

TOOL 5: CHECKING AGAINST THE FOOD AND DRINK BENCHMARK



This guide provides examples of how retailers in NSW Health facilities can quickly check the food and drink offering in food outlets against the **Food and Drink Benchmark**.

It is expected that there will be a staged approach to implementation, a priority target is the removal of sugary drinks from sale by December 2017 with achievement of all four focus areas in the **Food and Drink Benchmark** by December 2018.

A state-wide automated monitoring and reporting system called PHIMS Nutrition will be available at the end of 2017 to support monitoring and evaluation.



PRODUCT AVAILABILITY

SUGARY DRINKS ARE NOT TO BE SOLD IN NSW HEALTH FACILITIES

Assess if there are any sugary drinks for sale.

Sugary drinks are drinks with any sugars added during processing (excluding milk drinks).#

How do I know if a drink has added sugar?

Sugar can be listed in all sorts of ways in the ingredients list

If any of the following ingredients are listed on the ingredients panel then the drink contains added sugar and should not be sold.

- Sugar, sugars or words such as sucrose, fructose, glucose, maltose, invert sugar.
- Honey, molasses, golden syrup.
- Syrups such as invert syrup, fruit sugar syrup, rice syrup, agave syrup, coconut syrup, rice syrup or maple syrup.
- De-ionised fruit juice, agave nectar, coconut flower nectar, coconut sugar, maple sugar.

Examples of sugary drinks are soft drinks, some flavoured waters, fruit drinks, cordials, iced teas, energy drinks and sports drinks.

NUTRITION INFORMATION

Serving per package: 1

Serving size: 390mL

Ave. Quantity	Per serving	Per 100mL
Energy	663kJ	171kJ
Protein	0g	0g
Fat, total	0g	0g
Saturated	0g	0g
Carbohydrates	42.9g	11g
Sugars	42.9g	11g
Sodium	19.5mg	5mg

CONTAINS: CARBONATED WATER, SUCROSE, FLAVOUR, COLOUR (163), FOOD ACID (330)

Milk drinks are drinks where the predominant ingredient is dairy milk or a calcium-fortified dairy-milk-alternative, such as fortified soy/almond/rice milk.



PORTION SIZE

PORTION SIZE LIMITS ARE MET

Use **Tool 4: Visual portion guide** to assess whether cakes and muffins are no bigger than the portion size limit.

Making available cakes and muffins that are no bigger than the portion size limit of 80g is a key recommendation in the **Food and Drink Benchmark**.

How big is a muffin?

Tennis ball: Max portion
approx. 80g



MARKETING

ENSURE ONLY EVERYDAY FOODS AND DRINKS ARE PLACED IN PROMINENT LOCATIONS

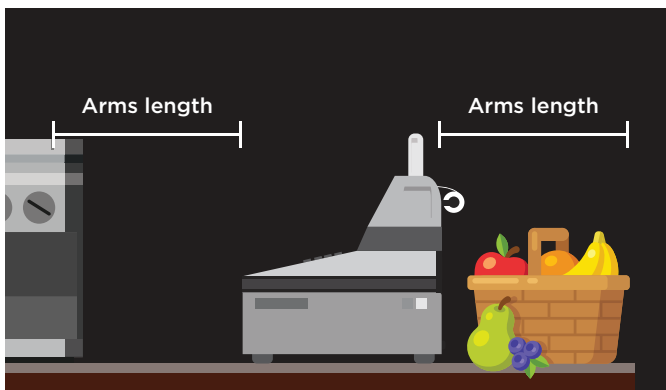
Use the following method to assess whether only **Everyday** foods and drinks are placed in prominent locations.

Prominent locations include the checkout area, main entrance/exit and eye level on shelves.

For example, checkout area

Assess the area at arms' length of the checkout for **Occasional** foods and drinks.

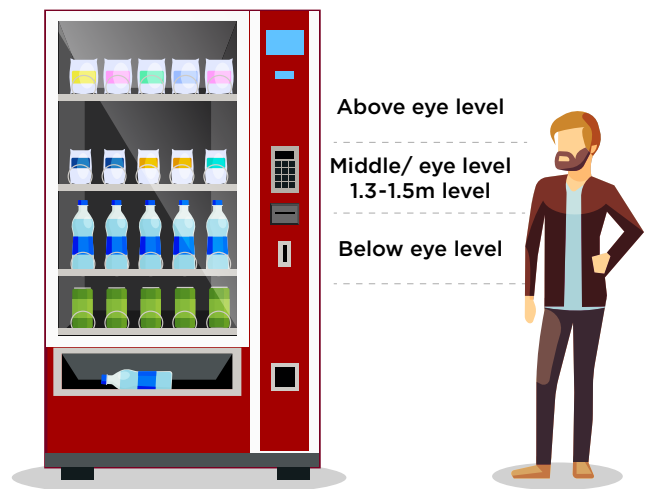
The checkout is usually where the cash register is located and is the place where transactions are carried out. There may be more than one checkout of the food outlet.



For example, eye level on shelves and vending machines

Assess shelves and vending machines for **Occasional** foods and drinks at eye level.

Eye level is typically the second and/or third shelf from the top.





MARKETING

PROMOTE ONLY EVERYDAY FOODS AND DRINKS

Check the food outlet for any promotions and advertising that are for **Occasional foods and drinks**.

Everyday foods and drinks can be promoted and advertised in a number of ways. For example, posters, point of sale material, menu boards and branding on fridges.

Healthy advertising and promotions



EVERYDAY
foods and drinks are promoted



OCCASIONAL
foods and drinks are not promoted

INCLUDE ONLY EVERYDAY FOODS AND DRINKS IN PACKAGE DEALS

Assess the food outlet for package deals that include **Occasional foods and drinks**.

Package deals are also known as specials or bundle/meal deals.

What are package deals?

A package deal is where food and/or drink products are bundled together for sale and give better dollar value.



Water - \$3.50



Sandwich - \$4.00



Water
and sandwich - \$6.00

Save \$1.50