

Proposals for Mandatory Calorie Labelling in the Out Of Home (OOH) Sector in Scotland

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Aim to cover

- What is OOH and why we need to take action
- Background to OOH Action Plan
- Summary of calorie labelling proposals
- Other work to improve OOH





What do we mean by Out of Home (OOH) sector in Scotland?

Encompasses all the food and drink we eat outside the home including:

- All types of cafes and restaurants
- Pubs and bars
- Vending machines
- Workplace canteens
- Food 'on the go' providers such as supermarkets and convenience stores
- Takeaways, including delivery services
- Foods purchased while commuting or travelling.
- Any other venue or outlet that sells non-prepacked food ready for immediate consumption.

Our OOH behaviours



- 98% of the population living in Scotland ate OOH in 2019.
- Average of four trips per week, spending around £20 weekly.
- Mostly to convenience stores, bakery and sandwich shops, supermarkets, fast food restaurants, workplace canteens, coffee shops and cafes (75%).
- Trips to full service restaurants are a very small proportion of trips – around 3%.
- Lunch and ‘snack time’ are the most popular times to eat out.
- Total spend in the sector in 2019 was £4.9 billion.

Estimated to account for 25% of all calories



OOH and Health

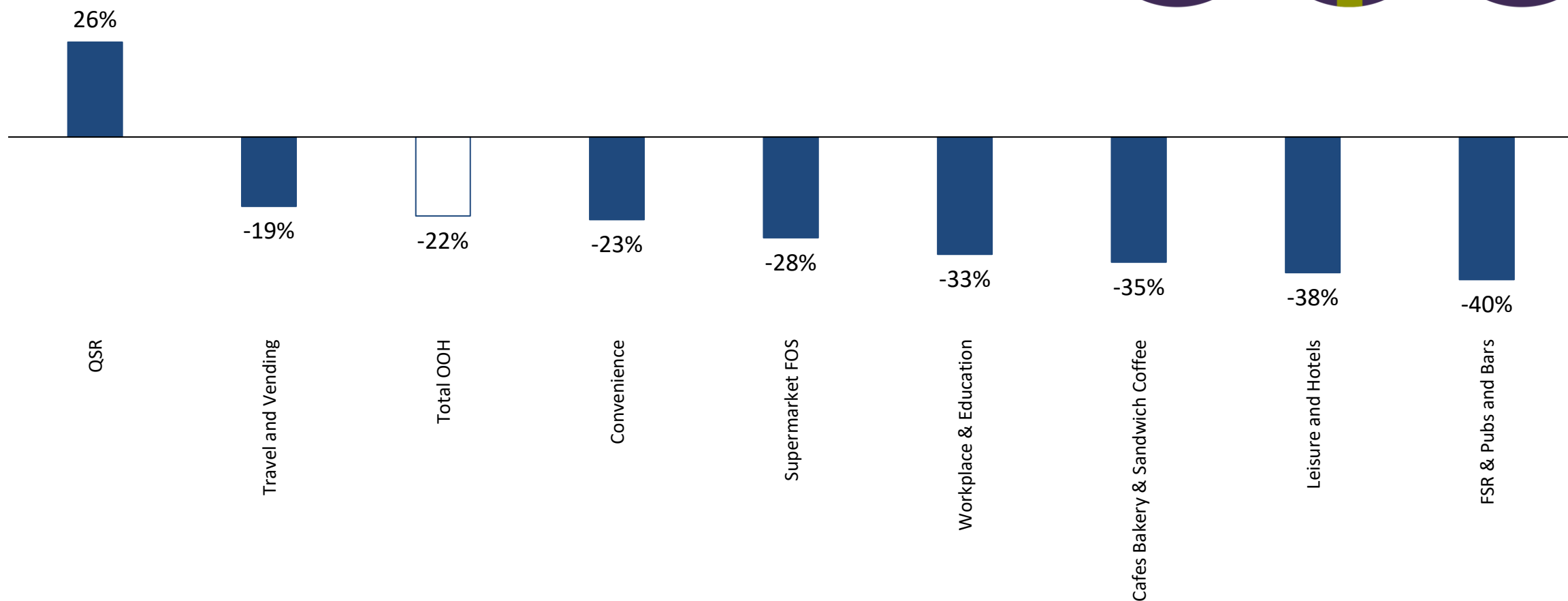


- Eating OOH is associated with obesity.
- The calorie content of the OOH foods we buy is often higher than food we eat at home.
- OOH portion sizes are often bigger than the portions we eat home and foods we buy are typically high in fat, sugar and/or salt.

