



Not sure how the new HFSS regulations affects you?

Leatherhead's experts are here to help

From 1 October 2022, it is anticipated that new regulations will affect the price promotion and placement of food and drinks high in fat, salt and sugar ("HFSS") in England and Wales. These products will also be excluded from multi-buy offers and free refills. Leatherhead Food Research can help you understand how your product might be impacted and advise on how to comply with the new regulations.

How do I know if my product is affected?

The new regulations lists 15 categories of HFSS foods that will be given a score using a Nutrient Profiling Model. Depending on each product's score, it may or may not be subject to restrictions on:

- 1 Inclusion in multi-buy offers e.g. buy one get one free
- 2 Offers of free refills
- 3 Promotion in specific locations in-store and online e.g. checkout areas

Separate, pre-existing rules also apply in the UK that may restrict the advertising of HFSS products on television, online or through other media such as newspapers.

Who needs to comply with the new HFSS regulations?

Retailers and food business operators who sell their products in England and Wales are mainly affected, however, some exemptions apply to specific store sizes and types. The onus will be placed on the retailers of products across the 15 categories to comply with the new regulations.





How can Leatherhead help?

Leatherhead's team of regulatory experts are here to help you understand where your products fit in these new regulations. Our services include:

Product assessment

Find out if your products are included in the scope of the regulations

Calculating HFSS scores

Our team will calculate HFSS scores for you using the Nutrient Profile Model and your product's ingredients and nutritional information

Advice on new restrictions

From our assessment, we can advise you on how to comply in-store, online and in quick-service restaurants

Advice on existing advertising restrictions

For example marketing restrictions for on-demand TV services and other broadcast services

Get in touch with the team to discuss your requirements

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Are you a Leatherhead Member?

If so, you can use your Helpline hours for advice on HFSS restrictions.

Find out more about Membership at leatherhead.com/membership

About Leatherhead Food Research

Leatherhead Food Research is a membership-based science and regulatory affairs consultancy for the food and beverage industry. Differentiated by an in-house team of food science and regulatory affairs professionals, Leatherhead has been at the forefront of innovation for over 100 years. Today, we provide regulatory advice spanning 150 markets worldwide as well as a range of other food safety and quality services.