



Australian Government
**Department of Health
and Aged Care**



**Healthy Food
Partnership**
working together to improve your food

Healthy Food Partnership

Industry Guide to Voluntary Serving Size Reduction

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 (UK)
IMERG	Implementation, Monitoring and Evaluation Reference Group
NNPAS	National Nutrition and Physical Activity Survey 2011-12
PSWG	Portion Size Working Group
RWG	Reformulation Working Group
WHO	World Health Organization

Glossary

Term	Definition
Five food groups (FFG)	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). These foods form the basis of a healthy diet, based on or developed with reference to recommended daily intakes.
Discretionary foods and beverages	This includes foods and/or beverages not necessary to provide the nutrients the body needs, but that may add variety to the diet. However, many of these are high in saturated fats, added sugars, sodium (salt) and/or alcohol and are therefore described as energy dense.
Out of home	Outlets where food and/or beverage is prepared for immediate consumption, for example cafés (including those within a retail, petrol and convenience store), restaurants, pubs, clubs, quick-service restaurants, canteens, online businesses that sell food or beverage for takeaway or home delivery and retail 'on the go' products. Retail 'on the go' products include, but are not limited to, beverages (all varieties including smoothies, juices and soft drinks served in cups or glasses, but not prepacked, bottled, or canned cold drinks), bakery items (predominantly loose pastries, cakes, biscuits, slices) and ready to eat options such as pizza, chicken nuggets and hot chips.
Portion size	The size or amount of food and/or beverage selected by an individual from what is on offer.
Retail	Food products sold in retail environments, for example supermarkets, petrol stations and convenience stores.
Serve size	A reference amount of a food and/or beverage described by the Australian Dietary Guidelines and its companion document, the Eat for Health Educator Guide. A serve of discretionary food, as defined in the Eat for Health Educator Guide, is the amount that contains 600 kJ.
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.
The Guide	Industry Guide to Voluntary Serving Size Reduction. The Guide was originally named the Industry Best Practice Guide, and this name is reflected in the name of the working group.

1. 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 serving size recommendations for a selected number of discretionary foods and beverages included in the Industry Guide to Voluntary Serving Size Reduction. 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.

2. Background

In late 2015, the Australian Government established the Healthy Food Partnership (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 the Partnership¹. One of the objectives of the PSWG was to consider how to engage with industry to optimise portion sizes. 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 guide on serving size 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)². 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 work of the IBPGWG is complementary to the Partnership Reformulation Program, which is an initiative under the Partnership.

¹ The archived website of the PSWG can be found at <https://webarchive.nla.gov.au/awa/20210604022950/http://medicareforall.health.gov.au/internet/main/publishing.nsf/Content/portion-control>

² A Review of the 2013 Australian Dietary Guidelines has commenced. The updated Guidelines are expected to be released in 2024.

3. 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. Key performance indicators to provide to the Implementation, Monitoring and Evaluation Reference Group (IMERG).

Following public consultation, the IBPGWG agreed to rename the guide to the Industry Guide to Voluntary Serving Size Reduction (the Guide), as this name best reflects the intention of the Guide.

4. Rationale and actions for addressing serving size

Poor eating patterns are a leading contributor to disease burden in Australia (2). Australians of all ages generally do not eat enough of the five food groups (FFG) and eat too many discretionary food and beverages. Consumption of discretionary food and beverages accounts for over one-third of total energy intake in Australian adults (3).

The 2018 Australian Burden of Disease Study reports that the combined effect of the 12 dietary risks analysed accounted for 5.4% of the total disease burden in 2018, while overweight and obesity accounted for 8.4%. 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 (8.6% 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 ADG, 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 PSWG (10) propose that targeting the reduction of 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).

Different serving sizes in different environments

There are often significant differences between foods and beverages purchased in the retail settings 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 about double the size of those purchased from retail outlets (outlined at Appendix A). 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 (for example, savoury pastries) and those that are eaten as a snack (for example, sweet biscuit). Thus, the maximum serving size recommendations for some categories are equivalent to multiple discretionary serves (based on about 600 kJ per serve), as a smaller serving size (and fewer discretionary serves) may result in poor acceptance by consumers.

Consumer perceptions

Along with considering the differences between retail 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 commercial and 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 a concomitant reduction in price (10). The review recommended that linear unit price reductions must accompany serving size interventions. This position is supported by the IGD, in the *Sizing Up the Opportunity* industry guidance which recommends conducting a commercial assessment as part of the steps towards serving size changes (12). The IGD acknowledges that other strategies may also drive consumer acceptance and enhance the value perception, for example product and packaging shape.

It is also recognised that in out of home settings it is common for large serving sizes to be perceived as a better 'deal' compared with smaller servings, and consumers 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.

Feasibility considerations

In developing the 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 are intended to provide industry with a path to follow.

4.1 Develop and implement an industry guide on serving size

Given the link 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, for example state government policies on healthy food guidelines in health facilities;
- guidance from other countries, for example. 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 (for example beverages and chocolate/sugar confectionery); and
- assessment of currently available serving sizes in the retail and out of home sectors.

4.2 Development of recommended serving sizes

The serving size recommendations provided by the IBPGWG 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.

The *Eat for Health Educator Guide* (a companion document to the ADG) states that a serve of discretionary foods is the amount that provides about 600kJ. Discretionary foods are not a necessary part of the diet and should only be consumed sometimes and in small amounts. However, depending on a person's individual circumstances, including age, height, and physical activity level, varying numbers of serves of discretionary foods each day can be consumed. For example, some adults can have up to 3 serves of discretionary foods each day (15). For this reason, this Guide allows for serving sizes that equate to multiple serves of discretionary foods.

It should be noted that the serving size recommendations are intended for the adult population. Industry is encouraged to consider their intended consumers when determining appropriate serving sizes for their products. Serving sizes for children were considered out of scope for the IBPGWG; however, a separate Healthy Food Partnership project committee based on commercial Foods for Early Childhood will examine serving size guidance for foods for infants and toddlers. A number of states and territories have school canteen guidelines in place – these provide a useful reference point for some discretionary products.

5. Evidence for selection of food and beverage categories

5.1 Key contributors to discretionary energy

The ADG recommends model diets based around consumption from the FFG. In addition, the ADG recommend limiting the intake of foods containing added sugars, saturated fat, 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 ADG (16).

Most Australians consume a diet that is significantly out of step with the ADG. For example, less than 1 in 24 Australians consume the recommended number of serves of vegetables and legumes/beans on a usual basis, only 1 in 10 meet the guidelines for dairy products, while only 1 in 7 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 (17). 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 reducing serving sizes of discretionary foods, noting that increasing serving sizes for the FFG foods may be considered at a future time. While the IBPGWG acknowledges the contribution of alcoholic beverages to discretionary energy intake, this sector was deemed out of scope for the Guide.

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

Source: NNPAS 2011–12

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

Source: NNPAS 2011–12

5.2 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 (for example, the sugar is intrinsic to the product, or the saturated fat is required for product structural reasons). Many of these categories are 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) (16). Added sugars are defined as monosaccharides and disaccharides added to foods and beverages by the manufacturer, cook or consumer (18). 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 (18). 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) (19).

In 2011–12, Australians consumed an average of 60 grams of free sugars per day (20). 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 $\geq 0.8\%$ 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 $\geq 0.8\%$ intake of free sugars for the total population (2+ years)
(20)**

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	✓

Source: NNPAS 2011–12

Sodium

The ADG recommend that Australians limit intake of foods and beverages containing salt (Guideline 3) (16). 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 (21).