Top 10 food and drink items purchased Out of Home (% visits in 2019)



Pandemic impact on OOH sector



Not just an urban issue

Urban consumers



97%
penetration
-2.7ppt



£5.2
average trip
spend
+3.6%



126
Trips per person
-36%

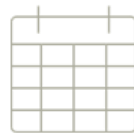
Rural consumers



95%
penetration
-3.8ppt



£4.8
average trip
spend
+5.5%



186
Trips per person
-33.9%



The rise of takeaway and delivery

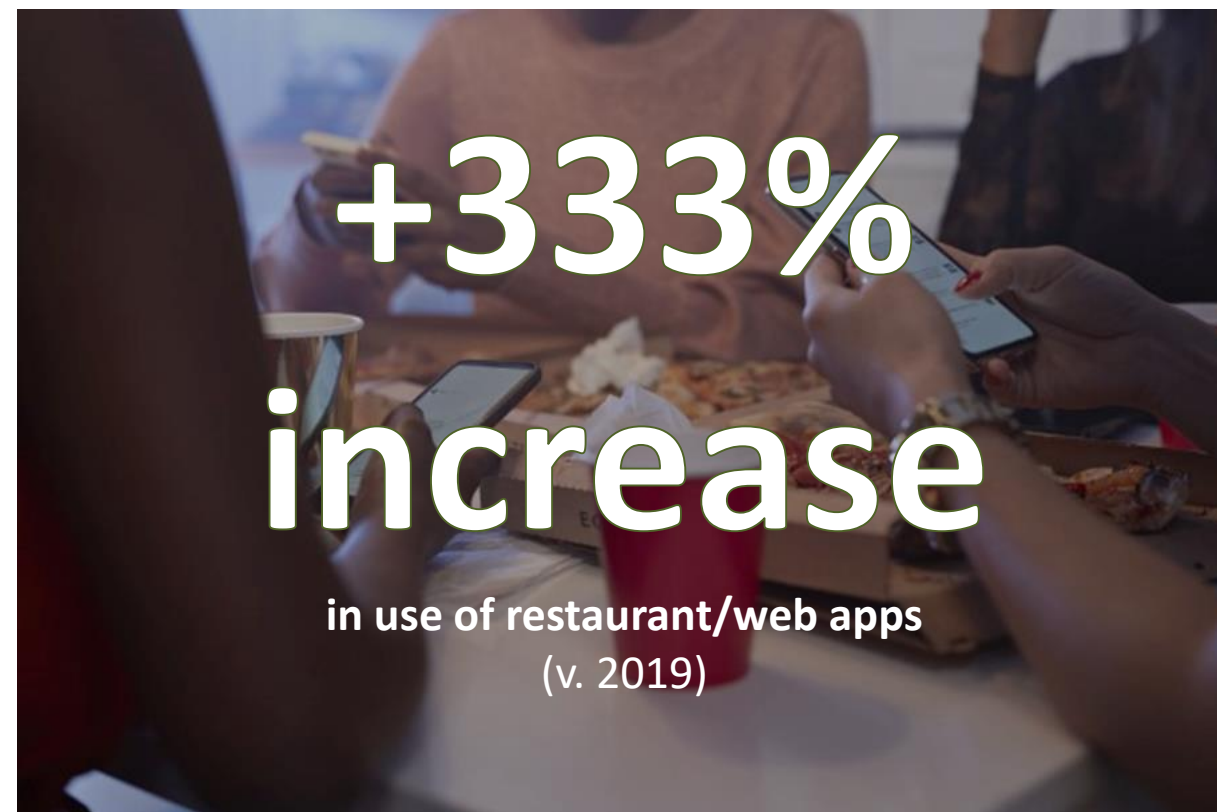


35%

of OOH trips through **takeaway** in **2021** in **Scotland**
vs 11% in 2019
vs 22% in 2020

+122m

Takeaway trips vs 2019 in Scotland (**+101m vs. 2020**)





