 66th percentile 269g (all sizes) (range 72g - 849g). 66th percentile for an individual serving 162g1.
5. Consumer acceptance was considered and influenced the final recommendation of 150g. Given the 66th percentile for individual servings is 162g, consumer acceptance of a 150g serving is likely.

**Other Considerations or Influences underpinning this Category draft target*** Lack of consistency with portion descriptors – therefore standardised guidance recommended.
* Practical to have small, regular/medium and large serve together with descriptor standardisation.
* Consider inclusion of guidance on number of chips (12-15g for example) in the target guidance.
 |
| **Food category**  | **Setting**  | **Current serving sizes** **(66th percentile (unless otherwise stated))1** | **Recommended serving size (g)** | **Energy per recommended serving size (kJ)**3 | **ADG Discretionary Serve 600kJ equivalent** |
| **Savoury pastry products, pies, rolls and envelopes** | Out of home and retail  | 200g | 200g | ~1800-2000 | ~3-3.5 |
| **Decisions against agreed Methodology (5.1 of Rationale)**1. Out of home settings. Considered different eating occasions and typical consumers. Can be consumed as a meal or as a snack.
2. A 200g serving is equivalent to 3-3.5 discretionary servings. This is larger than most other categories, however these items are frequently consumed as a meal. Consumer education regarding appropriate frequency would complement this recommendation. Median amount consumed – 175g for savoury pastries, pies and envelopes.4
3. The maximum serving size recommendation aligns with existing jurisdictional guidance NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (180g)5; Victorian Government Guidelines – 200g11) and recognises how savoury pastry products are usually consumed (i.e. whole individual products or servings).
4. An analysis of available data found a range of serving sizes on the market, including smaller 'party' size products and larger individual and multiple portion size products. The recommended maximum serving size includes all small and most regular size savoury pastry products on the market, as well as the recommended serving sizes on multiple portion products.
5. Consumer acceptance was considered likely given the number of existing products in smaller servings.

**Other Considerations or Influences underpinning this Category draft target*** The recommended maximum serving size encourages fewer larger size individual products representing >3.5 discretionary serves.
 |
| **Food category**  | **Setting**  | **Current serving sizes** **(66th percentile (unless otherwise stated))1** | **Recommended serving size (g)** | **Energy per recommended serving size (kJ)**3 | **ADG Discretionary Serve 600kJ equivalent** |
| **Sweetened Beverages** | Out of home  | 590ml | 450ml | ~720ml (based on soft drink) \*  | ~1-1.5 |
| **Decisions against agreed Methodology (5.1 of Rationale)**1. Out of home settings. Consumed in multiple settings, as a snack and meal accompaniment.
2. Median amounts consumed: Soft drinks - 390g (range 374 to 390g); Fruit drinks from concentrate - 301g (262 to 316g).4 Retail data shows that 375ml is the most frequently sold soft drink size, followed by 200ml and 300ml. Data obtained from the iFed database1, and supported by the George Institute for Global Health *State of the Food Supply* report12 (which showed that average soft drink sizes have increased by 69ml between 2016 and 2019), confirm that the serving sizes available in out of home settings are significantly larger than those purchased in retail stores. This finding is supported by Euromonitor data, which show that in out of home settings, the most frequently sold sizes are 390ml and 600ml17. The category of ‘Fruit drinks’ represents a broad range of products which can vary considerably in fruit juice and sugar content (similar to soft drinks). Typical serving sizes are also similar to soft drinks. Limited data were available for fruit drink products meeting the out of home category definition.
3. Not aligned with other jurisdictional guidance Victorian Government Guidelines - up to 250ml11; NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* – diet and sugar free drinks and flavoured milks (500ml) and sugar sweetened soft drinks and fruit drinks are banned5.
4. The 66th percentile (590ml) was considered, however, it was not deemed a suitable cut-point for this category for a number of reasons; primarily because the available data for food service is not comprehensive and is skewed towards the larger serve sizes for frozen soft drinks and also because the currently available sizes are significantly out of step with health advice.
5. One ADG discretionary food/beverage serve (600kJ) for a soft drink represents 375ml.
6. Reducing the sizes of soft drinks in the out of home sector is likely to be challenging. Therefore, an upper limit on serving sizes is proposed, which will work in conjunction with other recommendations and the Partnership Reformulation sugar target for soft drinks. Note intensely sweetened (diet or low joule) drinks and fruit drinks are included in this category.

