

Partnership Reformulation Program: Food categories and reformulation targets

Partnership Food Category	Sub-category	Nutrient target (maximum)	Timeframe
<p>Bread</p> <p><i>Products made by baking a dough prepared from cereal flours or meals and water. Includes bread mixes.</i></p>	<p>Leavened breads</p> <p><i>Products made by baking a yeast-leavened dough prepared from cereal flours or meals and water and bread mixes.</i></p>	<p>Sodium 380mg per 100g</p>	<p>June 2024</p>
	<p>Flat breads</p> <p><i>Products made by baking an unleavened or slightly-leavened dough prepared from cereal flours or meals and water.</i></p>	<p>Sodium 450mg per 100g</p>	<p>June 2024</p>
<p>Breakfast Cereals</p> <p><i>Commercial breakfast cereals made from flakes, puffed grains, processed grains, and fruit/flake mixtures with added ingredients, designed to be eaten cold, and not requiring further cooking or processing.</i></p>	<p>Breakfast cereals with fruit</p> <p><i>Commercial breakfast cereals with added dried fruit.</i></p>	<p>Sugar 22.5g/100g AND at least a 20% reduction for products containing over 28g sugar/100g</p>	<p>June 2026</p>
	<p>Breakfast cereals without fruit</p> <p><i>Commercial breakfast cereals without dried fruit. May contain fruit pastes/ purees. Products may contain coconut.</i></p>	<p>Sugar 20g/100g AND at least a 20% reduction for products containing over 25g sugar/100g</p>	<p>June 2026</p>
	<p>Plain puffed or flaked or extruded breakfast cereals</p> <p><i>Plain puffed or flaked or extruded breakfast cereals, made from rice, corn, wheat, or other grains, without other ingredients (e.g. fruit, nuts, coconut)</i></p>	<p>Sodium 450mg/100g</p>	<p>June 2026</p>

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	<p>All other ready-to-eat cereals</p> <p><i>All other breakfast cereals made from flakes, puffed grains, processed grains, and mixtures not included in other categories. Includes puffed or flaked or extruded breakfast cereals, made from rice, corn, wheat, or other grains with other ingredients (e.g. fruit, nuts, coconut).</i></p>	<p>Sodium 270mg/100g</p>	<p>June 2026</p>
	<p>Plain cereal biscuits</p> <p><i>Cereal biscuits marketed as plain and designed to be consumed cold with milk. May be made from wheat or gluten-free alternative and may contain salt or sweeteners but no other added flavours.</i></p>	<p>Sodium 300mg/100g</p>	<p>June 2026</p>
<p>Cheese</p> <p><i>Hard and soft cheese products made from dairy, including processed and unprocessed varieties.</i></p>	<p>Cheddar and cheddar style variety cheese products</p> <p><i>Mild, matured, tasty, extra tasty, vintage and other cheddar cheeses.</i></p>	<p>Sodium 710mg per 100g</p>	<p>June 2024</p>
	<p>Processed cheeses</p> <p><i>All processed cheese products; products obtained from milk, heated and melted, usually with added emulsifying salts, to form a homogeneous mass.</i></p>	<p>Sodium 1270mg per 100g</p>	<p>June 2024</p>
<p>Crumbed and battered proteins</p> <p><i>Meat, poultry and seafood which have been coated with a crumb or batter made from flour or flour-alternative. Including chilled and frozen varieties.</i></p>	<p>Meat and poultry</p> <p><i>Meat (e.g. beef, veal, lamb) and poultry (e.g. chicken, turkey) which have been coated with a crumb or batter.</i></p>	<p>Sodium 450mg per 100g</p>	<p>June 2024</p>
	<p>Seafood</p> <p><i>Seafood which has been coated with a crumb or batter.</i></p>	<p>Sodium 270mg per 100g</p>	<p>June 2024</p>