Online Nutrition Information Research

Category	no. of items	Median	Minimum	Maximum
starters	297	387	15	1317
main meal	715	811	172	5070
pizza	477	970	171	3080
sides	332	248	11	1334
desserts	514	392	46	1426
popcorn	22	366	139	1180
milkshake	48	357	127	641
coffee	112	111	5	588

<https://www.foodstandards.gov.scot/publications-and-research/publications/provision-of-calorie-and-nutrition-information-by-branded-out-of-home-businesses-in-scotland>



Login to MenuCal

Welcome to MenuCal

MenuCal has been developed for food businesses that wish to calculate calories for their menu. It has been developed with the input of chefs, caterers and small business owners.

Register now to begin calculating calories for your recipes!

MenuCal's free online training

This guide shows you how to:

- Organise your business so that it's easy to manage allergen and calorie information for your menu.
- Use MenuCal to manage allergens on a day-to-day basis
- Calculate calories
- Display calorie and allergen information



[Begin Training](#)

Training videos



[How to use MenuCal to identify Allergens](#)



[How to use MenuCal to calculate calories for recipes](#)



[How to add ingredients to the Store Cupboard](#)



[How to use MenuCal's Menu Function](#)

Register to get access

If you are not signed up yet. You can register now and begin building your menu.

[Register](#)

Login

Email address:

Password:

☐ Keep me logged in

[Log in](#)

[Having trouble logging in?](#)

[I've forgotten my password](#)

[I didn't receive my confirmation email](#)

- Free to use for all businesses in Scotland since 2016
- Calculates calories per portion
- [FSS pilot study](#) found it supported businesses to identify allergens and calculate calories and motivated some to modify items on their menu to reduce the calorie content
- Management of allergens – updated to ensure meets the needs of changes to PPDS legislation
- [Login to MenuCal | MenuCal | FSS](#)

FSS Consultation and Recommendations



- [Public consultation](#) in 2018/19
- [Recommendations to our Board](#) and then to Scottish Government Ministers in August 2019
- Legislation in England - [Calorie labelling at point of choice in the OOH sector](#) (250+ employees) – April 2022





The Scottish Government OOH Action Plan

- 1. A new Eating Out, Eating Well Framework (voluntary)**
- 2. Consultation on legislation to bring forward mandatory calorie labelling**
- 3. Voluntary standard for full nutrition information**
- 4. Calorie reduction**
- 5. Development of Code of Practice for children's menus (voluntary)**
- 6. Improving food in communities**
- 7. The public sector**
- 8. Coherence across SG policy areas**
- 9. Monitoring and evaluation**



Policy being proposed

- Calorie labelling of all standard food and drinks ready for immediate consumption
- Calorie value to be displayed on printed materials, online, on digital apps or any other place where consumers make their choice of food* e.g. shelf edges, display boards or digital ordering screens.
- To be displayed in the same size and font as the price
- To be displayed per portion

Likely exemptions:

- Items on the menu 30 days or less in a calendar year (either consecutively or in total)
- Drinks with an alcoholic content of >1.2% ABV (subject to a separate consultation)
- Non-standard items made at the request of the consumer
- Condiments added by the consumer after preparation by the business