**\*** This category is known for its diversity and therefore significant variation in energy. Note: Inclusion of ice, whilst adding volume reduces energy.**Other Considerations or Influences underpinning this Category draft target*** The IBPGWG will include guidance for industry on other steps they can take to reduce serving sizes, such as introducing smaller options of 250ml (if not currently available), offering water as the default option, making the smallest size the default option, phasing out jumbo sizes and adding ice.
* There has been a shift away from post mix/fountain style drinks sold in cups, to those sold in bottles and cans.
* It is recommended that the following conversion be adopted, depending on meal size ordered: 200-250ml can/300ml bottle = small size; 375ml can/390ml bottle = medium size; 450ml bottle = large size.
 |
| **Food category**  | **Setting**  | **Current serving sizes** **(66th percentile (unless otherwise stated))1** | **Recommended serving size (g)** | **Energy per recommended serving size (kJ)**3 | **ADG Discretionary Serve 600kJ equivalent** |
| **Crumbed and battered proteins**  | Out of home  | **Crumbed chicken**134g (1311kJ) **Crumbed fish**122g (957kJ)2**Plant based proteins**110g (922kJ)12 | 150g | ~1500kJ | ~2.5 |
| **Decisions against agreed Methodology (5.1 of Rationale)**1. Out of home settings. Intended to be consumed as part of a meal.
2. 150g is equivalent to approximately 2.5 discretionary serves. The large number of discretionary servings is reflective of these products typically being consumed as part of a meal. Median amounts consumed: Fish (151g), Meat (96g), Pork (125g), Lamb (645g), Chicken (125g) as crumbed, patty or meatloaf or just the crumbed protein4.
3. Alignment with jurisdictional guidance – Victorian Government Guidelines (150g or less)11 and NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (140g)5.
4. The recommended serving size is larger than the 66th percentile due to rounding to a whole number for simplicity. The spread of serving sizes differs across protein types, however it was decided to align the serving sizes for ease of implementation.
5. The proposed recommended serving size of 150g will assist in reducing larger servings in the marketplace.

**Other Considerations or Influences underpinning this Category draft target*** Consider cooking messages as per recommendations for potato products (chips, wedges, fries), including type of oil, cooking time, product surface area, etc.
 |
| **Food category**  | **Setting**  | **Current serving sizes** **(66th percentile (unless otherwise stated))1** | **Recommended serving size (g)** | **Energy per recommended serving size (kJ)**3 | **ADG Discretionary Serve 600kJ equivalent** |
| **Pizza** | Out of home  | **Pizza (overall)**98g (984kJ)**Medium pizza**240g (2348kJ)**Large pizza**268g (2814kJ) | 200g  | ~2000kJ  | ~3 –3.5 |
| **Decisions against agreed Methodology (5.1 of Rationale)**1. Out of home settings. Intended to be consumed as a meal or snack.
2. 200g is equivalent to approximately 3 –3.5 discretionary serves. The larger number of discretionary servings is reflective of these products typically being consumed as a meal. Median amount consumed – 207g- 212g (depending on variety).4
3. Alignment with jurisdictional guidance – Victorian Government Guidelines (200g)11 and international guidance - Canadian RA (200g)7. Also considered the PHE recommendation to reduce energy by 20% in this category, which equates to a serving size of 184-205g8.
4. Consideration of existing serving size - data on the out of home sector shows the average serving size is between 230-256g (medium to large pizza sizes) and 109g (all pizza sizes)1. The 66th percentile for medium pizza is 240g (2348kJ) and large pizza is 268g (2814kJ). This is supported by the George Institute for Global Health *State of the Food Supply* reportwhich found the range of serving sizes from three major pizza chains was 96g - 246g12.
5. Consumer acceptance may require support by education.

**Other Considerations or Influences underpinning this Category draft target*** Note a 20% energy reduction as per PHE equates to 184-205g8.
* Based on data collected from websites of major Quick Service Restaurant pizza chains the mean of 75g provides 750kJ.
* 2 slices = 150g and 1500 kJ (approx. 2 ½ DC). 1 DC = 600kJ
* 3 slices = 225g and 2250kJ (approx. 3 ¾ DC).
* Based on retail data collected from websites, pizzas serving size is 100g (individual slices and family pizzas range 100-262g)
 |

**References**

1. 66th Percentile based on FoodTrack Data supplied by CSIRO (Retail) and iFed Data supplied by SP Health (Out of home), unless otherwise specified. Data extracted June 2020.
2. Industry Nielsen grocery and convenience chocolate bar data (Moving Annual Total 6/9/20 and Moving Annual Total 2/8/20 respectively).
3. Energy per serving based on FoodTrack Data supplied by CSIRO (Retail) and iFed Data supplied by SP Health (Out of home), unless otherwise specified. Data extracted June 2020.
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13. Liang 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 DOI: 10.1111/1747-0080.12544
14. IGD consumer insights reference to 10% reduction
15. Australian Bureau of Statistics 2014. [Australian Health Survey: Nutrition First Results - Foods and Nutrients.](https://www.abs.gov.au/statistics/health/health-conditions-and-risks/australian-health-survey-nutrition-first-results-foods-and-nutrients/latest-release)
16. IBIS World. Biscuit manufacturing in Australia trends (2016-2021). Purchased from <https://www.ibisworld.com/au/industry/biscuit-manufacturing/107/>
17. Euromonitor International. Soft drinks in Australia (February 2021). Purchased from <https://www.euromonitor.com/soft-drinks-in-australia/report>