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Flavoured Milk Dairy or dairy alternative liquid ready-to-drink milks with added non-nutritive- and sugar-sweetened flavourings.	Flavoured Milk: Mammalian <i>Mammalian milk with added flavour(s).</i>	Sugar 9g/100ml	June 2025
	Flavoured Milk: Dairy Alternatives <i>Any dairy milk substitute with added flavour(s).</i>	Sugar 5g/100ml	June 2025
Gravies and Sauces <i>Sauce-type products which are major components of a meal and are designed to be added to foods during preparation, rather than at the table. Products within this category are designed to be mixed with rice or pasta or noodles, and/or meat and vegetables before consumption and can be simmered, baked or stir fried with the added ingredients. May be chunky or smooth in consistency and the packaged product may contain other ingredients such as</i>	Gravies and finishing sauces <i>Gravies and finishing sauce products which are designed to be served over food upon serving or as it finishes cooking.</i>	Sodium 450mg per 100g/ml	June 2024
	Pesto <i>A sauce traditionally made with basil, garlic, pine nuts or other nuts, olive oil, parmesan or similar cheeses, and salt. May include other herbs and/or vegetables and flavourings, and is a major characterising component of a meal and designed to be added to foods during preparation, rather than at the table. Includes both shelf stable and chilled varieties.</i>	Sodium 720mg per 100g	June 2024

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<p><i>vegetables and/or meat. Also includes gravies and finishing sauces that are designed to be served over food upon serving or as it finishes cooking.</i></p> <p><i>Any sauces, used for multiple cooking purposes, which could be considered in two reformulation categories, should be classified in line with the on pack imagery, preparation instructions and in-store placement.</i></p>	<p>Asian style cooking sauces</p> <p><i>Sauces based on replicating Asian flavours, often based on high sodium sauces such as soy, fish or oyster sauce and/or labelled as noodle sauce or stir-fry sauce, which are major characterising components of a meal and are designed to be added to foods during preparation, rather than at the table. Includes both shelf stable and chilled varieties. Products within this category do not require reconstitution or the addition of liquids such as tomato-based sauces or pastes, cream, coconut milk or stock.</i></p>	<p>Sodium 680mg per 100g/ml</p>	<p>June 2024</p>
	<p>Other savoury sauces</p> <p><i>All other sauce-type products used in cooking and not already included in other categories, which are major characterising components of a meal and are designed to be added to foods during preparation, rather than at the table. Includes both shelf stable and chilled varieties. Products within this category do not require reconstitution or the addition of liquids such as tomato-based sauces or pastes, cream, coconut milk or stock.</i></p>	<p>Sodium 360mg per 100g/ml</p>	<p>June 2024</p>
<p>Muesli and Snack Bars</p> <p><i>Baked or cold-formed cereal-based snack bars, based on cereals and/or nuts and/or seeds and/or fruit, may contain fruit, nuts, seeds, chocolate or yoghurt chips/ or coating or other fillings and toppings.</i></p>	<p>Muesli and Snack Bars</p> <p><i>Baked or cold-formed cereal-based snack bars, based on cereals and/or nuts and/or seeds and/or fruit, may contain fruit, nuts, seeds, chocolate or yoghurt chips/ or coating or other fillings and toppings.</i></p>	<p>Sugar 25g/100g AND at least a 15% reduction for products containing over 28.5g/100g</p>	<p>June 2025</p>
<p>Non-alcoholic Beverages</p> <p><i>Ready-to-drink non-dairy beverages with caloric sweeteners.</i></p>	<p>Flavoured water, flavoured mineral water, soda water and iced tea</p> <p><i>Ready-to-drink, non-dairy beverages with caloric sweeteners, excluding soft drinks, fruit drinks and energy drinks.</i></p>	<p>Sugar 5g/100mL</p>	<p>June 2025</p>

