



Healthy Food Partnership
**Industry Guide to
Voluntary Serving
Size Reduction**





Contents

Section 1

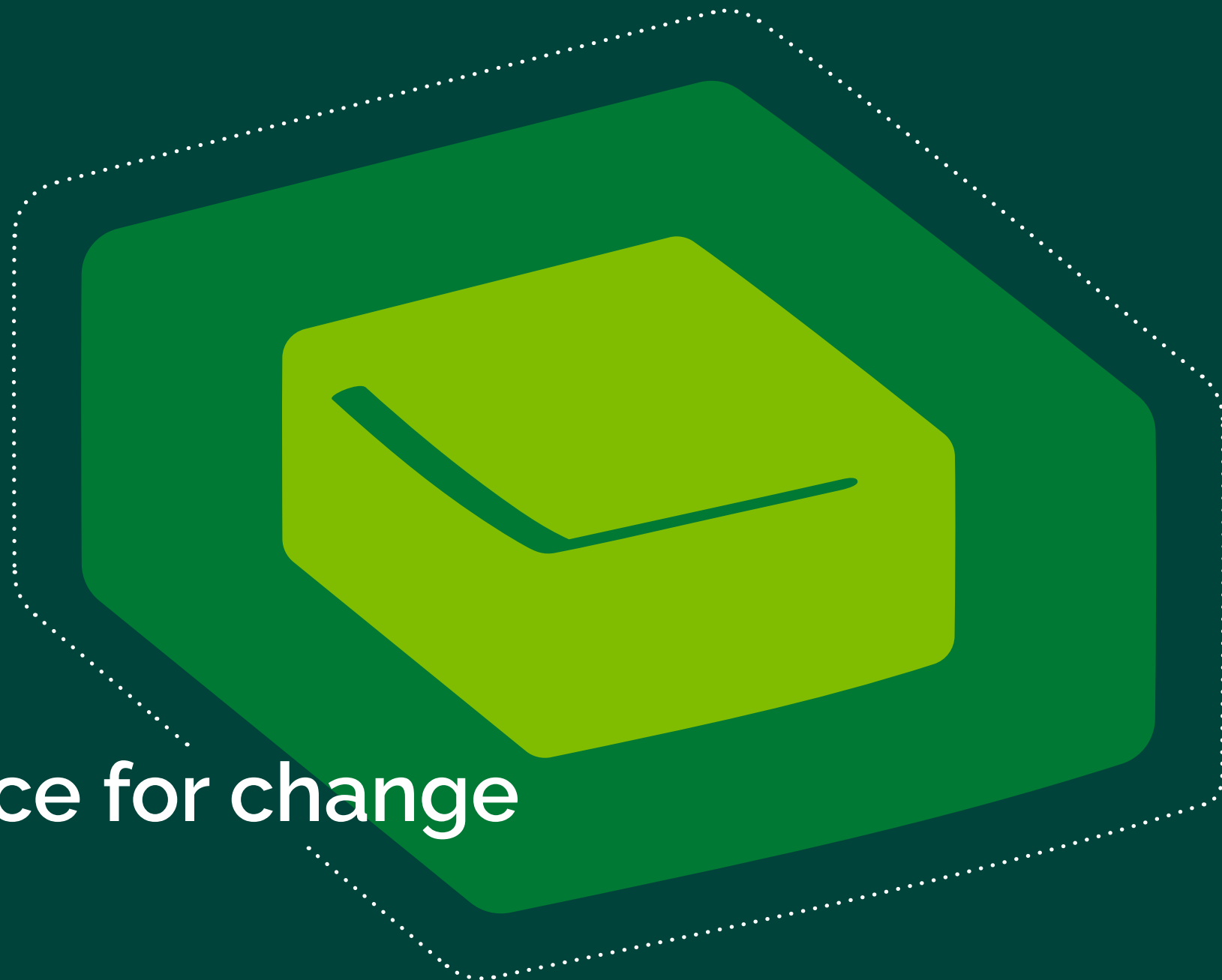
Evidence for change 3

Introduction	4
Eating patterns in Australia	5
Portion sizes have increased over time	6
Larger serving sizes result in higher energy intakes	7
Different serving sizes for different environments	8
Where to start	9
Tips for implementation	10
Glossary	11

Section 2

Food categories 12

Cakes, muffins and slices • Retail	13
Cakes, muffins and slices • Out of Home	15
Chilled beverages • Out of Home	17
Chocolate and chocolate-alternative-based confectionery • Retail	19
Crumbed and battered proteins • Out of Home	21
Hot potato chips, fries and wedges • Out of Home	23
Ice-cream, ice-cream confections and frozen desserts • Retail	26
Pizza • Out of Home	28
Savoury pastry products • Retail and Out of Home	30
Sweet biscuits • Retail	32
Sweet biscuits • Out of Home	34
References	36

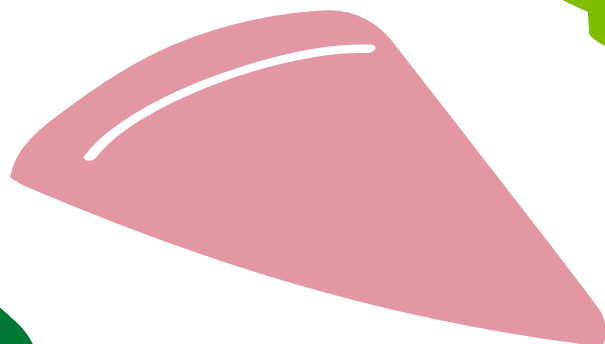
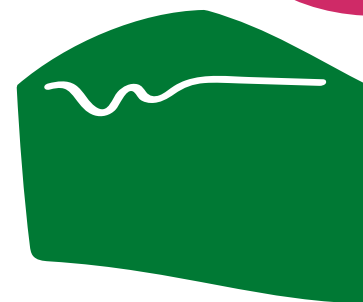
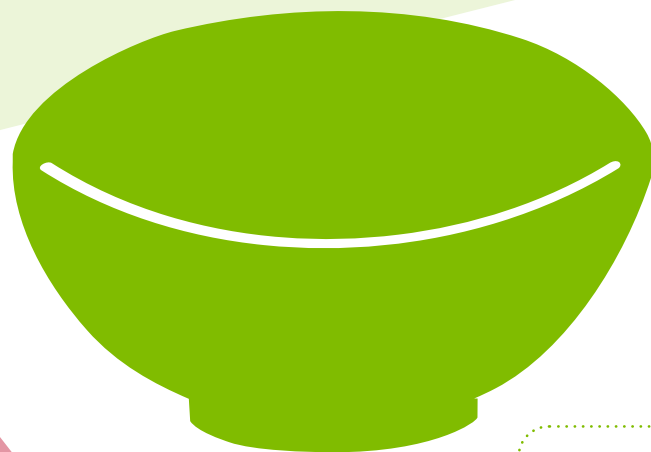


Section 1

Evidence for change

Introduction

This Guide provides **practical solutions** to support the food industry to reduce the serving sizes for a number of discretionary foods and beverages in retail and out of home sectors.