# Appendix B - Category definitions, inclusions, and exclusions

# Summary of food category definitions

**Table 1: Summary of food category definitions**

|  |  |
| --- | --- |
| **Food Category** | **Category Definition** |
| Cakes, muffins and slices: Retail  | Ready-to-eat freshly baked, frozen or shelf-stable cakes, muffins and slices sold in retail settings. Excludes packet baking mixes.**Contains three sub-categories:** 1. **A. Cakes**
2. **B. Muffins**
3. **C. Slices**
 |
| Cakes, muffins and slices: Out of home  | Freshly baked, frozen or shelf-stable cakes, muffins and slices sold in the out of home sector. **Contains three sub-categories:** 1. **A. Cakes**
2. **B. Muffins**
3. **C. Slices**
 |
| Chocolate and chocolate-based confectionary: Retail | Plain chocolate or chocolate-based confectionary, including all chocolate varieties (white, milk or dark chocolate) sold in the retail setting. Excludes cooking chocolate. This applies to single consumption bars that are not portion controlled or portion able (i.e. single serve chocolate portions, chocolate bars for individual consumption in a single sitting). For multiserve products, defer to the [existing industry standard](https://www.betreatwise.info/industry/#verticalTab3). |
| Crumbed and battered proteins: Out of home | Meat, poultry, seafood and plant-based proteins which have been coated with a crumb or batter made from flour or flour-alternatives and sold in the out of home sector. Includes products prepared on-site or pre-prepared. |
| Frozen desserts, ice-cream and ice-confection: Retail | Ready-to-eat frozen dairy- or dairy-alternative-based desserts and ice-confections sold in retail settings. |
| Sweetened beverages: Out of home | Sweetened beverages portioned on site and served cold in the out of home sector. This includes beverages marketed as soft drinks or energy drinks (includes cola and non-cola varieties), fruit drinks (defined in the Food Standards Code, Std [2.6.2 Non-alcoholic beverages and brewed soft drinks](https://www.legislation.gov.au/Series/F2015L00465) and sweetened dairy-based drinks. Includes calorically and artificially sweetened varieties. |
| Pizza: Out of home | Pizza base, with toppings (e.g. vegetable, cheese, meat, fish or alternatives) sold in the out of home sector.  |
| Potato products: Out of home | Potato or sweet potato-based products designed to be consumed as a snack or side dish with or without added seasonings or fat and sold in the out of home sector. Excludes potato-based meals or cold potato-based snack foods. |
| Savoury pastry products, pies, rolls and envelopes: Out of home and Retail | Meat, poultry and/or vegetable filing encased in a pastry and sold in the out of home and retail sectors. |
| Sweet biscuits: Retail | All sweet biscuits sold in retail. Includes products which are coated or uncoated, filled or unfilled. Excludes packet biscuit/cookie mixes and cookie doughs. |
| Sweet biscuits: Out of home | All sweet biscuits sold in the out of home sector. Includes products which are coated or uncoated, filled or unfilled.  |

# Category Definitions: Inclusions and Exclusions

## Cakes, muffins and slices: Retail

**Category definition:**

Ready-to-eat freshly baked, frozen or shelf-stable cakes, muffins and slices sold in retail. Excludes packet baking mixes.

Split into three sub-categories:

* Cakes
* Muffins
* Slices

### Sub-category A: Cakes - retail

**Subcategory definition:**

Ready-to-eat freshly baked, frozen or shelf-stable cakes sold in retail. Includes cake sold whole or pre-portioned (with or without toppings), or cupcakes with a frosting or a coating. Excludes packet baking mixes.

**Table 2: Cakes – retail**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| All iced and un-iced cakes (all flavours, e.g. sponge, chocolate, fruit, caramel, coffee, vanilla, black forest, carrot, plain butter cakes, tea cakes, cheesecakes, panettone), pre-portioned coated cakes (e.g. lamingtons), cupcakes with a frosting or a coating, cake rolls (e.g. Swiss rolls), cake bars, and brownies. Includes pre-portioned or whole banana breads and similar products (e.g. pear bread or berry bread) with or without nuts, seeds or chocolate chips added.Includes products available as ready-to-eat frozen, chilled or shelf-stable products, with or without fillings or decorations such as jam, cream, nuts or sprinkles. Includes gluten-free alternatives.May be sold as individual serves (e.g. individual cake slice), as a multipack (e.g. pack of lamingtons or cake bars), pre-sliced (e.g. a whole cake already sliced) or to be divided up later (e.g. whole unsliced cake).  | Packet baking mixes, meringues (including pavlova, macarons), muesli/fruit/nut bars and slices, pastry bases (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single cake-making ingredients (e.g. icing/frosting, sugar, flour), baking mixes, sweet buns (e.g. finger buns, fruit buns, fruit loaves, cinnamon scrolls), bagels (including sweet varieties), scones, English muffins, hot cross buns, pastries (e.g. croissants, Danishes, strudels, sfogliatelle, zeppole, cannoli, sweet pies), sweet biscuits, fruit pies, tarts, crumbles, doughnuts (all varieties- plain, iced, glazed, filled), churros, profiteroles, custards, all puddings including flour-based puddings (e.g. sticky date pudding), protein balls, eclairs and cookies. All muffins and muffin bars (all flavours, e.g. chocolate, banana, bran, coconut, orange and poppy seed, raspberry and white chocolate). All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly). Savoury products including savoury muffins, savoury tarts or slices. All other desserts e.g. crème brûlée, ice-cream and panna cotta.   |

### Sub-category B: Muffins

**Subcategory definition:**

Ready-to-eat freshly baked, frozen or shelf-stable muffins with or without a light topping (e.g. crumbs, dusted with icing sugar, chocolate drizzle), sold in retail in pre-portioned servings. Excludes packet baking mixes.