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	<p>Carbonated Soft drinks and Energy Drinks</p> <p><i>Ready-to-drink, non-dairy, sweetened drinks marketed as soft drinks or energy drinks.</i></p>	<p>Sugar</p> <p>A 10% reduction for products above 10g/100mL</p>	June 2025
	<p>Fruit drinks</p> <p><i>Ready-to-drink fruit drink (carbonated or still), containing less than 96% fruit juice, with added sugar.</i></p>	<p>Sugar</p> <p>9.5g/100ml</p>	June 2025
<p>Pizza</p> <p><i>Commercially produced pizza dough, with toppings (vegetable, cheese, meat, fish or alternatives) which only requires cooking or re-heating (i.e. no construction). Includes chilled and frozen varieties.</i></p>	<p>Pizza</p> <p><i>Commercially produced pizza dough, with toppings (vegetable, cheese, meat, fish or alternatives) which only requires cooking or re-heating (i.e. no construction). Includes chilled and frozen varieties.</i></p>	<p>Sodium</p> <p>450mg per 100g</p> <p>Saturated fat</p> <p>4g per 100g</p>	June 2024
<p>Processed meat</p> <p><i>Meat and poultry preserved by smoking, curing, salting or chemical preservatives.</i></p>	<p>Ham</p> <p><i>Cured pork product generally containing pork, starch, salt, mineral salts, sugar, antioxidant, sodium nitrate, spices and water. Includes all fat varieties.</i></p>	<p>Sodium</p> <p>1005mg per 100g</p>	June 2024

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<p><i>Meat product contains no less than 300g/kg meat, where meat either singly or in combination with other ingredients or additives, has undergone a method of processing other than boning, slicing, dicing, mincing or freezing, and includes manufactured meat and cured and/or dried meat flesh in whole cuts or pieces.</i></p>	<p>Bacon</p> <p><i>Cured and smoked pork product generally containing meat, sugar, mineral salts, antioxidant, nitrite and water. Includes all fat varieties.</i></p>	<p>Sodium 1005mg per 100g</p>	<p>June 2024</p>
	<p>Processed deli meat</p> <p><i>Processed and reformed meat products (containing pork, beef, or chicken) with added ingredients such as starch, salt, cereal, sugar, spices, flavour, sodium nitrite/nitrate, preservatives and water. Products are typically served cold and often sliced or diced. Includes emulsified luncheon meats.</i></p>	<p>Sodium 720mg per 100g</p>	<p>June 2024</p>
	<p>Frankfurts and Saveloys</p> <p><i>Frankfurts/Frankfurters, hot dogs and saveloys.</i></p>	<p>Sodium 900mg per 100g</p> <p>Saturated fat 10% reduction across products with saturated fat levels exceeding 6.5g per 100g</p>	<p>June 2024</p>
<p>Ready Meals</p> <p><i>Meals sold as ready-to-eat. May require re-heating or added accompaniments (e.g. potato, rice, noodles, pasta). Includes chilled and frozen varieties.</i></p>	<p>Ready Meals</p> <p><i>Meals sold as ready-to-eat. May require re-heating or added accompaniments (e.g. potato, rice, noodles, pasta). Includes chilled and frozen varieties.</i></p>	<p>Sodium 250mg/100g</p>	<p>June 2025</p>

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<p>Sausages</p> <p><i>Minced meat, poultry or a combination of meat and poultry, encased in a skin, sold raw and requiring cooking before eating. Product must contain no less than 500g/kg of fat free meat flesh; and have a proportion of fat that is no more than 500g/kg of the fat free meat flesh content.</i></p>	<p>Sausages</p> <p><i>Fresh, chilled and frozen sausages and chipolatas, sold in raw form, made from beef, veal, lamb, kangaroo, chicken, turkey, pork or other meats. Raw Polish sausage.</i></p>	<p>Sodium 540mg per 100g</p> <p>Saturated fat 7g per 100g</p>	<p>June 2024</p>
<p>Savoury biscuits</p> <p><i>Savoury biscuits, crackers or cakes which are shelf-stable and ready-to-eat.</i></p>	<p>Plain savoury crackers and biscuits</p> <p><i>Plain, savoury grain-based crackers and biscuits which are shelf-stable and ready-to-eat. Includes pepper varieties, but not those identified as salt flavoured</i></p>	<p>Sodium 630mg per 100g</p>	<p>June 2024</p>
	<p>Plain corn, rice and other 'grain-cake' biscuits</p> <p><i>Plain, savoury corn, quinoa or rice-based cakes which are shelf-stable and ready-to-eat.</i></p>	<p>Sodium 270mg per 100g</p>	<p>June 2024</p>
	<p>Flavoured savoury biscuits, crackers and 'grain-cake' biscuits</p> <p><i>Flavoured or salted savoury grain-based biscuits, crackers and cakes which are shelf-stable and ready-to-eat</i></p>	<p>Sodium 720mg per 100g</p>	<p>June 2024</p>
<p>Savoury pastries</p>	<p>Dry pastries</p> <p><i>Dry meat, vegetable or dairy filing encased in a pastry.</i></p>	<p>Sodium 500mg per 100g</p> <p>Saturated fat 7g per 100g</p>	<p>June 2024</p>