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) (22)

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 IBPGWG
Waters, municipal and bottled, unflavoured	1.2	
Soups – prepared from dry and commercially sterile	1.2	
Sweet biscuits	1.1	Referred to IBPGWG
Fish and seafood products (homemade and takeaway)	1.1	✓
Yeast, and yeast, vegetable, or meat extracts	1.1	

Source: NNPAS 2011–12

Saturated fat

The ADG recommend limiting intake of foods containing saturated fat (Guideline 3) (16) and replacing foods high in saturated fat, such as culinary and cooking fats and oils, with foods which contain predominantly polyunsaturated fats and monounsaturated fats.

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) (22)

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	

Source: NNPAS 2011–12

6. Determining serving size recommendations

6.1 Overall principles

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

1. **Align with the 2013 Australian Dietary Guidelines (ADG)³**, including concepts of FFG /discretionary foods, and representation of a discretionary serve (600kJ) (as outlined in the *Eat for Health Educator Guide*)
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 2021–2030⁴** 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**

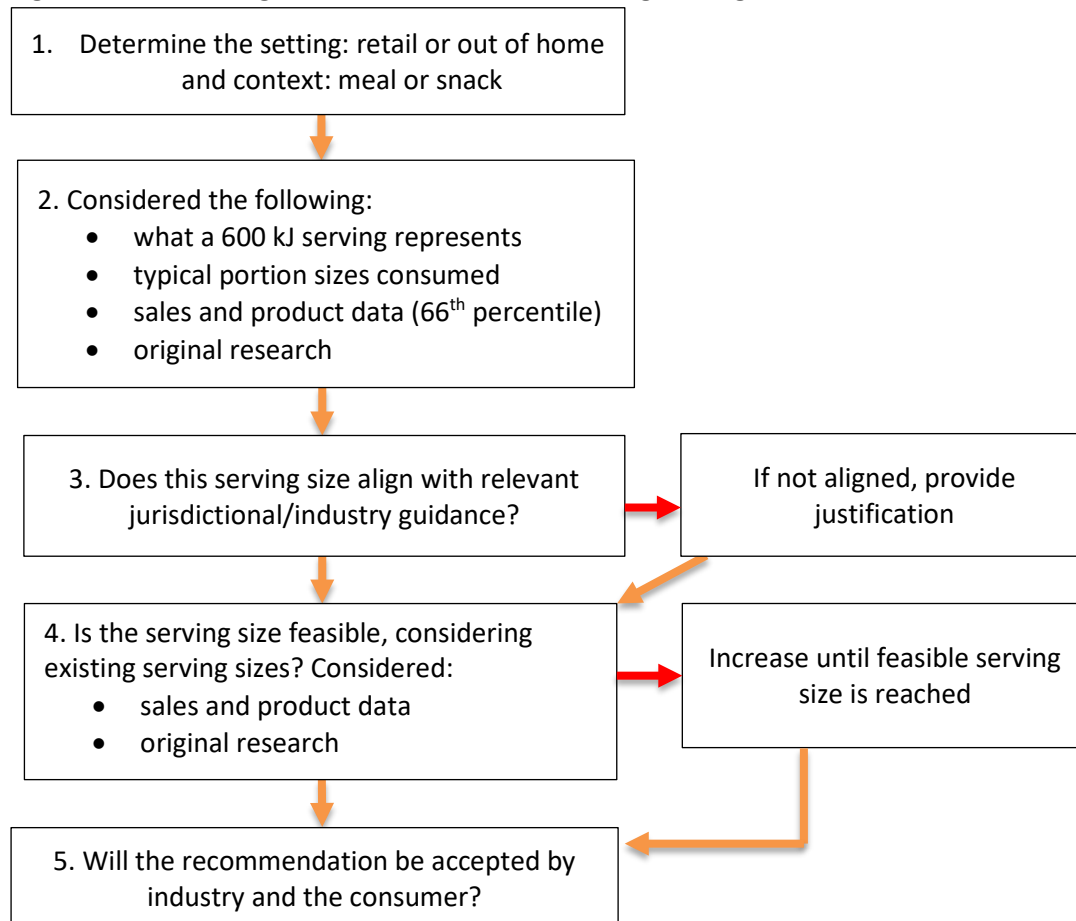
³A review of the 2013 Australian Dietary Guidelines has commenced. The updated Guidelines are expected to be released in 2024.

⁴ The National Preventive Health Strategy 2021-2030 was published in December 2021 and is available at: <https://www.health.gov.au/resources/publications/national-preventive-health-strategy-2021-2030>

6.2 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](#).

Figure 1. Methodological framework for determining serving size recommendations



6.2.1 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 data from the Interactive Food & Exercise Database (iFed) and from the CSIRO's FoodTrack database, and supplemented with other sources for example 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.

7. Serving size recommendations

Table 7 provides a list of categories and maximum serving size recommendations. 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, older people, those on weight loss diets, and those with smaller appetites. For the detailed definitions for each category, including a list of product inclusions and exclusions, refer to [Attachment B](#).

Table 7: Serving Size Recommendations⁵

Partnership Food Category <i>(full details in Attachment B)</i>	Serving size recommendations
Cakes, muffins and slices	Retail Up to 90 g for cakes and muffins; 45 g for slices
	Out of home Up to 150 g for heavy weight cakes; 125 g for light-medium weight cakes; 150 g for muffins; 90 g for slices
Chilled beverages	Out of home Up to 450 ml
Chocolate and chocolate-alternative-based confectionery	Retail Up to 50 g for single consumption bars ⁶ ; 25 g +/- 5 g for all other products
Crumbed and battered proteins	Out of home Up to 150 g
Hot potato chips, fries and wedges	Out of home Up to 150 g
Ice-cream, ice-cream confections and frozen desserts	Retail Up to 75 g for sticks/single servings; 50 g for tubs
Pizza	Out of home Up to 200 g
Savoury pastry products - pies, rolls, and filled pastries	Out of home and Retail Up to 200 g
Sweet biscuits	Retail Up to 30 g
	Out of home Up to 60 g

⁵ All serving sizes should be considered maximums

⁶ 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 i.e. 25g +/-5g and portionability criterion.

8. 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 concern⁷.

Flinders University was engaged by the Australian Government Department of Health⁸ 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 FFG foods and discretionary items; and 100% compliance at food supply level.

The base case (observed mean dietary intake in the NNPAS) (3) was 8,698 kJ energy, 2,431 mg sodium, 28 g saturated fat and 105 g total sugars, per person, per day. The total difference between observed and modelled (theoretical) average adult population intakes were: 4% reduction in energy (-356 kJ), 3% reduction in sodium (-72 mg), 6% reduction in saturated fat (-1.6 g), and 6% reduction in total sugars (-6.6 g).⁹

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', 'Hot potato chips, fries and wedges' and 'Sweet biscuits'.

9. Public consultation

Draft recommendations and example pages of the Guide were released for public consultation during July and August 2021. Additional consultation was conducted on the chilled beverages out of home category and the cakes out of home category in November 2021¹⁰.

There were 27 submissions to the consultation, of which around half represented the food industry, a third from the public health sector or academia, and a smaller number from government and members of the public.

A summary of submissions is published separately.

⁷ This work was undertaken based on initial serving sizes proposed in April 2021. Following public consultation, the recommendations for two categories have changed: Ice-cream (previously 80 g, now 75 g for sticks and 50 g for tubs), and cakes out-of-home (previously 125 g, now 125 g for light/medium cakes, and 150 g for heavy cakes. The inclusion criteria for chilled beverages has also been updated. The modelling has not been repeated in line with revised recommendations as it is expected the impact would be negligible.

⁸ The Department of Health was renamed Department of Health and Aged Care in July 2022.

⁹ Assumptions: population consumption remained constant other than the modelled scenarios; portion size was equivalent to the serving size; serving size recommendations applied to both core and discretionary items; 100% compliance at food supply level.