**Table 3: Muffins - retail**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| All muffins and muffin bars (all flavours, e.g. chocolate, banana, bran, coconut, orange and poppy seed, raspberry and white chocolate). Includes products available as ready-to-eat frozen, chilled or shelf-stable products, with or without toppings, fillings or decorations such as icing, jam, cream, nuts or sprinkles. Includes gluten-free alternatives. May be sold as individual serves (e.g. one muffin), or as a multipack (e.g. 6 muffins).  | Packet baking mixes, meringues (including pavlova, macarons), muesli/fruit/nut bars and slices, pastry bases (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single cake-making ingredients (e.g. icing/frosting, sugar, flour), baking mixes, sweet buns (e.g. finger buns, fruit buns, fruit loaves, cinnamon scrolls), bagels (including sweet varieties), scones, English muffins, hot cross buns, pastries (e.g. croissants, Danishes, strudels, sfogliatelle, zeppole, cannoli, sweet pies), sweet biscuits, fruit pies, tarts, crumbles, doughnuts (all varieties- plain, iced, glazed, filled), churros, profiteroles, custards, all puddings including flour-based puddings (e.g. sticky date pudding), protein balls, eclairs and cookies. All cakes (all flavours, e.g. sponge, chocolate, fruit, caramel, coffee, vanilla, black forest, carrot, plain butter cakes, tea cakes, cheesecakes, panettone), lamingtons, cupcakes, cake rolls (e.g. Swiss rolls), cake bars, brownies. All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly). Pre-portioned or whole banana breads and similar products (e.g. pear bread or berry bread) with or without nuts, seeds or chocolate chips added. Savoury products including savoury muffins, savoury tarts or slices. All other desserts e.g. crème brûlée, ice-cream and panna cotta.  |

### Sub-category C: Slices

**Subcategory definition:**

Ready-to-eat freshly baked, frozen or shelf-stable slices sold in retail. Excludes packet baking mixes. Slices are a sweet product typically consisting of layers, with a firm base (such as biscuit), and a topping (such as icing or chocolate), with or without a filling.

**Table 4: Slices - retail**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly). Includes products available as ready-to-eat frozen, chilled or shelf-stable products. Includes gluten-free alternatives. May be sold as individual serves (e.g. one slice), or as a multipack (e.g. 6 slices).  | Packet baking mixes, meringues (including pavlova, macarons), muesli/fruit/nut bars and slices, pastry bases (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single cake-making ingredients (e.g. icing/frosting, sugar, flour), baking mixes, sweet buns (e.g. finger buns, fruit buns, fruit loaves, cinnamon scrolls), bagels (including sweet varieties), scones, English muffins, hot cross buns, pastries (e.g. croissants, Danishes, strudels, sfogliatelle, zeppole, cannoli, sweet pies), sweet biscuits, fruit pies, tarts, crumbles, doughnuts (all varieties- plain, iced, glazed, filled), churros, profiteroles, custards, all puddings including flour-based puddings (e.g. sticky date pudding), protein balls, eclairs and cookies. All cakes (all flavours, e.g. sponge, chocolate, fruit, caramel, coffee, vanilla, black forest, carrot, plain butter cakes, tea cakes,  |

## Cakes, muffins and slices: Out of home

**Category definition:**

Freshly baked, frozen or shelf-stable cakes, muffins and slices sold in food service.

Split into three sub-categories

* Cakes
* Muffins
* Slices

### Sub-category A: Cakes – out of home

**Sub-category definition:**

Freshly baked, frozen or shelf-stable cakes sold in food service. Includes cake sold whole or pre-portioned (with or without toppings), or cupcakes with a frosting or a coating.

**Table 5: Cakes – Out of home**

| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| --- | --- |
| All iced and un-iced cakes (all flavours, e.g. sponge, chocolate, fruit, caramel, coffee, vanilla, black forest, carrot, plain butter cakes, tea cakes, cheesecakes, panettone), pre-portioned coated cakes(e.g. lamingtons, cake bars), iced cupcakes, cake rolls (e.g. Swiss rolls) and brownies. Includes pre-portioned or whole banana breads and similar products (e.g. pear bread or berry bread) with or without nuts, seeds or chocolate chips added.Includes products made from raw ingredients or from a mix, generally available for purchase as chilled or shelf-stable. Includes products with or without fillings or decorations such as jam, cream or sprinkles. Includes products made from any type of flour including gluten-free alternatives. May be sold as individual serves (e.g. individual cake slice), as a multipack (e.g. pack of lamingtons or cake bars), pre-sliced (e.g. a whole cake already sliced) or to be divided up later (e.g. whole unsliced cake).  | Meringues (including pavlova, macarons), muesli/fruit/nut bars and slices, pastry bases (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single cake-making ingredients (e.g. icing/frosting, sugar, flour), baking mixes, sweet buns (e.g. finger buns, fruit buns, fruit loaves, cinnamon scrolls), bagels (including sweet varieties), scones, English muffins, hot cross buns, pastries (e.g. croissants, Danishes, strudels, sfogliatelle, zeppole, cannoli, sweet pies), sweet biscuits, fruit pies, tarts, crumbles, doughnuts (all varieties- plain, iced, glazed, filled), churros, profiteroles, custards, all puddings including flour-based puddings (e.g. sticky date pudding), protein balls, eclairs and cookies. Excludes products which combine an excluded item with an included item, e.g. Duffins (donut muffins). All muffins and muffin bars (all flavours, e.g. chocolate, banana, bran, coconut, orange and poppy seed, raspberry and white chocolate). All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly). Savoury products including savoury muffins, savoury tarts or slices. All other desserts e.g. crème brûlée, ice-cream and panna cotta.  |