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Meat, poultry and/or vegetable filling encased in a pastry.	Wet Pastries <i>Wet meat, vegetable or dairy filing encased in a pastry.</i>	Sodium 400mg per 100g Saturated fat 7g per 100g	June 2024
	Potato snacks <i>Thin potato slices that are generally deep fried, and then flavoured (e.g. using salts, seasonings, herbs or spices), ready-to-eat snacks. Excludes salt and vinegar flavours.</i>	Sodium 500mg per 100g	June 2024
Savoury snacks Potato-, corn-, vegetable-, grain-based and extruded shelf-stable, ready-to-eat snacks sold in portioned or bulk packaging with or without flavouring.	Salt and vinegar snacks <i>All snack products salt & vinegar flavoured and sold as ready-to-eat. Includes potato-, corn-, rice-, vegetable-based snacks.</i>	Sodium 810mg per 100g	June 2024
	Extruded and pelleted snacks <i>Starch-rich materials (e.g. corn, maize, wheat, rice, potato flour) or legume flours that are generally transformed into “hot melt fluids” and then expanded or puffed via an extruder to form a ready-to-eat snack.</i>	Sodium 720mg per 100g	June 2024
	Vegetable, grains and other snacks <i>Vegetable matter (except potato) or cereal grains used to make a dough, which is then sheeted to thin, uniform dimensions and cut to form the snack and fried or baked. Sold as ready-to-eat.</i>	Sodium 450mg per 100g	June 2024
	Popcorn <i>Corn or maize kernels that have been heated until they burst open and puff out.</i>	Sodium 360mg/100g	June 2025

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<p>Soups</p> <p><i>Savoury, primarily liquid dish, containing meat, poultry, fish, vegetables or other ingredients in stock or water. May be chilled or shelf-stable, ready for consumption or requiring reconstitution.</i></p>	<p>Soups</p> <p><i>Chilled soups, ready-to-eat soups, frozen soups, dry packet soup mixes requiring reconstitution and canned soups.</i></p> <p><i>Target is per 100g/ml of product for ready to serve soups; and per 100g/ml of dry or condensed soups that have been made up / diluted in accordance with the on-pack instructions.</i></p>	<p>Sodium</p> <p>280mg per 100g/ml</p>	<p>June 2024</p>
<p>Sweet Bakery</p> <p><i>Freshly baked, frozen, shelf-stable or baking mixes of cakes, muffins and slices.</i></p>	<p>Cakes, Muffins and Slices</p> <p><i>Freshly baked, frozen, shelf-stable or baking mixes of cakes, muffins and slices.</i></p>	<p>Sodium</p> <p>360mg per 100g</p>	<p>June 2024</p>
<p>Sweetened yoghurt</p> <p><i>Sweetened dairy-based or dairy-alternative yoghurts, liquid or semi-solid.</i></p>	<p>Sweetened yoghurt: Mammalian</p> <p><i>Sweetened dairy-based yoghurts, liquid or semi-solid.</i></p>	<p>Sugar</p> <p>12.5g/100g</p> <p>This target will be reviewed in 2025, with the view to revising the target to 10.5g by 2030.</p>	<p>June 2025</p>