¹⁰ Organisations who had provided comments on the chilled beverages and cakes out of home categories were invited to provide further comment on these categories in recognitions of changes made following consultation. A mix of industry, public health sector and state government responses to this targeted consultation were received.

10. 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.

11. Monitoring and Evaluation

To evaluate changes in serving sizes of the targeted foods, a number of monitoring and evaluation projects are proposed, including:

- Audits of serving sizes of targeted discretionary foods and beverages in retail and out of home settings (for example smaller serving sizes more visible and being the default option, and removing upsizing);
- Qualitative survey or interviews with industry to identify enablers and barriers to reduce serving sizes;
- Qualitative surveys or interviews with consumers to provide feedback on serving size changes (for example, have changes in serving size been detected, for which foods/beverages, and what are consumers' reactions to these);
- Monitor and compare sales data of smaller versus larger serving sizes in retail and out of home settings;
- Assess changes in population portion sizes of targeted discretionary foods and beverages pre- and post- implementation of the Guide, and assess changes in total daily energy intake.

Details of these projects will be discussed and progressed through the Partnership IMERG.

12. Additional recommendations and future direction

Consumer education to increase awareness around appropriate serving and portion sizes

Feedback from the public consultation highlighted the need for a consumer-facing awareness campaign. Consumer education is vital to increasing understanding of the role of discretionary foods in the diet and the amounts recommended in the ADG for individual energy needs.

The PSWG also identified the need for consumer education. The IBPGWG supports recommendation 1 from the PSWG's final report: *Better Awareness: develop and implement a communications strategy and campaign to promote appropriate sizes of portions, using agreed terminology, to address consumer perceptions about portion (23).*

Review of the Guide

The IBPGWG recommends reviews of the Guide based on new data that are published, for example the review of the ADG, major nutrition surveys, global evidence, and actions, existing or new initiatives, and changes to the food supply. Such reviews should also consider of inclusion of new categories (for example, the potential benefit of guidance on hot beverages was identified as part of the public consultation).

Any updates should continue to complement the work of other Partnership initiatives.

Need for Consumption Data

It is critical to understand what and where we eat to inform initiatives that improve Australians' health. The food supply is dynamic with product innovation and reformulation, merging of food retail categories, and the increasing frequency of out of home eating and the use of online food platforms. The NNPAS, which will be next undertaken in 2023 as part of the intergenerational Health and Mental Health Study, will collect a range of information including dietary intake and behaviours. It will allow updated consumption data to reveal any changes to foods trends and intake.

Need for updated portion and serving size guidance

Consideration should be given to update and embed portion guidance and appropriate servings of foods, both FFG and discretionary foods, for different ages and stages of the Australian population.

13. Working Group members

Member	Organisation
Kirsten Grinter (Chair)	Nestlé
Laura Hatt	Australian Government Department of Health
Renee Sololewski / Katherine Bathgate	Food Standards Australia New Zealand
Liz Munn / Lisa Yates	New South Wales Ministry of Health
Eithne Cahill	Independent Nutrition Consultant
Jennifer Thompson	Ai Group
Anna Rangan	The University of Sydney
Kate Wilkinson	Dietitians Association of Australia
Emma Stirling	Australian Catholic University
Anne-Marie Mackintosh	Australian Food and Grocery Council

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Appendix A – Rationale for serving size recommendations

Cakes, muffins and slices

Setting	Current serving sizes (66 th percentile (unless otherwise stated)) ¹	Recommended maximum serving size (g)	Energy per recommended serving size (kJ) ³	Discretionary Serve 600 kJ equivalent ⁴
Retail	Cakes Pre-portioned: 50 g Unportioned: 68 g Muffins 105 g Slices Pre-portioned: 35 g Unportioned: 135 g	90 g for cakes and muffins; 45 g for slices	~1,200	~ 1.5-2.5
Out of home	Median serving sizes ² : Cakes 149 g Muffins 159 g Slices 100 g	Cakes – light-medium weight: 125 g, heavy weight: 150 g Muffins – 150 g Slices – 90 g	~1,800	~2-4

Decisions against agreed Methodology (see section 6.2)

- Setting and context:** Retail and out of home settings. Intended to be consumed as a snack. Serving sizes in out of home settings are generally larger than those in retail settings.
- Considerations:** Comparison between 1995 and 2011/2012 national dietary surveys indicate an increase in energy content of 569 kJ per portion⁵. Retail serving size recommendations align with multiple discretionary serves. This allows 1.5 to 2.5 discretionary serves in one sitting occasion, dependent upon individual choice. Product data and category composition shows 66th percentile of cakes/muffins and slices is 65 g (pre-portioned)/75 g (un-portioned)¹. Within this category, muffins and cakes are typically larger than slices. 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 serving size recommendations align with multiple of discretionary serves of 600 kJ. This allows 2 to 4 discretionary serves in one sitting occasion, dependent upon individual choice.
- Alignment with other guidance:** Retail serving size considers 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 (80 g)⁶ and Victorian Government Guidelines (80 g)⁷; US RACC (55-125 g)⁸; Canada RA (55-125 g)⁹; and PHE energy target (1,358 kJ/ serving)¹⁰.

However, out of home serving recommendations do not align with the NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework*⁶ or Victorian Government Guidelines⁷ – these serving sizes are significantly smaller than the currently available offerings in out of home setting and the recommendation seeks to address this.

4. **Feasibility:** A draft recommendation of 125 g for cakes, regardless of density, in out of home settings was proposed in the original public consultation of the Guide. The cake category was subsequently sub-divided into light-medium weight and heavy weight cakes. This was in recognition that the median weight for cheesecakes and mud cakes exceeds the 125 g recommendation based on published research data (175 g and 180 g, respectively). A maximum serving size recommendation of 150 g for heavy weight cakes was considered more feasible. Setting separate serving size recommendations for retail and out of home settings was deemed practical due to significant differences between the current serving sizes.
5. **Industry and consumer acceptance:** Consumer education and acceptance will be important.

Other Considerations or Influences underpinning this Category target

- Research data² demonstrates larger out of home portions comparatively to retail: i.e. cakes 150 g, muffins 159 g and slices 100 g; iFed data: 66th percentile for muffins: 165 g¹.
- Considered 10% reduction approach as recommended by IGD commercial and consumer insights group – designed to nudge consumer behaviour around acceptable portions, downward¹¹.
- Cakes - applies the US RACC/Canadian RA for cakes of 125 g^{8,9} (3 discretionary serves)
- Slices - applies 90 g upper limit (2 discretionary serves)

Chilled Beverages

Setting	Current serving sizes (66 th percentile (unless otherwise stated)) ¹	Recommended maximum serving size (mL)	Energy per recommended serving size (kJ) ³	Discretionary Serve 600 kJ equivalent ⁴
Out of home	590 ml	450 ml	~650	~1-1.5

Decisions against agreed Methodology (see section 6.2)

- Setting and context:** Out of home settings. Consumed in multiple settings, usually a snack or meal accompaniment.
- Considerations:** One discretionary serve for a soft drink is 375 ml, as outlined in the *Eat for Health Educator Guide*⁴. Median amounts consumed: Soft drinks – 390 g; Fruit drinks from concentrate – 302 g¹². Data on dairy and dairy-alternative based drinks was not available. Retail data shows that 375 ml is the most frequently sold soft drink size, followed by 200 ml and 300 ml. The serving sizes available in out of home settings are significantly larger than those purchased in retail stores^{1, 13}. Further, the George Institute for Global Health found that average soft drink sizes have increased by 69 ml between 2016 and 2019¹³. This finding is supported by Euromonitor data, which show that in out of home settings, the most frequently sold sizes are 390 ml and 600 ml¹⁴. 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). This category is known for its diversity and therefore significant variation in energy.
- Alignment with other guidance:** Not aligned with other jurisdictional guidance. Victorian Government guidelines allow a maximum of 250 ml⁷; NSW Government guidelines limit diet and sugar free drinks and flavoured milks to 500 ml and sugar sweetened soft drinks and fruit drinks are not to be sold⁶.
- Feasibility:** The 66th percentile (590 ml) was considered as the maximum serving size recommendation; however, it was not deemed a suitable cut-point for this category primarily because the available data for the out of home sector is not comprehensive and is skewed towards the larger serve sizes for frozen soft drinks, and because the sizes currently available are significantly out of step with health advice.
- Industry and consumer acceptance:** 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 Program sugar target for soft drinks.