### Sub-category B: Muffins

**Subcategory definition:**

Freshly baked, frozen or shelf-stable muffins, with or without a light topping (e.g. crumbs, dusted with icing sugar, chocolate drizzle), sold in food service, in pre-portioned servings.

**Table 6: Muffins - out of home**

| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| --- | --- |
| All muffins and muffin bars (all flavours, e.g. chocolate, banana, bran, coconut, orange and poppy seed, raspberry and white chocolate). Includes products made from raw ingredients or from a mix, generally available for purchase as chilled or shelf-stable. Includes products with or without toppings, fillings or decorations such as icing, jam, cream or sprinkles. Includes products made from any type of flour including gluten-free alternatives. May be sold as a single serve (e.g. individual muffin), or multipacks (e.g. a pack of muffins).  | Meringues (including pavlova, macarons), muesli/fruit/nut bars and slices, pastry bases (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single cake-making ingredients (e.g. icing/frosting, sugar, flour), baking mixes, sweet buns (e.g. finger buns, fruit buns, fruit loaves, cinnamon scrolls), bagels (including sweet varieties), scones, English muffins, hot cross buns, pastries (e.g. croissants, Danishes, strudels, sfogliatelle, zeppole, cannoli, sweet pies), sweet biscuits, fruit pies, tarts, crumbles, doughnuts (all varieties- plain, iced, glazed, filled), churros, profiteroles, custards, all puddings including flour-based puddings (e.g. sticky date pudding), protein balls, eclairs and cookies. Excludes products which combine an excluded item with an included item, e.g. Duffins (donut muffins). All cakes (all flavours. sponge, chocolate, fruit, caramel, coffee, vanilla, black forest, carrot, plain butter cakes, teacakes, cheesecakes, panettone), lamingtons, cupcakes, cake rolls (e.g. Swiss rolls), cake bars, brownies. All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly). Pre-portioned or whole banana breads and similar products (e.g. Pear bread or berry bread) with or without nuts, seeds or chocolate chips added. Savoury products including savoury muffins, savoury tarts or slices. Excludes all other desserts e.g. crème brûlée, ice-cream and panna cotta.  |

### Sub-category C: Slices

**Subcategory definition:**

Freshly baked, frozen or shelf-stable slices sold in food service. Slices are a sweet product typically consisting of layers, with a firm base (such as biscuit), and a topping (such as icing or chocolate), with or without a filling.

**Table 7: Slices - out of home**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly). Includes products made from raw ingredients or from a mix, generally available for purchase as chilled or shelf-stable. Includes products made from any type of flour including gluten-free alternatives. May be sold as a single serve (e.g. individual slice), or multipack (e.g. 6 slices).  | Meringues (including pavlova, macarons), muesli/fruit/nut bars and slices, pastry bases (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single cake-making ingredients (e.g. icing/frosting, sugar, flour), baking mixes, sweet buns (e.g. finger buns, fruit buns, fruit loaves, cinnamon scrolls), bagels (including sweet varieties), scones, English muffins, hot cross buns, pastries (e.g. croissants, Danishes, strudels, sfogliatelle, zeppole, cannoli, sweet pies), sweet biscuits, fruit pies, tarts, crumbles, doughnuts (all varieties- plain, iced, glazed, filled), churros, profiteroles, custards, all puddings including flour-based puddings (e.g. sticky date pudding), protein balls, eclairs and cookies. Excludes products which combine an excluded item with an included item, e.g. Duffins (donut muffins). All cakes (all flavours, e.g. sponge, chocolate, fruit, caramel, coffee, vanilla, black forest, carrot, plain butter cakes, tea cakes, cheesecakes, panettone), lamingtons, cupcakes, cake rolls (e.g. Swiss rolls), cake bars, brownies. All muffins and muffin bars (all flavours, e.g. chocolate, banana, bran, coconut, orange and poppy seed, raspberry and white chocolate). Pre-portioned or whole banana breads and similar products (e.g. pear bread or berry bread) with or without nuts, seeds or chocolate chips added. Savoury products including savoury muffins, savoury tarts or slices. All other desserts e.g. crème brûlée, ice-cream and panna cotta.  |

## Chocolate and chocolate-based confectionary: Retail

**Category definition:**

Ready-to-eat plain chocolate or chocolate-based confectionary, including all chocolate varieties (white, milk or dark chocolate) sold in the retail setting. Excludes cooking chocolate. This applies to single consumption bars that are not portion controlled or portionable (i.e. single serve chocolate portions, chocolate bars for individual consumption in a single sitting). For multiserve products, defer to the [existing industry standard](https://www.betreatwise.info/industry/#verticalTab3).