The Guide was developed by the Healthy Food Partnership. Further information on the Healthy Food Partnership, including information on how this Guide was developed, is available at: health.gov.au/initiatives-and-programs/healthy-food-partnership:

health.gov.au/initiatives-and-programs/healthy-food-partnership

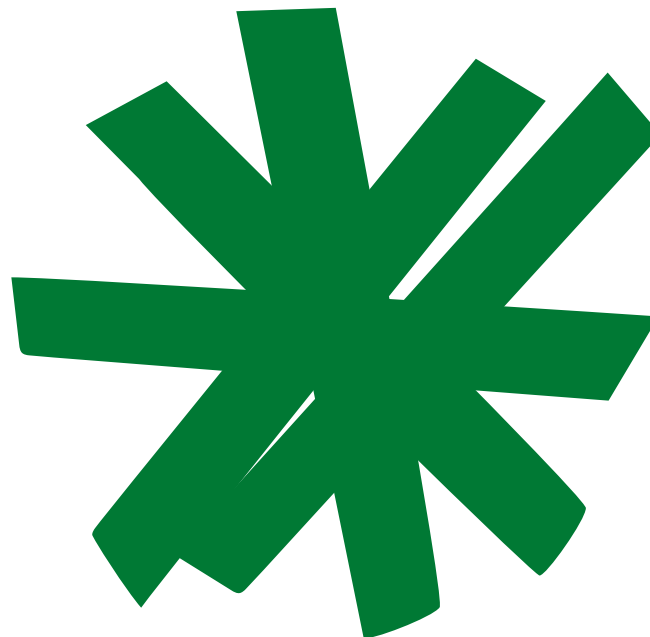
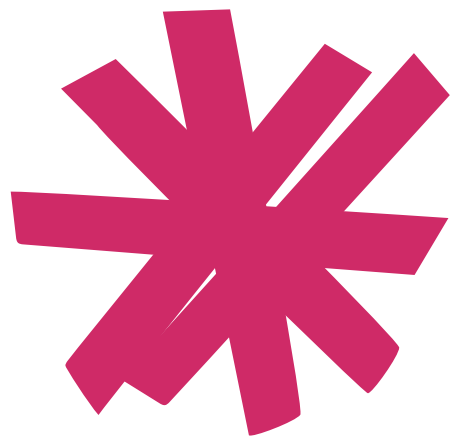


Eating *patterns* in Australia

Poor eating patterns are a leading contributor to disease burden in Australia.¹ Australians of all ages frequently do not consume recommended servings of the five food groups, and consume too many discretionary foods and beverages. Consumption of discretionary food and beverages accounts for over one-third of total energy intake in Australian adults.² Poor eating patterns can result in excess intake of energy, saturated fat, added sugars and sodium (salt), and inadequate intake of vegetables, fruit and wholegrains. Together these can increase the risk of obesity and related chronic diseases such as cardiovascular disease and type 2 diabetes.



Current dietary recommendations in the Australian Dietary Guidelines focus on **achieving** and **maintaining a healthy weight**. The Guidelines encourage the intake of the five food groups foods and reducing saturated fat, added sugar, sodium (salt) and alcohol intake.³ A complementary approach is to support the community to reduce **serving sizes** and **portion sizes** of discretionary food and beverages.



Portion sizes have *increased* over time



In Australia, **serving sizes** (amount provided) and **portion sizes** (amount consumed per eating occasion) of many discretionary foods and beverages have increased over recent decades.

Between the 1995 and 2011–2012 national dietary surveys, portion sizes increased for more than 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 savoury pastries, sugar-sweetened beverages and cakes have also increased over the recent years.⁵



Evidence for change

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

Adults and children generally consume more food and drink when offered larger serving sizes, known as the 'portion size effect'.⁶ This particularly applies to palatable discretionary foods and beverages. Consumption of large portion sizes results in higher energy intakes at mealtimes, and over the day.⁷ Over time, this increases the risk of overweight and obesity.

Many factors contribute to the quantity of food and beverage consumed, including the food's presentation, how it is consumed, how the serving size is perceived, and other factors that influence these perceptions. 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

Eliminating larger portion sizes from the diet has been estimated to reduce energy intake by 12–16% in the United Kingdom and 22–29% in the United States of America.⁹ Reducing portion sizes relies upon the efforts of the food industry to reduce the sizes of servings available.



Different serving sizes for different environments



Foods and beverages purchased in **retail** settings are different to those purchased in the **out of home** sector. Frequently, the size of restaurant or takeaway serving sizes are larger than those purchased from supermarkets. For example, the average biscuit sold in a café is about twice the size of those purchased from retail outlets.¹⁰ Due to the changing retail environment, café style biscuits with a larger serving size are becoming more common.

This Guide takes into account the different settings in which foods are sold and recommends different serving sizes across **retail** settings and the **out of home** sector to encourage reduced serving sizes.



Where to start

1

CONSIDER

which of your products require a serving size reduction.

2

INVESTIGATE

mini and smaller sized products from your existing product range as point of difference.

3

RETHINK

how you serve or package products.

4

CREATE

your action plan with realistic timelines.

5

EVALUATE and REVIEW

the implementation of your plan.



Tips for implementation



1

Phase in new, smaller serving sizes to encourage consumer acceptance and choice.

2

Make the smaller option the easier choice through placement and promotion.

3

Plan promotions to help nudge consumers to the appropriate choice.

4

A gradual serving size reduction is effective to bring consumers on the journey.

5

Plate products sold in the out of home sector on smaller plates.