Other Considerations or Influences underpinning this Category target

- The Guide includes guidance on other steps industry can take to reduce serving sizes, such as introducing smaller options of around 200 ml (if not currently available), offering water as the default option, and making the smallest size the default option.
- 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 guidance be adopted, depending on meal size ordered: 200-250 ml bottle/can = small meal; 300 ml bottle/375 ml can = medium meal; 390-450 ml bottle/440 ml can = large meal.
- Note intensely sweetened (diet or low joule) drinks and fruit drinks are included in this category.
- The recommendation is exclusive of ice. Inclusion of ice adds volume without adding energy.

Chocolate and chocolate-alternative-based confectionery

Setting	Current serving sizes (66 th percentile (unless otherwise stated)) ¹	Recommended maximum serving size (g)	Energy per recommended serving size (kJ) ³	Discretionary Serve 600 kJ equivalent ⁴
Retail	<p>All types¹ Portioned: 28 g Unportioned: 25 g</p> <p>Bars (only)¹⁵ Portioned/partitioned: 36 g Non-portioned/ partitioned: 50 g</p>	<p>50 g for single consumption bars</p> <p>25 g +/- 5 g for all other chocolate, as outlined in the existing industry guidance (<i>Be treatwise</i>)</p>	~1,100	~2

Decisions against agreed Methodology (see section 6.2)

- Setting and context:** Retail settings. Intended to be consumed as a treat.
- Considerations:** 50 g serving size recommendation aligns with two discretionary serves of chocolate as outlined in the *Eat for Health Educator Guide*. Median amount consumed is 28 g for all types of chocolate products¹². Product data shows the 66th percentile of all types of portioned chocolates is 28 g (538 kJ) and unportioned is 25 g (557 kJ)¹; unportioned chocolates (bars only) is 50 g (1,013 kJ) per bar¹⁵; portioned chocolate bars is 36 g (1,110 kJ)¹⁵.
- Alignment with other guidance:** Consideration was given to jurisdictional guidance, including NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (50 g)⁶; US RACC (Reference Amounts Customarily Consumed) = 30 g⁸, Canadian RA (Reference Amount) = 40 g⁹; US single serve contains up to 200% of RACC = 60 g and Canada 50-200% of RA i.e. up to 80 g ; Public Health England (PHE) energy range of 836-1,046 kJ per serving¹⁰ and industry guidance (*Be treatwise*[®] i.e. 25 g +/-5 g and Portionability criterion)¹⁶.
- Feasibility:** Data from the major supermarkets were obtained to help inform this recommendation and validated general conformance with the industry agreed standardised serving size.
- Industry and consumer acceptance:** Consultation with industry offers confidence that the industry will evolve its serving size guidance to incorporate the maximum serving size recommendation of 50 g.

Other Considerations or Influences underpinning this Category 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, respectively)¹⁵.
- Portionability was also considered. For example, a 60 g bar with delineation/perforation might be 3 x 20 g portions. A 43 g bar, with no portionability, would be the whole bar as it is likely to be consumed by an individual in one sitting.
- The recommended serving size applies to single consumption bars which are not portioned or partitioned/delineated into smaller portions and are usually sold in serve sizes greater than 30 g.
- Typical energy and grams per portion for chocolate have remained unchanged between 1995–2011⁵.
- The confectionery industry's guidance (available at: <https://www.betreatwise.info/>) is supported by a consumer facing on pack *Be treatwise*[®] message¹⁶.

Crumbed and battered proteins

Setting	Current serving sizes (66 th percentile (unless otherwise stated)) ¹	Recommended maximum serving size (g)	Energy per recommended serving size (kJ) ³	Discretionary Serve 600 kJ equivalent ⁴
Out of home	Crumbed chicken 134 g Crumbed fish 122 g Plant based proteins 110 g ¹⁷	150 g	~1,500 kJ	~2.5

Decisions against agreed Methodology (see section 6.2)

- Setting and context:** Out of home settings. Intended to be consumed as part of a meal.
- Considerations:** 150 g 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 (151 g), beef (96 g), pork (125 g), lamb (65 g), chicken (125 g) as crumbed, patty or meatloaf or just the crumbed protein¹².
- Alignment with other guidance:** Alignment with jurisdictional guidance – Victorian Government Guidelines (150 g or less)⁷ and New South Wales Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (140 g)⁶.
- Feasibility:** 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.
- Industry and consumer acceptance:** The proposed recommended serving size of 150 g will assist in reducing larger servings in the marketplace.

Other Considerations or Influences underpinning this Category target

- The Guide also recommends serving these products with half a plate of vegetables or salad to increase consumer acceptance.

Hot potato chips, fries and wedges

Setting	Current serving sizes (66 th percentile (unless otherwise stated)) ¹	Recommended maximum serving size (g)	Energy per recommended serving size (kJ) ³	Discretionary Serve 600 kJ equivalent ⁴
Out of home	All sizes: 275 g Small: 162 g Medium: 211 g Large: 322 g	150 g (individual serving) Additional guidance: small serving no more than 150 g, medium serving no more than 200 g and large serving no more than 300 g	~1,200	~2

Decisions against agreed Methodology (see section 6.2)

- Context and setting:** Out of home settings. Considered different eating occasions: can be eaten as a meal, as part of meal or as a snack.
- Considerations:** 150 g serving size aligns with about 2 discretionary serves. iFed data 66th percentile 275 g (all sizes)¹. The 66th percentile for an individual serving is 162 g¹.
- Alignment with other guidance:** Does not align with the NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (100 g)⁶. A serving size of 100 g is unlikely to be meet consumer expectation. Under the Victorian Government Guidelines, potato products are classified as red (products to be limited) and a serving size recommendation is not provided⁷.
- Feasibility:** Considered feasible as a significant proportion of small serves of chips are under the recommendation (mean: 144 g)¹.
- Industry and consumer acceptance:** Consumer acceptance was considered and influenced the final recommendation of 150 g. Given the 66th percentile for individual servings is 162 g, consumer acceptance of a 150 g serving is likely.

Other Considerations or Influences underpinning this Category target

- Lack of consistency with portion descriptors – therefore standardised guidance is recommended.
- Practical to have small, medium and large serving size together with descriptor standardisation.