**Table 8: Chocolate and chocolate-based confectionary – retail**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| Includes all varieties and forms of **ready-to-eat** chocolate: sugar free, dairy-free/ vegan (e.g. coconut-based), white, dark, milk, with or without coatings. Also includes chocolate coated nuts and dried fruit mixtures, chocolate coated confectionary, confectionary coated chocolate, single-serve chocolate bars, chocolate blocks, fun size chocolate, boxed chocolates and carob products.  | **Cooking chocolate**, non-chocolate confectionary (e.g. lollies, chews), other products that may contain chocolate, or are chocolate-topped, but not sold or marketed as confectionary (e.g. muesli bars/nut bars, bakery products, sweet biscuits, breakfast cereals, frozen desserts, icing, protein drinks or supplements), chocolate beverages or beverage powders, chocolate sauces, spreads, yoghurt-coated products and cocoa powder.  |

## Crumbed and battered proteins: Out of home

**Category definition:**

Meat, poultry, seafood and plant-based proteins which have been coated with a crumb or batter made from flour or flour-alternatives and sold in the out of home sector. Includes products prepared on-site or pre-prepared.

**Table 9: Meat, poultry, seafood and plant-based proteins – out of home**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| Schnitzels, Kiev’s, nuggets, crumbed chicken, crumbed burger patties, crumbed/ battered rissoles, popcorn chicken or coated and fried chicken. Crumbed or battered fish, squid, prawns and all other seafood (e.g. fish fingers, fish fillets, crumbed calamari, salt and pepper squid, seafood tempura, popcorn prawns, battered crab or fish cakes). Includes any flavourings including schnitzels with any topping (e.g. mushroom sauce, chicken parmigiana) or flavoured coated chicken (e.g. chicken karaage). Includes plant-based proteins.May be sourced whole or in pieces, fresh or frozen. May have been processed prior to coating or be in its raw form (e.g. chicken nuggets are processed prior to coating, while battered chicken wings are not; fish nuggets are processed prior to coating while battered barramundi is not processed prior to coating). Product may be pre-prepared or cooked fresh. Includes gluten-free varieties. May have any topping e.g. tomato sauce (ketchup), gravy, meat sauces, spicy sauces, vegetables or salsas. Can be sold as a main meal, or as a snack or side dish.  | Marinated or seasoned products without crumbing or batter (e.g. BBQ wings, pork ribs, hot wings), products with savoury additives (e.g. ready meal of schnitzel with vegetables), potato-based dishes, meatloaf, plain (not crumbed or battered) patties, uncoated rissoles, crumbed or battered cheeses, hot dogs, pies, pasties, croquettes, dumplings. |

## Frozen desserts, ice-cream and ice-confections: Retail

**Category definition:**

Ready-to-eat frozen dairy- or dairy-alternative-based desserts and ice-confections sold in retail settings.

**Table 9: Frozen desserts, ice-cream and ice-confections – retail**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| Frozen desserts made from dairy (including lactose-free) or dairy alternatives (including soy, coconut, tofu or nut-based) or water-based ice-confections. Includes ice-cream, frozen yoghurt, dairy or dairy-alternative-based gelato, sorbet, water ice confections (e.g. icy poles, ice blocks), frozen mousse, ice-cream cakes, Vienetta, frozen custard, includes regular fat, reduced fat, low fat and sugar-free options. Products may be single-serve, multipacks or in a tub. Products may be any flavour, have toppings or be value-added.  | Chilled dairy desserts (e.g. refrigerated puddings, mousse and custards), frozen dairy desserts intended to be consumed at room temperature or after heating, e.g. cheesecake or Bavarian desserts.  |

## Sweetened Beverages: Out of home

**Category definition:**

Sweetened beverages portioned on site and served cold in the food service sector. This includes beverages marketed as soft drinks or energy drinks (includes cola and non-cola varieties), fruit drinks (defined in the Food Standards Code, *Section 2.6.2 Non-alcoholic beverages and brewed soft drinks*14 and sweetened dairy-based drinks. Includes calorically and artificially sweetened varieties.