Glossary

Term	Definition
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.
Discretionary food serves	<p>One 'serve' of a discretionary food is the amount that contains 600kJ. Examples of discretionary foods that provide approximately 600kJ are:</p> <ul style="list-style-type: none"> 2 scoops of ice cream (75 g) 2–3 sweet biscuits 1 slice (40 g) plain cake or small cake-type muffin ½ small bar (25 g) of chocolate <p>A 'serve' is different from a 'serving' (see Serving size below).</p>
Five food groups	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.
Out of home	<p>Outlets where food and/or beverages are prepared for immediate consumption e.g. cafés (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 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.</p>

Term	Definition
Non-nutritive sweetener	Non-nutritive sweeteners are often used as an alternative to different forms of sugar. They are energy (kilojoule or calorie) free. These include, but are not limited to, products such as aspartame, saccharine, sucralose and stevia.
Partitioned products	Products that are packaged as one piece and are delineated by perforations or cut marks i.e. to signify the unit be divided into multiple portions e.g. a 70 g chocolate share bar with 3 chunks (each individual chunk/piece is approx. 23 g).
Plant-based and meat alternatives	These are food sources of protein from plants. They may include foods such as legumes, tofu, soy, nuts, seeds, mycoprotein, and grains and cereals.
Portioned products	Products that contain two or more separate units within the same packaging as wrapped/portion controlled or unwrapped pieces e.g. a 64 g 2 pack with 2 x 32 g individual bars, a multibag of 15 g bite size bars or a box of individually wrapped ice-creams.
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 e.g. 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.
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.
Single consumption bars (chocolate category)	Chocolate products that are in one bar without portion control, portionability or partitioning.

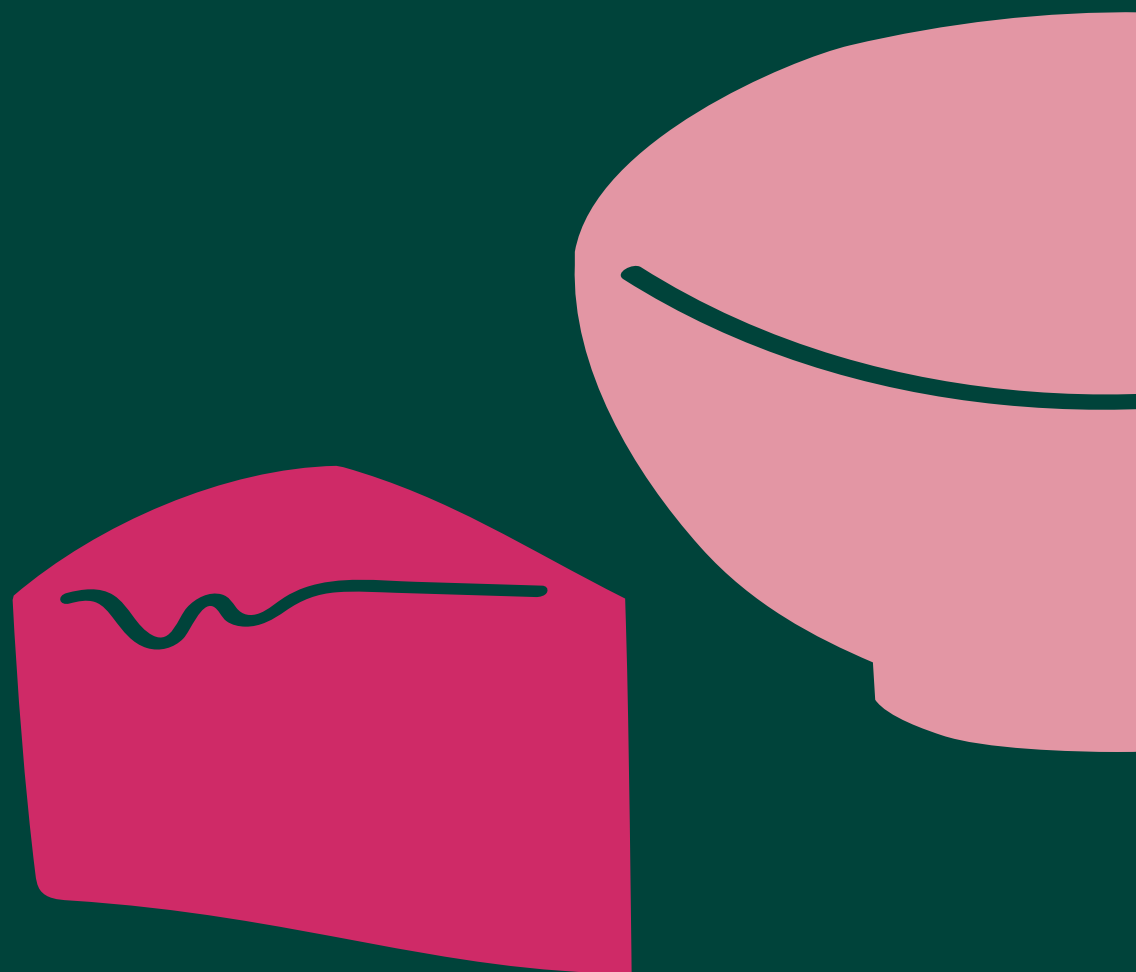
Section 2

Food categories

Cakes, muffins and slices • Retail	13
Cakes, muffins and slices • Out of Home	15
Chilled beverages • Out of Home	17
Chocolate and chocolate-alternative-based confectionery • Retail	19
Crumbed and battered proteins • Out of Home	21
Hot potato chips, fries and wedges • Out of Home	23
Ice-cream, ice-cream confections and frozen desserts • Retail	26
Pizza • Out of Home	28
Savoury pastry products • Retail and Out of Home	30
Sweet biscuits • Retail	32
Sweet biscuits • Out of Home	34
Prop measurements	37

Further information on the Guide, including detailed category definitions, is available on the Healthy Food Partnership's webpage at:

health.gov.au/initiatives-and-programs/healthy-food-partnership



Retail

Cakes, muffins and slices

Category definition

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

Maximum serving size recommendation

Cakes (all types): up to 90 g

Muffins: up to 90 g

Slices: up to 45 g

Why this serving size?

- Recognises that **serving sizes** have increased over time.⁴
- Accounts for differences in serving sizes within sub-category informed by market research.¹¹
- Considers existing state and territory government guidance.^{12, 13}
- Considers consumer acceptance and takes a nudging approach.



Tips for successful implementation

- ✓ Provide pre-portioned cakes, muffins and slices.
- ✓ Consider individual serving size and indicating cutting lines on whole cakes or outer packaging.
- ✓ Consider on-pack labelling messages such as 'share pack' or 'family pack'.

Top tips

- ✓ Pre-portioning cakes, muffins and slices encourages consumers to reduce their **discretionary food** intake.



Small prop plate is 19.4 cm.

Retail

Cakes, muffins and slices



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



Maximum serving size recommendation

(up to the weight indicated)



Dimensions are an approximation for size.
Follow weight measures for an accurate serving size.

Out of Home

Cakes, muffins and slices

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 (mud cakes and cheesecakes only)
- B** Cakes – light-medium weight
- C** Muffins
- D** Slices

Maximum serving size recommendation

Cakes – heavy weight: up to 150 g

Cakes – light-medium weight: up to 125 g

Muffins: up to 150 g

Slices: up to 90 g

Why this serving size?