Ice-cream, ice-cream confections and frozen desserts

Setting	Current serving sizes (66 th percentile (unless otherwise stated)) ¹	Recommended maximum serving size (g)	Energy per recommended serving size (kJ) ³	Discretionary Serve 600 kJ equivalent ⁴
Retail	Sticks/single servings: 74 g Tubs: 50 g	75 g sticks/single servings; 50 g tubs	75 g: 900 50 g: 400	~1.5

Decisions against agreed Methodology (see section 6.2)

- Setting and context:** Retail settings. Intended to be consumed as a snack or dessert.
- Considerations:** Aligns with one discretionary serve of ice-cream as outlined in the *Eat for Health Educator Guide*⁴. Median amount consumed – 83 g for tub ice-cream and sticks¹². Product data shows the 66th percentile of frozen desserts is 74 g (966 kJ)¹.
- Alignment with other guidance:** Alignment with jurisdictional guidance (Victorian Government *Healthy choices: food and drink classification guide* – 75 g (600 kJ)⁷; NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (85ml (671 kJ)⁶; doesn't exceed the PHE energy target of 920 kJ¹⁰; and US RACC - 2/3 cup (165 ml)⁸.
- Feasibility:** Industry have noted that the recommended serving size is achievable for most products, however, for some indulgent products the serving size will not be achievable due to product architecture (e.g. inclusions which are denser than regular ice-cream).
- Industry and consumer acceptance:** Significant, sudden serving size reductions are likely to be met with consumer complaints. A gradual change may be more acceptable for consumers but presents technical challenges to industry due to the need for machinery to be changed. As the 66th percentile is within the maximum recommendation, the IBPGWG expects the recommendation to be achievable for many products, if not all. The IBPGWG acknowledges that where there are larger offerings of a product, there are sometimes smaller offerings of the same product which meet the recommended serving size.

Other Considerations or Influences underpinning this Category target

- The following data sources were also considered: FoodTrack data¹ and The George Institute (TGI) data¹³.
- 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.
- A draft recommendation of 80 g for all ice-creams (single serves and tubs) was published for public consultation in 2021. Following feedback that the recommendation should be reduced, the IBPWG decided to divide the category into two sub-categories.

Pizza

Setting	Current serving sizes (66 th percentile (unless otherwise stated)) ¹	Recommended maximum serving size (g)	Energy per recommended serving size (kJ) ³	Discretionary Serve 600 kJ equivalent ⁴
Out of home	Pizza (overall) 98 g Medium pizza 240 g Large pizza 268 g	200 g	~2,000 kJ	~3 –3.5

Decisions against agreed Methodology (see section 6.2)

- Setting and context:** Out of home settings. Generally consumed as a meal, or sometimes as a snack.
- Considerations:** 200 g 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: 207-213 g (depending on variety)¹². Consideration of existing serving size: data on the out of home sector shows the average serving size is between 230-256 g (medium to large pizza sizes) and 109 g (all pizza sizes)¹. The 66th percentile for medium pizza is 240 g (2,348 kJ) and large pizza is 268 g (2,814 kJ). This is supported by the George Institute for Global Health *State of the Food Supply* report which found the range of serving sizes from three major pizza chains was 96 g – 246 g¹³.
- Alignment with other guidance:** Aligns with jurisdictional guidance – Victorian Government Guidelines (200 g)⁷ and international guidance (Canadian RA: 200 g)⁹. Also considered the PHE recommendation to reduce energy by 20% in this category, which equates to a serving size of 184-205 g¹⁸.
- Feasibility:** Considered feasible given the median amount consumed is 207-212 g¹².
- Industry and consumer acceptance:** Consumer acceptance may require support by education.

Other Considerations or Influences underpinning this Category target

- Based on data collected from websites of major Quick Service Restaurant pizza chains, the mean serving size of 75 g (one slice) provides 750 kJ; 2 slices = 150 g (1,500 kJ); and 3 slices = 225 g (2,250 kJ).

Savoury pastry products - pies, rolls and filled pastries

Setting	Current serving sizes (66 th percentile (unless otherwise stated)) ¹	Recommended maximum serving size (g)	Energy per recommended serving size (kJ) ¹³	Discretionary Serve 600 kJ equivalent ⁴
Retail and out of home	200 g	200 g	~2,000	~3-3.5

Decisions against agreed Methodology (see section 6.2)

1. **Setting and context:** Retail and out of home settings. Considered different eating occasions and typical consumers. Can be consumed as a meal or as a snack.
2. **Considerations:** A 200 g serving is equivalent to 3-3.5 discretionary serves. This is larger than most other categories, however, these items are frequently consumed as a meal. Median amount consumed – 175 g for savoury pastries, pies and filled pastries¹².
3. **Alignment with other guidance:** 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* (180 g)⁶; Victorian Government Guidelines – (200 g)⁷ and recognises how savoury pastry products are usually consumed (as whole individual products or servings).
4. **Feasibility:** 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. **Industry and consumer acceptance:** Consumer acceptance was considered likely given the number of existing products in smaller servings. Consumer education regarding appropriate frequency would complement this recommendation.

Other Considerations or Influences underpinning this Category target

- The recommended maximum serving size encourages fewer larger size individual products representing greater than 3.5 discretionary serves.

Sweet biscuits

Setting	Current serving sizes (66 th percentile (unless otherwise stated)) ¹	Recommended maximum serving size (g)	Energy per recommended serving size (kJ) ³	Discretionary Serve 600 kJ equivalent ⁴
Retail	25 g	30 g	~600	~1
Out of home	64 g	60 g	~1200	~2

Decisions against agreed Methodology (see section 6.2)

- Setting and context:** Retail and out of home settings. Intended to be consumed as a snack. Based on the descriptive analysis there are distinct differences between the retail and out of home settings.
- Considerations:** Separate targets are proposed for retail and out of home settings due to the significant differences and in consideration of the existing jurisdiction targets which cover both settings. Retail serving size aligns with one discretionary serve. Median amount consumed: 26 g (ranging from 18 g for plain biscuits to 36 g for chocolate varieties)¹². The retail category recommendation aligns with a discretionary serve of sweet biscuits as outlined in the *Eat for Health Educator Guide*, and the recommendation is intended to prevent an increase in serving size. 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. Consideration of existing serving size for retail and out of home settings: retail 66th percentile: 25 g (509 kJ); out of home 66th percentile: 64 g (1,278 kJ)¹.
- Alignment with other guidance:** Recommended serving size of 60 g for out of home settings is larger than the NSW Ministry of Health *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (50 g)⁶ recommendation and Victorian Government Guidelines at 40 g⁷. 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.
- Feasibility:** Data shows product offerings typically have very different serving sizes between the two sectors. Based on the discretionary serve size of 600 kJ this category is not a significant concern and guidance is for future innovation. The guidance for out of home settings is to shift the offerings towards including smaller serving sizes.
- Consumer and industry acceptance:** Consumer acceptance - may require support by consumer education. Consumer education will be important on appropriate serve size for biscuits, especially in out of home settings.

Other Considerations or Influences underpinning this Category target

- Typical consumer – the very young and older people¹²
- In the retail setting there are reports (including IBIS Report on *Biscuit Manufacturing in Australia trends*¹⁹) of declining per capita consumption of biscuits. 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.

References (Appendix A)

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Appendix B - Category definitions, inclusions, and exclusions

Summary of category definitions

Table 1: Summary of food category definitions

Food Category	Category Definition
Cakes, muffins and slices: Retail	Freshly baked, frozen or shelf-stable cakes, muffins and slices sold in retail settings. Includes packet baking mixes. Includes three sub-categories: A. Cakes B. Muffins 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. Includes four sub-categories: A. Cakes – heavy weight B. Cakes – light-medium weight C. Muffins D. Slices
Chilled beverages: Out of home	Chilled beverages portioned on site and served cold in the out of home sector. This includes beverages such as soft drinks, fruit drinks or energy drinks (defined in the Australian New Zealand Food Standards Code, Standard 2.6.2 Non-alcoholic beverages and brewed soft drinks and Standard 2.6.4 Formulated caffeinated beverages - energy drinks), fruit juice, and sweetened dairy-based drinks (including plant-based alternatives). Includes non-nutritive sweetened varieties.
Chocolate and chocolate-alternative based confectionery: Retail	Plain chocolate, chocolate-based and chocolate-alternative-based confectionery, including all varieties (white, milk or dark chocolate) sold in the retail setting.
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.
Hot potato chips, fries and wedges: Out of home	Potato or sweet potato-based products designed to be consumed as a snack or side dish and sold in the out of home sector. Excludes potato-based meals or cold potato-based snack foods.
Ice-cream, ice-cream confections and frozen desserts: Retail	Dairy or dairy-alternative-based ice-cream, ice-cream confections and frozen desserts sold in retail settings. Includes shelf-stable products that are intended to be served frozen.
Pizza: Out of home	Pizza base, with toppings (e.g. vegetable, cheese, meat, fish or alternatives) sold in the out of home sector.
Savoury pastry products - pies, rolls and filled pastries: Out of home and Retail	Any savoury filling encased in a pastry and sold in the out of home and retail sectors. Includes open top products.
Sweet biscuits: Retail	All sweet biscuits sold in retail. Includes products which are coated or uncoated, filled or unfilled. Includes packet baking mixes.
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.