**Table 10: Non-alcoholic Beverages: Out of home**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| All sweetened beverages. For example, fruit drinks, soft drinks and energy drinks. Fruit drinks made from any fruit, containing one type of fruit or a mixture of fruits. Also includes frozen or chilled fruit drinks (e.g. slushies, chillers or frappes made with fruit, water and/or sugar), smoothies (e.g. the Boost Juice ‘All Berry Bang Smoothie’), milkshakes, frappes (with or without milk and/or cream), iced-teas, and bubble teas. Flavoured drinks with added ingredients e.g. chocolate, peanut butter, cream or ice-cream. May be from a concentrate and require reconstitution prior to sale (e.g. Cordials). Fruit may be purchased pre-juiced or may be squeezed or blended on site. May have added flavourings or fruit-based ingredients such as coconut water or fruit-based sorbet. Soft-drinks and energy drinks which have been calorically or artificially sweetened, which are portioned on-site. Includes products sourced as ready-to-drink, or powders/concentrates requiring reconstitution prior to sale (‘pre-mixes’). Also includes hand-crafted beverages (e.g. house-made lemon squash and kombucha) and iced teas. Examples include carbonated cola products, creaming sodas, lemonades, lemon, lime and bitters, sarsaparilla, other soft drinks of any flavour, frozen soft drinks of any flavour (i.e. “slushies”/ “slurpies”), tonic water and energy drinks such as “Red Bull”, “V” or “Rockstar”. May be referred to as “sodas” or “handcrafted sodas”. May be sold as single serves (e.g. a cup) or in large bottles or jugs to share/ for multiple servings.  | Fruit and vegetable juices as defined by the Food Standards Code, alcoholic drinks, sports drinks. Fruit drinks designed for retail sale, i.e. products from manufacturers which do not require any additions and are sold in sealed bottles (e.g. pop pops sold in bottles). Tea, coffee, hot chocolate, plain mineral/ spring/ soda water, vitamin waters, coconut water. Excludes soft-drinks designed for retail sale, i.e. products from manufacturers which do not require any additions and are sold in sealed bottles (e.g. soft drink sold in a can, kombucha sold in a bottle).  |

## Pizza: Out of home

**Category definition:**

Pizza base, with toppings (e.g. vegetable, cheese, meat, fish or alternatives) sold in the food service setting.

**Table 11: Pizza - out of home**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| Pizzas, calzones and pizza pockets. May have a traditional pizza dough base (thin or thick crust) or be a bread or pita base (e.g. bakery-style pizzas or Turkish Pide). Can have any savoury topping; fresh or processed meats, dairy-free, eggs, vegetables, seafood, any sauces (e.g. garlic, oil, tomato-based, mayonnaise), with or without cheese. Product may be sourced pre-prepared or cooked fresh. May be made from pre-prepared ingredients (such as pre-prepared pizza bases or pre-sliced toppings) or may be made from raw ingredients on-site. Includes products sourced as chilled or frozen varieties and then heated. May be baked, reheated, grilled or deep fried. Can be sold whole as a main meal, or as individual slices.  | Pastry-based dishes, dessert pizzas (sweet-flavoured pizzas e.g. apple and ice-cream, berry and chocolate), pizza toppings, pizza-flavoured pastries, biscuits or other foods.  |

## Potato products: Out of home

**Category definition:**

Potato or sweet potato-based products designed to be consumed as a snack or side dish with or without added seasonings or fat and sold in food service. Excludes potato-based meals or cold potato-based snack foods.

**Table 12: Potato products – out of home**

|  |  |
| --- | --- |
| **Category Inclusions**  | **Category Exclusions**  |
| Hot potato or sweet potato chips, fries or wedges with or without added seasonings or fat. Includes chips, fries, shoestring fries and wedges of any flavour or cooking method (e.g. oven roast, beer battered, French fries, crinkle cut, straight cut). Products may be prepared from raw ingredients or from pre-cut or pre-coated ingredients, they may require cooking or re-heating on-site. May have any topping e.g. tomato sauce (ketchup), gravy, meat sauces, spicy sauces, vegetables/ salsas or cheese. Potato products may be served alone as a snack or served as a side dish.  | Other potato-based snacks such as hash browns, pommes, puffs, balls, noisettes, fritters, gems or potato cakes. Any vegetables other than potato or sweet potato, e.g. corn chips (including nachos), onion rings. Potato within meals, such as shepherd’s pie, gnocchi, potato bakes, mashed potato. Potato-based curries or any other main meals. Cold potato-based snacks such as crisps.  |

## Savoury pastry products, pies, rolls and envelopes: Out of home and Retail

**Category definition:**

Meat, poultry and/or vegetable filing encased in a pastry and sold in the out of home and retail sectors.

**Table 13: Savoury pastries – out of home**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| Sausage rolls, meat or vegetable pasties, savoury pastries/rolls (e.g. chicken & vegetable, spinach & cheese, ham & cheese), single-serve and party variety pasties and sausage rolls or vegetarian sausage rolls. Quiches, meat or vegetarian pies (in a gravy base, all flavours), includes gluten-free varieties. Includes gluten-free varieties. Product may be pre-prepared and cooked/ reheated or baked fresh. May be made from any type of pastry, e.g. puff, shortcrust, filo. May be sold as an individual serve (e.g. individually sold pie, pasty or sausage rolls) or a slice from a product such as a quiche. Also includes party-pies and sausage rolls for which one serve would comprise multiple mini sausage rolls or mini pies, and larger versions intended to be portioned.  | Frittatas, pizzas, hot dogs, croissants, processed meats, pastry cases or bases without fillings (e.g. vol au vent, spring roll wrappers, pretzels), sweet pastries, pastizzi, Asian pastries (e.g. dumplings, wontons, spring rolls) and filled vol-au-vents.  |

## Sweet biscuits: Retail

**Category definition:**

All ready-to-eatsweet biscuits sold in retail. Includes products which are coated or uncoated, filled or unfilled. Excludes packet biscuit/cookie mixes and cookie doughs.