- Recognises serving sizes have increased over time,⁴ and differences between retail and **out of home** eating occasions.¹¹
- Accounts for differences in serving sizes within sub-categories informed by market research.¹⁴
- Aligns with international guidance.¹⁵⁻¹⁶
- Considers consumer acceptance and takes a nudging approach.



Tips for successful implementation

- ✓ Plate up on smaller plates.

Top tips

- ✓ Experiment with your existing deep muffin/cake/slice moulds, tins, cases or trays and reduce the height of your filling to reduce the overall serving size towards the target.
- ✓ Offer and promote half size portions (mini) of cakes, muffins and slices.



Small prop plate is 19.4 cm.

Out of Home

Cakes, muffins and slices



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

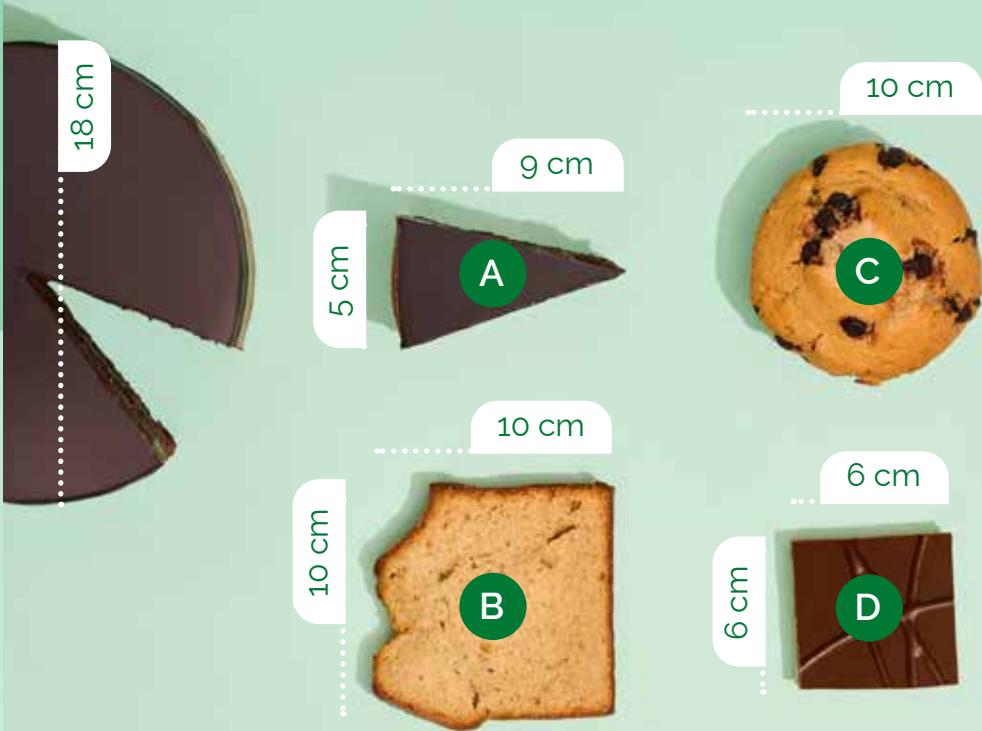
Includes four sub-categories:

- A** Cakes – heavy weight (mud cakes and cheesecakes only)
- B** Cakes – light-medium weight
- C** Muffins
- D** Slices



Maximum serving size recommendation

(up to the weight indicated)



Dimensions are an approximation for size.
Follow weight measures for an accurate serving size.

Out of Home

Chilled beverages

Category definition

Chilled beverages portioned on site and served cold in the out of home sector. This includes beverages such as:

- Non-alcoholic beverages, soft drinks, fruit juice/drinks, and brewed soft drinks (defined in the Australia New Zealand Food Standards Code, Standard 2.6.2)
- Energy drinks (defined in Standard 2.6.4), and
- Sweetened dairy-based drinks (including plant-based dairy-alternatives).

Includes **non-nutritive sweetened** varieties.

Maximum serving size recommendation

Up to 450 mL

Additional guidance for meal deals

It is also recommended the following guidance be adopted for pre-packaged beverages, depending on meal size ordered:

- **Small meal**
200–250 mL bottle/can
- **Medium meal**
300–375 mL bottle/can
- **Large meal**
390–450 mL bottle/can

Why this serving size?

- Sugar sweetened beverage consumption has been linked to obesity, poor dental health and diet-related chronic diseases. High levels of consumption are particularly noted in adolescents and young adults.¹⁷
- A maximum serving size is recommended as a strategy to deter the introduction of jumbo sizes and free refills.
- In the **out of home** sector, the most frequently sold sizes are 390 mL and 600 mL,¹⁸ much larger than those sold in the retail setting (375 mL followed by 200 mL and 300 mL).¹⁴



Tips for successful implementation

- ✓ Introduce smaller options (around 200 mL).
- ✓ Make the smaller option the easier choice through product placement and promotion.

Top tips

- ✓ Make water a readily available choice.



Out of Home *Chilled beverages*



- A** Small meal
- B** Medium meal
- C** Large meal



Maximum serving size recommendation
(up to the measure indicated)

Dimensions are an approximation for size.
Follow amount as an accurate serving size.

Retail

Chocolate and chocolate-alternative-based confectionery

Category definition

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

Maximum serving size recommendation

- **Up to 50 g**
For single consumption bars
This applies to single consumption bars that are not portion-controlled, **portionable** or **partitioned**.
- **25 g +/- 5 g**
For all other chocolate and chocolate-alternative-based confectionery, this Guide recommends industry follow the existing industry guidance, i.e. the agreed standardised serving size of 25 g +/- 5 g (20 g to 30 g) and portioning/partitioning criteria for multiple serving formats.

For more information, refer to the industry's serving size guidance, [Be treatwise®](#) ¹⁹ and the Australian Industry Group [Ai Group](#) Confectionery Sector pages.

Why this serving size?

- Noting the industry's existing guidance (25 g +/- 5 g and *Be treatwise®*), this recommendation focuses on reducing the single consumption bars that exceed 50 g, informed by market research.²⁰
- Acknowledges and supplements existing industry, national, state and territory government and international guidance/reference amounts.^{12, 15, 16, 19, 21}
- 25 g +/- 5 g is consistent with one discretionary food serve of chocolate, as outlined in the Eat for Health Educator Guide.²²
- Supported by the industry's consumer facing *Be treatwise®* program.
- Reduce bar sizes of current range – noting technical constraints and infrastructure limitations.

