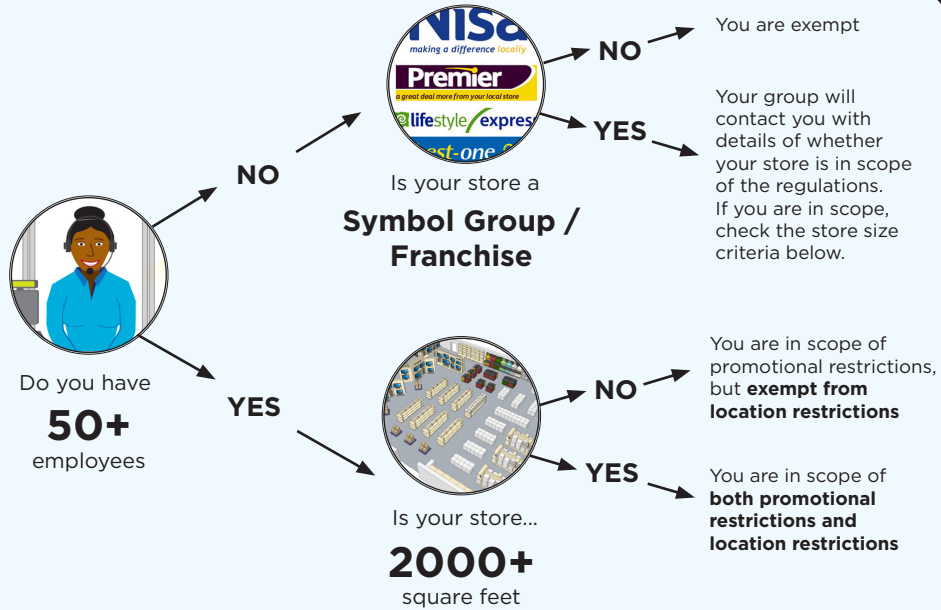


HFSS REGULATIONS (OBESITY STRATEGY)

A quick explainer from ACS on the rules coming into force in October 2022

Which stores are affected?



Which promotions are restricted?



Multibuys

E.g. 3 for the price of 2, or 3 for £10



Extra free

E.g. 50% extra free, or BOGO deals

Meal Deals and 'Dine in for Two' style promotions where different categories of product are bought together are **exempt from the regulations**



Which categories are affected? (prepacked foods only)



Soft drinks with added sugar



Confectionery



Cakes



Ice cream



Crisps and savoury snacks



Morning goods (eg pastries)



Puddings and dairy desserts



Sweet biscuits



Breakfast cereals



Ready meals



Yogurts



Milk drinks with added sugar



Juices with added sugar



Pizza



Chips and similar potato products

Some individual products in these categories may not be in scope of the regulations, depending on their **Nutritional Profiling Score**.

Which store locations are restricted?



Store entrances

within **3%** of the store's relevant floor area (up to 15m)



Checkouts

within **2m** unless in a main aisle



Designated queuing areas

within **2m** unless in a main aisle



End of aisles

adjacent to main aisle or separate structure within **50cm** of an end aisle

For businesses within the scope of the regulations, HFSS products will not be able to be stocked in these areas.