**Table 14: Sweet biscuits - retail**

|  |  |
| --- | --- |
| **Category Inclusions**  | **Category Exclusions**  |
| All sweet biscuits (also known as cookies) including plain, chocolate flavoured, chocolate coated, biscotti and filled sweet biscuits. May be fresh or shelf-stable. Includes all flavours such as shortbread, wafer-style biscuits, gingerbread and Yo-Yos. May have added nuts, chocolate, oats, icing, cream, coconut, fruit, marshmallow or other fillings and flavours. Includes gluten-free, sugar-free, low-fat varieties. Includes products made from cereal flours or alternatives. May be sold in multi-packs, or as individual serves.  | **Packet biscuit/cookie mixes, cookie doughs**, savoury biscuits, products containing biscuits where biscuits are not the main ingredient (e.g. ice-cream sandwiches), muesli bars, breakfast biscuits, sweet bakery products including meringue products (e.g. macarons), all cakes, lamingtons, cupcakes, slices, cake rolls, muffins, pastries, fruit pies, tarts, crumbles, turnovers, bread products with icing or glaze, profiteroles, puddings, eclairs, baklava, donuts or mixes for the above products.  |

## Sweet biscuits: Out of home

**Category definition:**

All sweet biscuits sold in food service. Includes products which are coated or uncoated, filled or unfilled.

**Table 15: Sweet biscuits - out of home**

|  |  |
| --- | --- |
| **Sub-category Inclusions**  | **Sub-category Exclusions**  |
| All sweet biscuits (also known as cookies) including plain, chocolate flavoured, chocolate coated, biscotti and filled sweet biscuits. Includes products made from raw ingredients or from a mix. Includes all flavours such as shortbread, wafer-style biscuits, gingerbread and Yo-Yos. May have added nuts, chocolate, oats, icing, cream, coconut, fruit, marshmallow or other fillings and flavours. Includes gluten-free, sugar-free, low-fat varieties. Includes products made from cereal flours or alternatives. Usually sold as an individual serve.  | Savoury biscuits, products containing biscuits where biscuits are not the main ingredient (e.g. ice-cream sandwiches), muesli bars, breakfast biscuits, sweet bakery products including meringue products (e.g. macarons), all cakes, lamingtons, cupcakes, slices, cake rolls, muffins, pastries, fruit pies, tarts, crumbles, turnovers, bread products with icing or glaze, profiteroles, puddings, eclairs, baklava, donuts or mixes for the above products. Excludes products which combine an excluded item with an included item, e.g. brownie cookies or macaron cookies.  |

1. Portion size is the size or amount of food and/or drink selected by an individual from what is on offer at any particular eating occasion. [Healthy Food Partnership 2018. Consistent terminology for describing the size of food and beverages](https://www1.health.gov.au/internet/main/publishing.nsf/Content/D1303EA4560AC170CA257FAD00823954/%24File/Portion%20Size%20Terminology%20Fact%20Sheet.pdf) [↑](#footnote-ref-2)
2. Serving size is the size or amount of a product (food and/or drink), suggested by others, such as on-pack labelling by a manufacturer or provided by a food service business. [Healthy Food Partnership 2018. Consistent terminology for describing the size of food and beverages](https://www1.health.gov.au/internet/main/publishing.nsf/Content/D1303EA4560AC170CA257FAD00823954/%24File/Portion%20Size%20Terminology%20Fact%20Sheet.pdf) [↑](#footnote-ref-3)
3. A Review of the 2013 Australian Dietary Guidelines has commenced. The updated Guidelines are expected to be released in 2024. [↑](#footnote-ref-4)
4. Five Food Groups include vegetables, fruits, grains and cereals, lean meats and alternatives (poultry, fish, legumes, tofu, nuts and seeds), and dairy (milk, cheese and yoghurt. [↑](#footnote-ref-5)
5. Discretionary food and drinks refer to a group of products which are energy dense and nutrient poor. [↑](#footnote-ref-6)
6. Healthy Food Partnership Industry Best Practice Guide for Serving Size. Evidence Informing the Approach and Recommended Serving Sizes: Appendix A [↑](#footnote-ref-7)
7. A review of the 2013 Australian Dietary Guidelines has commenced. The updated Guidelines are expected to be released in 2024. [↑](#footnote-ref-8)
8. All serving sizes should be considered maximums [↑](#footnote-ref-9)
9. This applies to single consumption bars that are not portion controlled or portionable (i.e. single serve chocolate portions, chocolate bars for individual consumption in a single sitting). For multiserve products, defer to [existing industry guidance](https://www.betreatwise.info/industry/#verticalTab3) i.e. 25g +/-5g and portionability criterion.  [↑](#footnote-ref-10)
10. Australian Bureau of Statistics National Nutrition and Physical Activity Survey 2011-12 [↑](#footnote-ref-11)