Table 2: Definitions for Retail and Out of Home

Retail	Food products sold in retail environments e.g. supermarkets, petrol stations and convenience stores.
Out of home	<p>Outlets where food and/or beverage are prepared for immediate consumption e.g. cafes (including those within a retail, petrol or convenience store), restaurants, pubs, clubs, quick-service restaurants, canteens, online businesses that sell food or beverage for takeaway or home delivery and retail 'on the go' products.</p> <p>Retail 'on the go' products include, but are not limited to, beverages (all varieties including smoothies, juices and soft drinks served in cups or glasses, but not pre-packed, bottled or canned cold drinks), bakery items (predominantly loose pastries, cakes, biscuits, slices) and ready to eat options such as pizza, chicken nuggets, hot chips.</p>

Category Definitions: Inclusions and Exclusions

Cakes, muffins and slices: Retail

Category definition:

Freshly baked, frozen or shelf-stable cakes, muffins and slices sold in retail. Includes packet baking mixes.

Includes three sub-categories:

A. Cakes

B. Muffins

C. Slices

Sub-category A: Cakes - Retail

Subcategory definition:

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. Includes packet baking mixes.

Table 3: Cakes – Retail

Sub-category Inclusions	Sub-category Exclusions
<p>All iced and un-iced cakes (all flavours), pre-portioned coated cakes (e.g. lamingtons), cupcakes with or without a frosting/icing or a coating, cake rolls (e.g. Swiss rolls), cake bars and brownies.</p> <p>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.</p> <p>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 packet baking mixes.</p> <p>Includes gluten-free alternatives.</p> <p>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 whole unsliced cake/loaf.</p>	<p>Meringues, pavlova, macarons, muesli/fruit/nut bars and slices, pastry bases only (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single ingredients (e.g. icing/frosting, sugar, flour), 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), fruit pies, tarts, crumbles, doughnuts (all varieties), churros, profiteroles, custards, protein balls, eclairs, sweet biscuits and cookies.</p> <p>All puddings and desserts (e.g. sticky date pudding, crème brûlée, ice-cream and panna cotta).</p> <p>All muffins and muffin bars (all flavours, e.g. chocolate, banana, bran, coconut, orange and poppy seed, raspberry and white chocolate).</p> <p>All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly).</p> <p>Savoury products including savoury muffins, savoury tarts or slices.</p>

Sub-category B: Muffins - Retail

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 retail in pre-portioned servings. Includes packet baking mixes.

Table 4: Muffins - Retail

Sub-category Inclusions	Sub-category Exclusions
<p>All muffins and muffin bars (all flavours).</p> <p>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 packet baking mixes. Includes gluten-free alternatives.</p> <p>May be sold as individual serves (e.g. one muffin), or as a multipack (e.g. 6 muffins).</p>	<p>Meringues, pavlova, macarons, muesli/fruit/nut bars and slices, pastry bases only (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single ingredients (e.g. icing/frosting, sugar, flour), 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), churros, profiteroles, custards, protein balls, eclairs, biscuits and cookies.</p> <p>All puddings and desserts (e.g. sticky date pudding, crème brûlée, ice-cream and panna cotta).</p> <p>All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly).</p> <p>All cakes (all flavours), lamingtons, cupcakes, cake rolls (e.g. Swiss rolls), cake bars, brownies.</p> <p>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.</p> <p>Savoury products including savoury muffins, savoury tarts or slices.</p>

Sub-category C: Slices - Retail

Subcategory definition:

Freshly baked, frozen or shelf-stable slices sold in retail. Includes 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 5: Slices - Retail

Sub-category Inclusions	Sub-category Exclusions
<p>All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, rocky road slice, fruit and nut type slices, slices containing meringue or jelly).</p> <p>Includes products available as ready-to-eat frozen, chilled or shelf-stable products. Includes packet baking mixes. Includes gluten-free alternatives.</p> <p>May be sold as individual serves (e.g. one slice), or as a multipack (e.g. 6 slices).</p>	<p>Meringues, pavlova, macarons, muesli/fruit/nut bars, pastry bases only (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single ingredients (e.g. icing/frosting, sugar, flour), 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), churros, profiteroles, custards, protein balls, eclairs, biscuits and cookies.</p> <p>All puddings and desserts (e.g sticky date pudding, crème brûlée, ice-cream and panna cotta).</p> <p>All muffins and muffin bars (all flavours).</p> <p>All cakes (all flavours), lamingtons, cupcakes, cake rolls (e.g. Swiss rolls), cake bars, brownies.</p> <p>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.</p> <p>Savoury products including savoury muffins, savoury tarts or slices.</p>

Cakes, muffins and slices: Out of home

Category definition:

Freshly baked, frozen or shelf-stable cakes, muffins and slices sold in the out of home sector.

Includes four sub-categories:

- | | |
|-------------------------|--------------------------------|
| A. Cakes – heavy weight | B. Cakes – light-medium weight |
| C. Muffins | D. Slices |

Sub-category A: Cakes – Heavy Weight – Out of home

Sub-category definition:

Freshly baked, frozen or shelf-stable mud cakes and cheesecakes sold in the out of home sector.

Includes cake sold whole or pre-portioned (with or without toppings), or cupcakes with or without a frosting or a coating.

Table 6: Cakes – Heavy Weight – Out of home

Sub-category Inclusions	Sub-category Exclusions
<p>Includes mud cake (all varieties, such as white, caramel, chocolate mud cakes and mud cake-style cupcakes).</p> <p>Includes cheesecakes (all varieties, such as baked, fruit flavoured, vanilla, chocolate, caramel).</p> <p>Includes mud cakes or cheesecakes made from raw ingredients or from a mix, generally available for purchase as chilled or shelf-stable.</p> <p>Includes products with or without fillings or decorations such as jam, cream or sprinkles.</p> <p>Includes products made from any type of flour including gluten-free alternatives.</p> <p>May be sold as individual serves (e.g. individual cake slice), as a multipack (e.g. cake bars), pre-sliced (e.g. a whole cake already sliced) or whole unsliced cake.</p>	<p>Excludes all other iced and un-iced cakes (all flavours), pre-portioned coated cakes (e.g. lamingtons, cake bars), iced and uniced cupcakes that are not mud cakes, cake rolls (e.g. Swiss rolls) and brownies.</p> <p>Excludes 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.</p> <p>Meringues, pavlova, macarons, muesli/fruit/nut bars and slices, pastry bases only (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single ingredients (e.g. icing/frosting, sugar, flour), 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), churros, profiteroles, custards, protein balls, eclairs, biscuits and cookies.</p> <p>All puddings and desserts e.g. sticky date pudding, crème brûlée, ice-cream and panna cotta.</p> <p>All muffins and muffin bars (all flavours).</p> <p>All slices (all flavours).</p> <p>Savoury products including savoury muffins, savoury tarts or slices.</p> <p>Excludes hybrid cake products which combine an excluded item with an included item, e.g. Duffins (donut muffins).</p>

Sub-category B: Cakes – Light-Medium Weight – Out of home

Sub-category definition:

Freshly baked, frozen or shelf-stable light and medium cakes sold in the out of home sector. Includes cake sold whole or pre-portioned (with or without toppings), or cupcakes with or without a frosting or a coating. Excludes mud cakes and cheesecakes.