The confectionery industry established *Be treatwise®* in 2006 as a consumer messaging device. *Be treatwise®* encourages consumers to consume confectionery, as a treat, in line with the Australian Dietary Guidelines, sometimes and in small amounts.



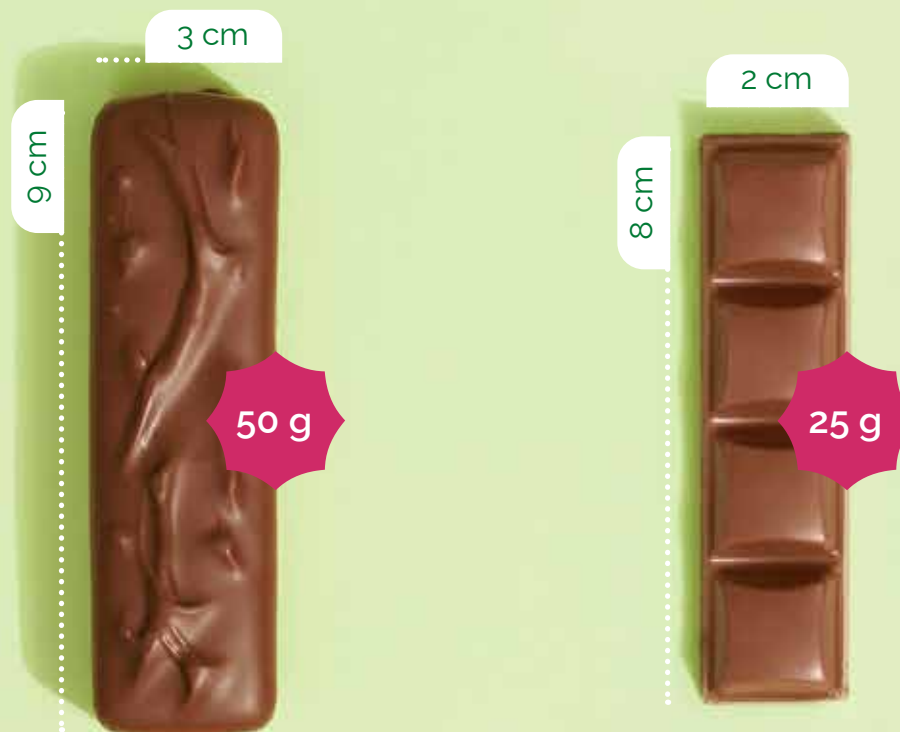
Retail

Chocolate and chocolate-alternative-based confectionery

Maximum serving size recommendation

- **Up to 50 g**
For single consumption bars. This applies to single consumption bars that are not portion-controlled, **portionable** or **partitioned**.
- **25 g +/- 5 g**
For all other chocolate and chocolate-alternative-based confectionery, this Guide recommends industry follow the existing industry guidance, i.e. the agreed standardised serving size of 25 g +/- 5 g (20 g to 30 g) and portioning/partitioning criteria for multiple serving formats.

For more information, refer to the industry's serving size guidance, [Be treatwise®](#)¹⁹ and the Australian Industry Group [Ai Group](#) Confectionery Sector pages.



Maximum serving size recommendation

(up to the weight indicated)

These photos are an example of measurements only.

For 25 g +/- 5 g chocolate, please refer to *Be treatwise®* for further guidance.

Dimensions are an approximation for size.

Follow weight measures for an accurate serving size.

Out of Home

Crumbed and battered proteins

Category definition

Meat, poultry, seafood and **plant-based and meat alternatives** 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.

Maximum serving size recommendation

Up to 150 g

Applies to cooked products, without bone.

Why this serving size?

- Accounts for differences in **serving sizes** within animal and plant-based crumbed and battered proteins (informed by market research).¹⁴
- Considers existing state and territory government guidance.^{12, 13}
- Recognises that these products are typically consumed as a meal.
- As the majority of serving sizes reviewed are at or below the recommendation of 150 g,¹⁴ this maximum recommended serving size is likely to be feasible.



Tips for successful implementation

- ✓ As smaller options are introduced, consider phasing out larger options.
- ✓ Satisfy consumers by serving with half a plate of vegetables or salad.



Out of Home

Crumbed and battered proteins



Maximum serving size recommendation

(up to the weight indicated)

Standard prop plate is 27.4 cm.

Dimensions are an approximation for size.

Follow weight measures for an accurate serving size.



Out of Home

Hot potato chips, fries and wedges

Category definition

Potato or sweet potato-based products which can be consumed as a meal, snack or side dish and sold in the out of home sector. Excludes potato-based meals, potato-based snacks such as hash browns, or cold potato-based snacks such as crisps.

Maximum serving size recommendation

Up to 150 g for an individual (single) serving of hot chips/fries/wedges.

Additional guidance is based on prepared, cooked and ready-to-eat servings:

- A small serving - no more than 150 g
- A medium serving - no more than 200 g
- A large serving - no more than 300 g

Why this serving size?

- Hot chips, fries and wedges eaten **out of home** can be consumed as a meal, as part of meal, or as a snack.
- Considered feedback from outlets providing smaller serves of hot chips to comply with health policy activities that a 100 g serve of chips is perceived as too small.

- As almost two-thirds of currently available individual serving sizes are smaller than the recommendation, the maximum recommended serving size is likely to be feasible.¹⁴
- Not one size fits all. As this category is eaten at variety of occasions, as a snack, or meal or part of a meal, for individual consumption and sharing, one size fits all guidance is not practical.



Tips for successful implementation

Cooking and preparation methods significantly affect the fat and energy content (kilojoules) of the cooked potato products. For example, thick cut chips or wedges have less surface area per gram than French fries and absorb less oil so they will be lower in fat and energy content (kilojoules).

Top tips

- ✓ Display small, medium and large size serving containers, at the point of purchase, similar to the small, medium and large take away coffee cup options on display at cafés.
- ✓ Make the default offering the small size.
- ✓ Promote large serving sizes as share plates.



Out of Home

Hot potato chips, fries and wedges- single serve



Maximum serving size recommendation

(up to the weight indicated)

This example indicates a small serving.

These servings will mean more French fries and fewer wedges for the same weight.

A 15 g chip is about 13mm x 13mm x 6 cm long.

The average weight of a potato wedge is approximately 20 g (6–8 cm long).

Standard prop plate is 27.4 cm.

Dimensions are an approximation for size.

