

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



June 2022

Laura Wilson, Senior Public Health Nutrition Advisor



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.

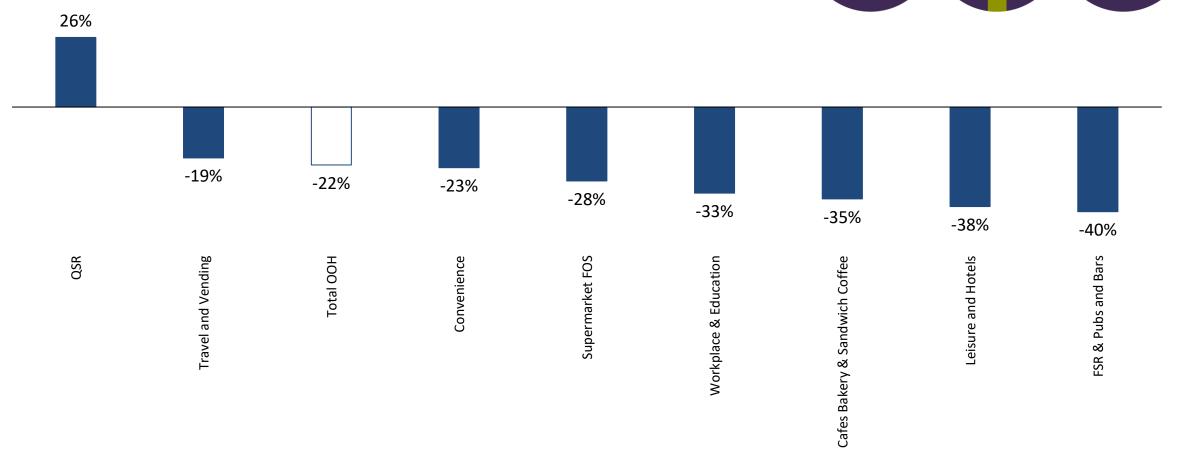
Top 10 food and drink items purchased Out of Home (% visits in 2019)





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%





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

Register to get access

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

Email address: Enter your email address Password: Enter your password Green 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
- <u>FSS pilot study</u> 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



How to use Menucal's Menu Function



FSS Consultation and Recommendations

Food Standards Scotland Inbhe Bidh Alba

Consultation on proposals to improve the Out of Home food environment in Scotland

Food Standards Scotland

- Public consultation in 2018/19
- Recommendations to our Board and then to Scottish Government Ministers in August 2019
- Legislation in England <u>Calorie labelling at point of choice in the OOH sector</u>
 (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





Healthier Catering Gu

Healthier eating is becoming more i to customers. Here are some practi catering suggestions to help support customers with a healthier lifestyle.

Following these tips when you're fry help you;

- · use less oil.
- · make your chips crispier and tastier
- lower the amount of fat, saturated fa salt in a portion

Try to achieve as many tips as poss may already be achieving several of but be prepared to go further and m changes to help your customers ma healthier choices.

Fats and frying

High-fat foods contain lots of calorie can lead to weight gain. This in turn to type 2 diabetes, heart disease an cancers. Reducing saturated fat intal lower blood cholesterol and reduce of heart disease.

 Use plain, uncoated, medium or 1 straight-cut chips. These absorb is so you use less oil and it's healthier

Standards Scotland

for soft for

Healthier Catering Guide

Healther eating is becoming more imported to continues. Here are some practical catering suggestions to help suggest your pustomens with a healther idealyse.

- > Following these type will help you:
- make your sandwiches healthiel.
- offer more choice to your customers.
 Nelping you to compete in the market
- make more increy from the sandeches you already self.

You may already be achieving several of the real changes to help your continues make

Portion size

Eating too many nations can lead to weight stateless, heart disease and some concers, real difference.

 Thinks alread the size of your partitions on if you're being the generous. Here is net partien for each filling for exemple, a certain size of isocoproposes or a fixed number of sizespinoses; and ask staff to keep to those portion sizes to provide considering for your customers - this could had you alrea money.

Food Standards Scotland

For safe food and healthy eating

Healthier Catering Guide for children's menus

Healthier eating is becoming more important to customers. The guide covers key areas where changes could be made to give children healthier options when they eat out. This will help children learn to choose foods which are good for them and to eat more healthily, supporting your customers to have a healthier lifestyle.

You may already be achieving several of these tips but be prepared to go further and make real changes to help your customers make healthier choices.



Fruit and vegetables

Fruit and vegetables are good sources of vitamins, minerals and fibre. To ensure children can eat their 5 a day, all main meals should include at least one portion of vegetables and/or fruit as standard (at least 40a). These can be fresh, frozen or canned.

- Experiment with different presentation of colourful vegetables, such as veggie sticks served with a sandwich or with a dip as a starter. Vegetables could also be added to sauces, such as pasta sauce, and as pizza toppings.
- Vegetable soups, particularly blended versions, are often popular with children and can include a wide variety of vegetables.
- Offer a portion of fruit as a dessert choice This could include cooked fruit (e.g. fruit crumble).

- Chopped fruit is often far more appealing to children than whole fruit.
- Fats (such as butter or cream), salt or sugar should not be added to vegetables or fruit before serving.
- Where a packed lunch in a box is offered, always include fruit and/or vegetables as a choice.

16





- 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

<u>Laura. Wilson@fss.scot</u>

07584276843