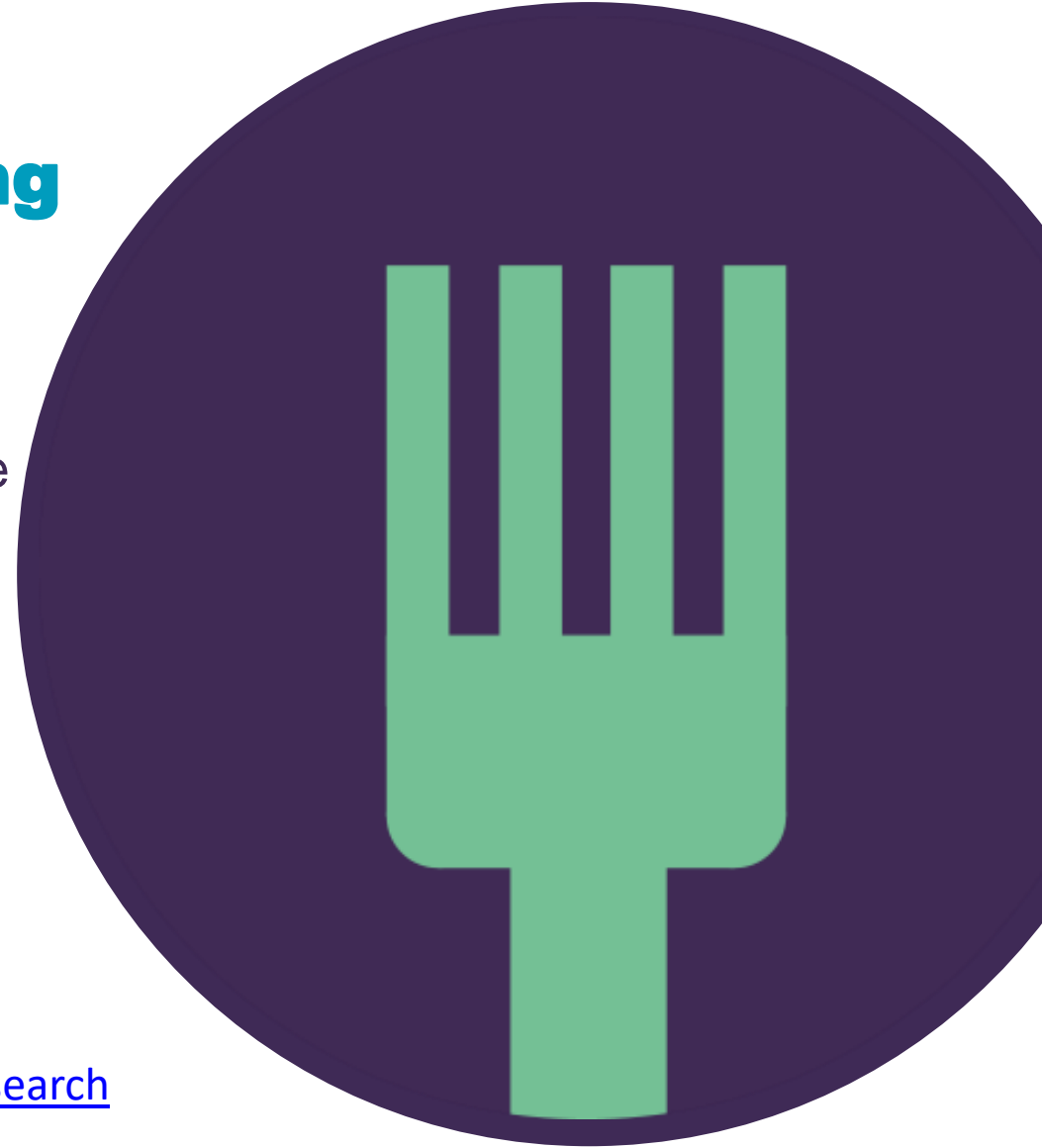
Who it will apply to: subject to outcome of public consultation

It is anticipated that calorie labelling will have the following impact:

- To provide information for consumers at the point of choice in order to facilitate healthier choices
- To reduce the level of population calories purchased and consumed OOH
- To **facilitate businesses to reformulate their offerings** to healthier options
- To improve our ability to monitor the diet of the people living in Scotland

[Rapid Evidence Review](#)

[Consumer Research](#)



How to respond

[Mandatory calorie labelling in the out of home sector in Scotland - Scottish Government - Citizen Space \(consult.gov.scot\)](#)

Closes 1 July 2022



Healthier Catering Guides

- Provides practical tips and advice on making changes to the food and drinks you buy, prepare, promote and serve to make it healthier.
- There are eight different guides, depending on the type of food served.
- Translated versions now available for Mandarin, Urdu, Bengali and Punjabi

[Healthier catering | Food Standards Scotland](https://www.foodstandards.gov.scot/healthier-catering)





- Peas Please has a simple mission: to get everyone in the UK eating more veg.
- Over 100 businesses and organisations from across the food system have made pledges.
- FSS has committed to support Peas Please by making a formal pledge as a systems influencer.
- Veg Advocates

Priority areas for 2022/23



- **Guidance on providing calorie labelling on a voluntary basis**
- **Eating out, eating well framework**
- **Children's menus COP**
- **Development of monitoring and evaluation strategy**

Thank you

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Standards
Scotland**

For safe food and
healthy eating