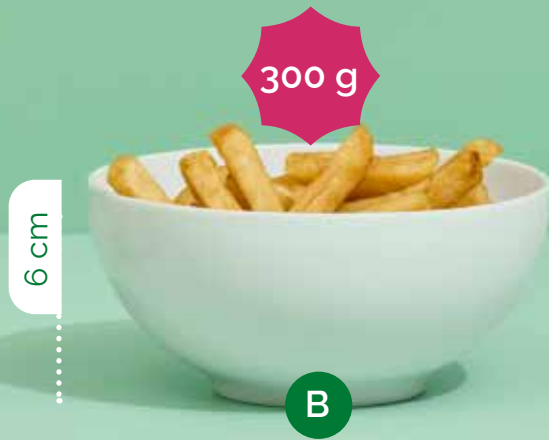
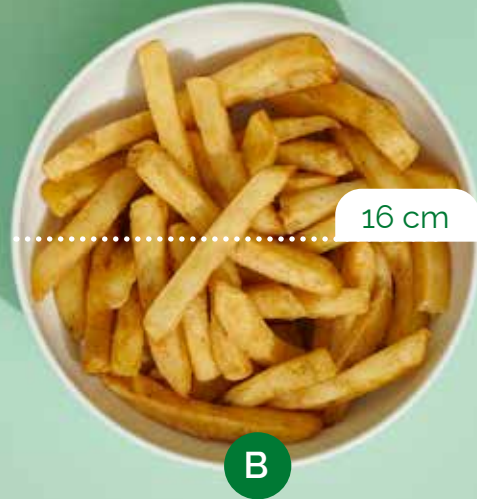
Follow weight measures for an accurate serving size.



Out of Home
*Hot potato chips,
fries and wedges*
- share serve



**Maximum serving size
recommendation**
(up to the weight indicated)



- A Medium
- B Large

Retail

Ice-cream, ice-cream confections and frozen desserts

Category definition

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

Maximum serving size recommendation

Two sub-categories:

- **Sticks/single servings:** up to 75 g
- **Tubs:** up to 50 g from a multi-serve tub (serving size recommendation)

Why this serving size?

- Recognises that **serving sizes** have increased over time.⁴
- Considers existing state and territory government and international guidance.^{12, 13, 15, 21}
- 75 g is consistent with one discretionary food serve of ice-cream, as outlined in the Eat for Health Educator Guide.²²
- Considers energy density variation for different types of frozen desserts, both dairy and non-dairy based varieties.



Tips for successful implementation

- ✓ Consider on-pack labelling messages on tubs such as "share pack" or "family pack".

Top tips

- ✓ Consider mini single serves of regular ice creams and confections provide smaller options for consumer choice.



Retail

Ice-cream, ice-cream confections and frozen desserts



Maximum serving size recommendation

(up to the weight indicated)

50 g scoop from a multi-serve tub.

Dimensions are an approximation for size.

Follow weight measures for an accurate serving size.

Out of Home *Pizza*

Category definition

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

Maximum serving size recommendation

Up to 200 g



Tips for successful implementation

- ✓ Cut the pizza into slices to increase the number of servings.
- ✓ Investigate individual-sized options as a point of difference.

Why this serving size?

- Recognises **serving sizes** have increased over time.⁴
- Considers existing state and territory government and international guidance.^{13, 16, 23}
- Considers data from major Australian quick service pizza chains' websites and FoodTrack.¹⁴

Top tips

- ✓ Consider offering different style pizza bases such as thin and crispy and very thin, which weigh less compared to other bases.



Medium prop plate is 22.7 cm.

Out of Home *Pizza*



Maximum serving size recommendation

(up to the weight indicated)

In this example, 200 g is two slices. This will depend on the size and depth of the pizza

Dimensions are an approximation for size.
Follow weight measures for an accurate serving size.

Retail and Out of Home

Savoury pastry products – pies, rolls and filled pastries

Category definition

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

Maximum serving size recommendation

Up to 200 g

Why this serving size?

- Considers existing state and territory government guidance.^{12, 13}
- Recognises that these products are usually consumed as a whole serving.
- Based on the average serving size consumed by Australians.²⁴



Tips for successful implementation

- ✓ Satisfy consumers by serving with half a plate of vegetables or salad
- ✓ Consider smaller sized plates.

Top tips

- ✓ Investigate reducing the amount of pastry used by serving open top pies in ramekins.



Standard prop plate is 27.4 cm.

Retail and Out of Home

*Savoury pastry products –
pies, rolls and filled pastries*

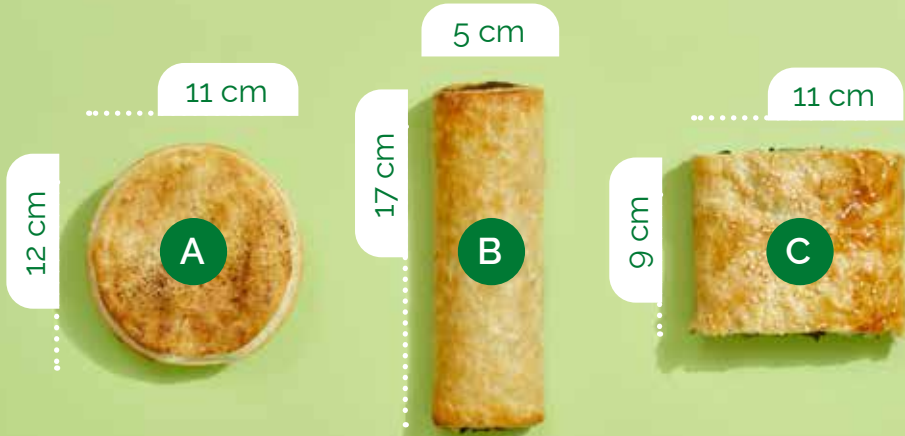


- A Pie
- B Roll
- C Filled pastry



**Maximum serving size
recommendation**

(up to the weight indicated)



Dimensions are an approximation for size.
Follow weight measures for an accurate serving size.

Retail

Sweet biscuits

Category definition

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

Maximum serving size recommendation

Up to 30 g

(serving size recommendation; this could be multiple biscuits)

Why this serving size?

- Recognises that serving sizes have increased over time with café style biscuits now sold in retail environments.¹⁰
- Considers existing state and territory government guidance.^{12, 13}
- Consistent with one discretionary food serve of sweet biscuits, as outlined in the Eat for Health Educator Guide.²²
- Sweet biscuits are typically consumed as a snack, most commonly among the very young and older people.²⁴



Tips for successful implementation

- ✓ Provide pre-portioned sweet biscuits and resealable packs.
- ✓ Consider individual servings.

Top tips

- ✓ A reduction in both the circumference of biscuit and the length of pack is acceptable to consumers and still feels like a treat.²⁵



Small prop plate is 19.4 cm.