Table 7: Cakes– Light-Medium Weight – Out of home

Sub-category Inclusions	Sub-category Exclusions
<p>All light and medium weight iced and un-iced cakes (all flavours), pre-portioned coated cakes (e.g. lamingtons, cake bars), iced and uniced cupcakes (except mud cake-style cupcakes), cake rolls (e.g. Swiss rolls) and brownies.</p> <p>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.</p> <p>Includes products made from raw ingredients or from a mix, generally available for purchase as chilled or shelf-stable.</p> <p>Includes products with or without fillings or decorations such as jam, cream or sprinkles.</p> <p>Includes products made from any type of flour including gluten-free alternatives.</p> <p>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 whole unsliced cake.</p>	<p>Excludes mud cakes and cheesecakes (all varieties including mud cakes or cheesecakes sold whole or pre-portioned, with or without toppings, or mud cake-style cupcakes with or without a frosting or a coating).</p> <p>Meringues, pavlova, macarons, muesli/fruit/nut bars and slices, pastry bases only e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single ingredients (e.g. icing/frosting, sugar, flour), 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), churros, profiteroles, custards, protein balls, eclairs, biscuits and cookies.</p> <p>All puddings and desserts e.g. sticky date pudding, crème brûlée, ice-cream and panna cotta.</p> <p>All muffins and muffin bars (all flavours).</p> <p>All slices (e.g. hedgehogs, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly).</p> <p>Savoury products including savoury muffins, savoury tarts or slices.</p> <p>Excludes hybrid cake products which combine an excluded item with an included item, e.g. Duffins (donut muffins).</p>

Sub-category C: Muffins – Out of home

Subcategory definition:

Freshly baked, frozen or shelf-stable muffins, with or without a topping (e.g. crumbs, dusted with icing sugar, chocolate drizzle), sold in the out of home sector, in pre-portioned servings.

Table 8: Muffins - Out of home

Sub-category Inclusions	Sub-category Exclusions
<p>All muffins and muffin bars (all flavours, e.g. chocolate, banana, bran, coconut, orange and poppy seed, raspberry and white chocolate).</p> <p>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.</p> <p>May be sold as a single serve (e.g. individual muffin), or multipacks (e.g. a pack of muffins).</p>	<p>Meringues, pavlova, macarons, muesli/fruit/nut bars and slices, pastry bases only e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single ingredients (e.g. icing/frosting, sugar, flour), 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), churros, profiteroles, custards, protein balls, eclairs , biscuits and cookies.</p> <p>All puddings and desserts e.g. sticky date pudding, crème brûlée, ice-cream and panna cotta.</p> <p>All slices (e.g. hedgehogs, brownies, caramel slice, vanilla slice, coconut and jam slice, slices containing meringue or jelly).</p> <p>All cakes (all flavours), lamingtons, cupcakes, cake rolls (e.g. Swiss rolls), cake bars.</p> <p>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.</p> <p>Savoury products including savoury muffins, savoury tarts or slices</p> <p>Excludes hybrid cake products which combine an excluded item with an included item, e.g. Duffins (donut muffins).</p>

Sub-category D: Slices – Out of home

Subcategory definition:

Freshly baked, frozen or shelf-stable slices sold in the out of home sector. 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 9: Slices - Out of home

Sub-category Inclusions	Sub-category Exclusions
<p>All slices (e.g. brownies, hedgehogs, caramel slice, vanilla slice, coconut and jam slice, rocky road slice, fruit and nut type slices, slices containing meringue or jelly).</p> <p>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.</p> <p>May be sold as a single serve (e.g. individual slice), or multipack (e.g. 6 slices).</p>	<p>Meringues, pavlova, macarons, muesli/fruit/nut bars and slices, pastry bases only e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single ingredients (e.g. icing/frosting, sugar, flour), 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), churros, profiteroles, custards, protein balls, eclairs , biscuits and cookies.</p> <p>All puddings and desserts e.g. sticky date pudding, crème brûlée, ice-cream and panna cotta.</p> <p>All cakes (all flavours), lamingtons, cupcakes, cake rolls (e.g. Swiss rolls), cake bars, muffins.</p> <p>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.</p> <p>Savoury products including savoury muffins, savoury tarts or slices</p> <p>Excludes products which combine an excluded item with an included item, e.g. Duffins (donut muffins).</p>

Chilled Beverages: Out of home

Category definition:

Chilled beverages portioned on site and served cold in the out of home sector. This includes beverages such as soft drinks, fruit drinks or energy drinks (defined in the Australian New Zealand Food Standards Code, Standard 2.6.2 Non-alcoholic beverages and brewed soft drinks and Standard 2.6.4 Formulated caffeinated beverages - energy drinks), fruit juice, and sweetened dairy-based drinks (including plant-based-alternatives). Includes non-nutritive sweetened varieties.

Table 10: Chilled Beverages: Out of home

Sub-category Inclusions	Sub-category Exclusions
<p>Includes all chilled beverages which have been portioned onsite. For example, fruit drinks, fruit juice, soft drinks and energy drinks. Includes non-nutritive sweetened varieties.</p> <p>Fruit drinks made from any fruit, containing one type of fruit or a mixture of fruits.</p> <p>Frozen or chilled fruit drinks (e.g. slushies, chillers or frappes made with fruit, water and/or sugar), smoothies, milkshakes, frappes (with or without milk and/or cream), iced-teas, ice coffee, and bubble teas.</p> <p>Flavoured drinks with added ingredients e.g. chocolate, peanut butter, cream, ice-cream or yoghurt.</p> <p>Fruit and vegetable juices as defined by the Australian New Zealand Food Standards Code.</p> <p>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.</p> <p>Includes products sourced as ready-to-drink, or powders/concentrates requiring reconstitution prior to sale (cordials, 'pre-mixes').</p> <p>Also includes hand-crafted beverages (e.g. house-made lemon squash, kombucha, sodas and iced teas).</p> <p>May be sold as single serves (e.g. a cup) or in large bottles or jugs to share/ for multiple servings.</p>	<p>Plain water (including mineral/spring/soda water), alcoholic drinks, sports drinks, and hot beverages (e.g. tea, coffee, hot chocolate).</p> <p>Excludes all chilled beverages designed for retail sale, i.e. packaged products from manufacturers which do not require any additions and are sold in sealed bottles, cans, and other containers.</p>

Chocolate and chocolate-alternative-based confectionery: Retail

Category definition:

Plain chocolate, chocolate-based and chocolate-alternative-based confectionery, including all varieties (white, milk or dark chocolate) sold in the retail setting.