Retail

Sweet biscuits



Maximum serving size recommendation

(up to the weight indicated)

In this example, one biscuit is 15 g

Dimensions are an approximation for size.

Follow weight measures for an accurate serving size.

Out of Home

Sweet biscuits

Category definition

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

Maximum serving size recommendation

Up to 60 g

Why this serving size?

- Recognises that sweet biscuits served in the out of home sector are typically much larger than those sold in retail settings.
- Sweet biscuits are typically consumed as a snack, most commonly among the very young and older people.²⁴
- Recognises that serving sizes have increased over time.²⁶
- Considers consumer acceptance and takes a nudging approach.



Tips for successful implementation

- ✓ Select a plate that complements the size of the biscuit for appetite appeal.

Top tips

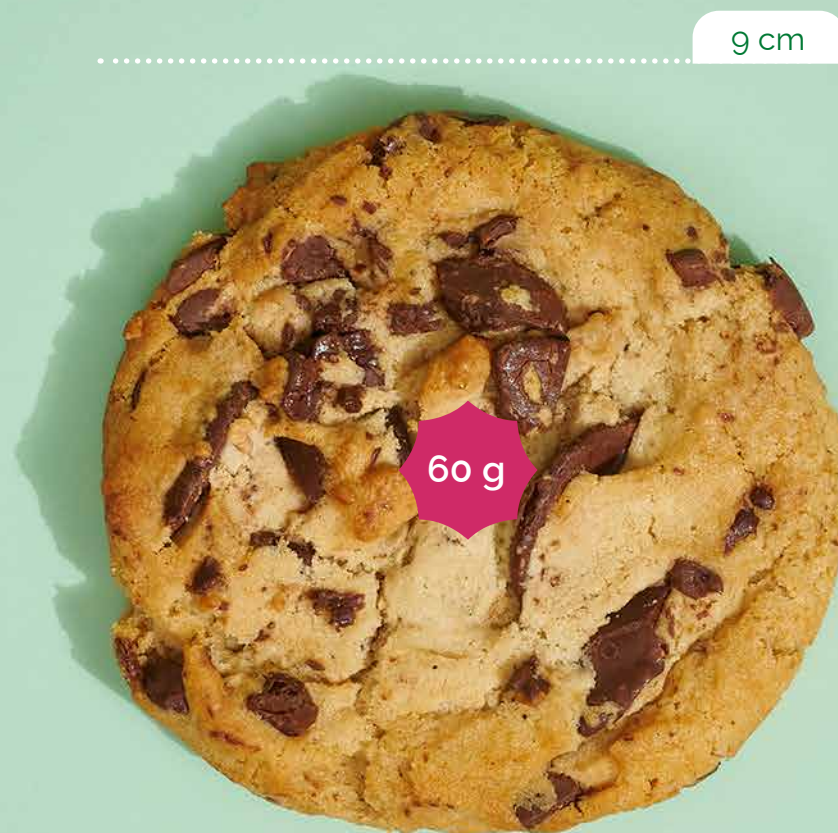
- ✓ A reduction in the circumference of a biscuit is acceptable to consumers and still feels like a treat.



Small prop plate is 19.4 cm.

Out of Home

Sweet biscuits



Maximum serving size recommendation

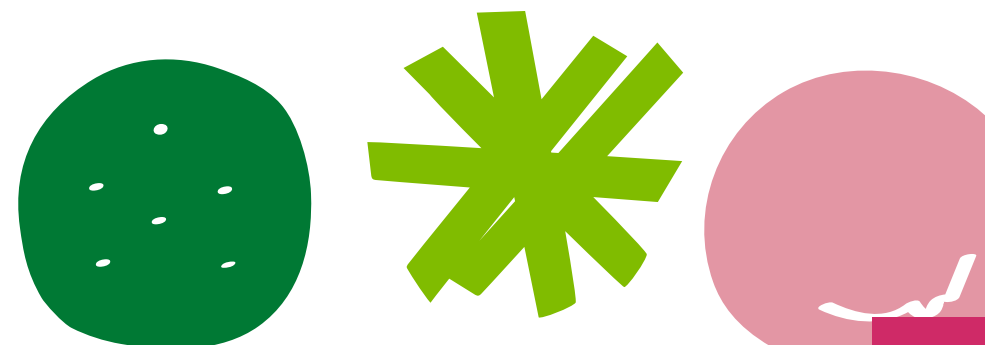
(up to the weight indicated)

Dimensions are an approximation for size.

Follow weight measures for an accurate serving size.

References

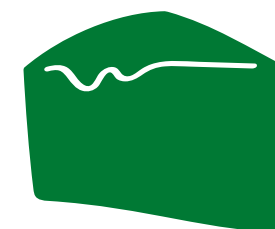
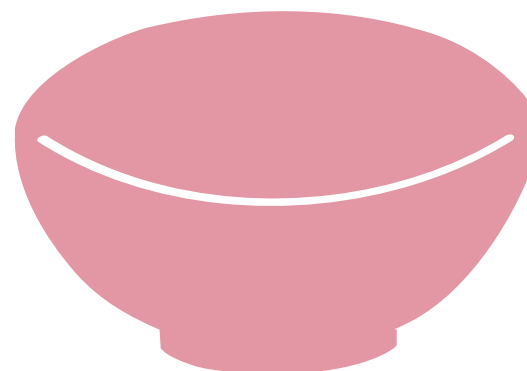
- (1) Australian Institute of Health and Welfare (AIHW). Australian Burden of Disease Study: impact and causes of illness and death in Australia 2018. Canberra: AIHW; 2021. Cat. No.: BOD 29.
- (2) Australian Bureau of Statistics (ABS). Australian health survey: consumption of food groups from the Australian Dietary Guidelines, 2011-12. Canberra: ABS; 2016. ABS Cat. No.: 4364.0.55.012.
- (3) National Health and Medical Research Council (NHMRC). Australian Dietary Guidelines. Canberra: NHMRC; 2013.
- (4) Zheng M, Rangan A, Meertens B, Wu J. Changes in Typical Portion Sizes of Commonly Consumed Discretionary Foods among Australian Adults from 1995 to 2011–2012. *Nutrients*. 2017 Jun 6; 9(6):577. doi: 10.3390/nu9060577
- (5) Howes K, Shahid M, Jones A, Taylor F, Dunford E, Sacks G, et al. FoodSwitch: State of the Fast Food Supply May 2020 [Internet]. Sydney: The George Institute for Global Health; 2020. Available online: <https://www.georgeinstitute.org/sites/default/files/2020-05/state-of-food-supply-2020-report.pdf>
- (6) Hollands GJ, Shemilt I, Marteau TM, Jebb SA, Lewis HB, Wei Y, et al. Portion, package or tableware size for changing selection and consumption of food, alcohol and tobacco. *Cochrane Database of Systematic Reviews* [Internet]. 2015 Sep 14 [cited 2022 Feb 17];2015(9). Available from: <https://doi.org/10.1002/14651858.CD011045.pub2>
- (7) Kelly MT, Wallace JMW, Robson PJ, Rennie KL, Welch RW, Hannon-Fletcher MP, et al. Increased portion size leads to a sustained increase in energy intake over 4 d in normal-weight and overweight men and women. *Br J Nutr*. Cambridge University Press; 2009; 102(3):470–7. doi: 10.1017/S0007114508201960
- (8) Almiron-Roig E, Forde CF, Hollands GJ, Vargas MA, Brunstrom JM. A review of evidence supporting current strategies, challenges, and opportunities to reduce portion sizes. *Nutr Rev*. 2020 Feb 1; 78(2): p91-114. doi: 10.1093/nutrit/nuz047
- (9) Lewis M, Lee A. Effective portion size strategies [Internet]. An evidence review prepared for the Australian Government Department of Health on behalf of The Australian Prevention Partnership Centre; 2017. Available from: https://preventioncentre.org.au/wp-content/uploads/2017/08/22082017_Rapid-review_Portion-size_response.pdf
- (10) Healthy Food Partnership Industry Guide to Voluntary Serving Size Reduction. Evidence Informing the Approach and Recommended Serving Sizes: Appendix A
- (11) Liang S, Gemming L, Wellard-Cole L and Rangan A. Comparison between serving sizes of cakes and muffins sold in Australian supermarkets and coffee shop chains. *Nutr Diet*. 2019;76(3):284-9. doi: 10.1111/1747-0080.12544.
- (12) New South Wales Ministry of Health. Healthy food and drink in NSW Health facilities for staff and visitors framework. North Sydney, NSW: NSW Ministry of Health; 2017.
- (13) Department of Health and Human Services. Healthy choices: food and drink classification guide. Melbourne: Victorian Government; 2020. Available from: <https://content.health.vic.gov.au/sites/default/files/migrated/files/collections/policies-and-guidelines/h/healthy-choices-food-and-drink-classification-guide-2020.pdf>
- (14) 66th Percentile based on FoodTrack Data supplied by the Commonwealth Scientific and Industrial Research Organisation (Retail) and iFed Data supplied by SP Health (Out of home), unless otherwise specified. Data extracted June 2020.
- (15) United States Food and Drug Administration (FDA). Reference amounts customarily consumed: list of products for each product category: guidance for industry. Maryland, US: FDA; 2018. Available from: <https://www.fda.gov/media/102587/download>
- (16) Health Canada. Nutrition labelling: table of reference amounts for food. Ottawa: Health Canada; 2016. Available from: <https://www.canada.ca/en/health-canada/services/technical-documents/labelling-requirements/table-reference-amounts-food.html>
- (17) Australian Bureau of Statistics (ABS). National Health Survey: First Results, 2017-18. Canberra: ABS; 2018. ABS Cat. No.: 4364.0.55.001.
- (18) Euromonitor International. Soft drinks in Australia (February 2021). Purchased from <https://www.euromonitor.com/soft-drinks-in-australia/report>
- (19) Ai Group. Be treatwise® [Internet] [cited 22 February 2022] Available from: www.betreatwise.info
- (20) Nielson Grocery & Convenience Bar data. Moving Annual Total 6.9.30 and Moving Annual Total 2.8.20.



- (21) Public Health England. Sugar Reduction: Achieving the 20%. A technical report outlining progress to date, guidelines for industry, 2015 baseline levels in key foods and next steps. London: Public Health England. 2017. Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/604336/Sugar_reduction_achieving_the_20_.pdf
- (22) National Health and Medical Research Council (NHMRC). Eat for Health Educator Guide. Canberra: NHMRC. 2013.
- (23) Public Health England. Calorie Reduction. Technical report: guidelines for industry, 2017 baseline calorie levels and the next steps. London: Public Health England. 2020. Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/915367/Calorie_reduction_guidelines-Technical_report_070920-FINAL.pdf
- (24) Australian Bureau of Statistics (ABS). Australian Health Survey: Nutrition First Results – Foods and Nutrients [Internet]. Canberra: ABS; 2014 [cited 2022 February 18]. Available from: <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/australian-health-survey-nutrition-first-results-foods-and-nutrients/latest-release#foods-consumed>
- (25) Institute of Grocery Distribution (IGD). Can one size fit all. Watford: IGD; 2019 [cited 2022 February 18]. Available from: <https://www.igd.com/Portals/0/Downloads/Charitable%20Impact/Portion%20size/can-one-size-fit-all.pdf>
- (26) Australian Institute of Health and Welfare (AIHW). A picture of overweight and obesity in Australia. Canberra: AIHW; 2017 [cited 2022 February 18]. Available from: <https://www.aihw.gov.au/getmedia/45f6ecc6-0caf-4af4-9ffc-a44c885b33d2/aihw-phe-216.pdf.aspx?inline=true>

Prop measurements

Fork: 20.7 cm	Standard plate: 27.4 cm
Knife: 21 cm	
Spoon: 19.5 cm	Medium plate: 22.7 cm
Teaspoon: 14.7 cm	Small plate: 19.4 cm
Small fork: 14.5 cm	





Visit our website

health.gov.au/initiatives-and-programs/healthy-food-partnership

© Commonwealth of Australia as represented by the Department of Health and Aged Care 2022

Title: Industry Guide to Voluntary Serving Size Reduction

Creative Commons Licence

This publication is licensed under the Creative Commons Attribution 4.0 International Public License available from <https://creativecommons.org/licenses/by/4.0/legalcode> ("Licence"). You must read and understand the Licence before using any material from this publication.

Restrictions

The Licence may not give you all the permissions necessary for your intended use. For example, other rights (such as publicity, privacy and moral rights) may limit how you use the material found in this publication.

The Licence does not cover, and there is no permission given for, use of any of the following material found in this publication:

- the Commonwealth Coat of Arms. (by way of information, the terms under which the Coat of Arms may be used can be found on the Department of Prime Minister and Cabinet website <http://www.dpmc.gov.au/government/commonwealth-coat-arms>);
- any logos and trademarks;
- any photographs and images;
- any signatures; and
- any material belonging to third parties.

The third party elements must be included here or have a footnote reference throughout the document showing where they are