Table 11: Chocolate and chocolate-based confectionery – Retail

Sub-category Inclusions	Sub-category Exclusions
<p>Includes all varieties and forms of ready-to-eat chocolate or chocolate alternative based confectionery.</p> <p>This includes, but is not limited to: sugar free, dairy-free/vegan (e.g. coconut-based), white, dark, milk, ruby, compounded chocolate and carob products, with or without coatings, filled and unfilled, with and without inclusions i.e. nuts.</p> <p>Also includes chocolate coated nuts and dried fruit mixtures, chocolate coated confectionery, confectionery coated chocolate, single-serve chocolate bars, chocolate blocks, fun size chocolate, boxed chocolates, and carob products.</p>	<p>Cooking chocolate, non-chocolate confectionery (e.g. lollies, chews), other products that may contain chocolate, or are chocolate-topped, but not sold or marketed as confectionery (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.</p> <p>Seasonal/novelty products (e.g. Christmas chocolates and Easter Bunny figurine).</p>

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 12: Meat, poultry, seafood and plant-based proteins – Out of home

Sub-category Inclusions	Sub-category Exclusions
<p>Schnitzel, Kiev, nuggets, crumbed chicken, crumbed burger patties, crumbed/battered rissoles, crumbed veal, steak or lamb cutlets, popcorn chicken or coated and fried chicken.</p> <p>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).</p> <p>Includes plant-based proteins.</p> <p>Includes schnitzels with any topping (e.g. mushroom sauce, chicken parmigiana) or flavoured coated chicken (e.g. chicken karaage).</p> <p>May be sourced whole or in pieces, fresh or frozen. May have been processed prior to coating or be in its raw form.-Product may be pre-prepared or cooked fresh.</p> <p>Includes gluten-free varieties.</p> <p>May have accompaniments e.g. tomato sauce (ketchup), gravy, meat sauces, spicy sauces, vegetables or salsas, but these are not included in the serving size weight.</p> <p>Can be sold as a main meal, a snack or side dish.</p>	<p>Marinated or seasoned products without crumbing or batter (e.g. BBQ/buffalo/hot wings, pork ribs), potato-based dishes, meatloaf, plain (not crumbed or battered) patties, uncoated rissoles, crumbed or battered cheeses, hot dogs, pies, pastries, croquettes, dumplings.</p>

Hot potato chips, fries and wedges: Out of home

Category definition:

Potato or sweet potato-based products designed to be consumed as a snack or side dish and sold in the out of home sector. Excludes potato-based meals or potato-based snacks such as crisps.

Table 13: Hot potato chips, fries or wedges – Out of home

Category Inclusions	Category Exclusions
<p>Hot potato or sweet potato chips, fries or wedges with or without added seasonings or fat.</p> <p>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).</p> <p>Products may be prepared from raw ingredients or from pre-cut or pre-coated ingredients, they may require cooking or re-heating on-site.</p> <p>May be served with condiments e.g. tomato sauce (ketchup), gravy, spicy sauces.</p> <p>May be served alone as a snack or served as a side dish.</p>	<p>Other potato-based snacks such as hash browns, pommies, puffs, balls, noisettes, fritters, gems or potato cakes.</p> <p>Any vegetables other than potato or sweet potato, e.g. corn chips (including nachos), onion rings.</p> <p>Potato within meals (such as shepherd's pie, gnocchi, potato bakes). Mashed potato. Potato salad. Potato-based curries or any other main meals. Potato-based meals with additional food toppings: meat sauces, vegetables/ salsas or cheese.</p> <p>Other potato-based snacks such as crisps.</p>

Ice-cream, ice-cream confections and frozen desserts: Retail

Category definition:

Dairy- or dairy-alternative (plant-based) ice-cream and confections and frozen desserts sold in retail settings. Includes shelf-stable products that are intended to be served frozen.

This category is split into two sub-categories:

Sticks/single servings: Individually packaged servings, which may include a cone or a stick. Intended to be consumed as a single serving.

Tubs: Tubs contain multiple, unportioned servings in a single package, and are not intended to be consumed as a single serving. Serving size is displayed on the Nutrition Information Panel.

Table 14: Ice-cream and ice-cream confections and desserts – Retail

Sub-category Inclusions	Sub-category Exclusions
<p>Ice-cream, ice-cream confections and frozen desserts made from dairy (including lactose-free) or dairy alternatives (including but not limited to soy, coconut, tofu or nut-based).</p> <p>Includes dairy- or dairy-alternative-based ice-cream, frozen yoghurt, gelato, ice-cream cakes.</p> <p>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.</p> <p>Includes shelf-stable products.</p>	<p>Water-based ice-confections (e.g. icy poles, ice blocks, sorbet), chilled and refrigerated dairy desserts (e.g. puddings, mousse and custards), frozen mousse, frozen custard, frozen dairy desserts intended to be consumed at room temperature with or without heating (e.g. cheesecake or Bavarian desserts).</p>

Pizza: Out of home

Category definition:

Pizza base with toppings (e.g. vegetable, cheese, meat, fish or alternatives) sold in the out of home sector.

Table 15: Pizza - Out of home

Sub-category Inclusions	Sub-category Exclusions
<p>Pizzas, calzones and pizza pockets.</p> <p>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).</p> <p>May have any savoury topping: fresh or processed meats, eggs, vegetables, seafood, plant-based alternatives, any sauces (e.g. garlic, oil, tomato-based, mayonnaise), with or without cheese.</p> <p>Product may be sourced pre-prepared or cooked fresh.</p> <p>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.</p> <p>Includes products sourced as chilled or frozen varieties and then heated.</p> <p>May be baked, reheated, grilled or deep fried.</p> <p>Can be sold whole as a main meal, or as individual slices.</p>	<p>Pastry-based dishes, dessert pizzas (sweet-flavoured pizzas e.g. apple and ice-cream, berry and chocolate), pizza toppings (only), pizza-flavoured pastries, biscuits, scrolls, or other foods.</p>

Savoury pastry products - pies, rolls and filled pastries: Retail and Out of Home

Category definition:

Any savoury filling encased in a pastry and sold in the out of home and retail sectors. Includes open top products.

Table 16: Savoury pastries – Out of home and Retail

Sub-category Inclusions	Sub-category Exclusions
<p>Meat or vegetarian pies (in a gravy or sauce base, all flavours). Quiches, filled vol-au-vents, pastizzi and samosas. Includes open top products.</p> <p>Sausage rolls, meat or vegetable pasties, savoury pastries/rolls (e.g. chicken and vegetable, spinach and cheese, ham and cheese), single-serve and party variety pasties and sausage rolls or vegetarian sausage rolls.</p> <p>Product may be frozen, pre-prepared and cooked/reheated or baked fresh.</p> <p>May be made from any type of pastry, e.g. puff, shortcrust, filo. Includes gluten-free varieties.</p> <p>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.</p> <p>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.</p>	<p>Frittatas, pizzas, hot dogs, croissants, sweet pastries, dumplings, wontons, spring rolls, gozleme, pretzels, savoury scrolls and pinwheels.</p> <p>Pastry cases or bases without fillings (e.g. vol au vent cases, spring roll wrappers).</p>

Sweet biscuits: Retail

Category definition:

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

Table 17: Sweet biscuits - Retail

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

Sweet biscuits: Out of home

Category definition:

All sweet biscuits sold in the out of home sector. Includes products which are coated or uncoated, filled or unfilled.

Table 18: Sweet biscuits - Out of home

Sub-category Inclusions	Sub-category Exclusions
<p>All sweet biscuits (also known as cookies) including plain, chocolate flavoured, chocolate coated, and filled sweet biscuits. Includes products made from raw ingredients or from a mix.</p> <p>Includes all flavours such as shortbread, wafer-style biscuits, biscotti, and gingerbread. May have added nuts, chocolate, oats, icing, cream, coconut, fruit, marshmallow or other fillings and flavours.</p> <p>Includes gluten-free, sugar-free, low-fat varieties. Includes products made from cereal flours or alternatives. Usually sold as an individual serving.</p>	<p>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, all cakes, lamingtons, cupcakes, slices, cake rolls, muffins, pastries, fruit pies, tarts, crumbles, turnovers, bread products with icing or glaze, profiteroles, puddings, eclairs, baklava, doughnuts or mixes for the above products.</p>