

SUGAR SMART vending guidelines



KEY MESSAGES

Spot it: Help customers make more informed food and drink products and encourage them to choose the healthier option through positioning, pricing and promotion

Shrink it: Restrict portions of high sugar food and drink products

Swap it: Swap food and drink products to low or no sugar alternatives

PRODUCTS

Soft Drinks

Plain (non-carbonated) water is always available to purchase and is cheaper to purchase than any other drink. It must be prominently placed at eye level.

No more than 20% of beverages may be sugar sweetened. All other soft and carbonated drinks available to purchase are sugar free or contain less than or equal to 5g of sugar per 100ml. **Products could include water, semi-skimmed milk, fruit juice/smoothies containing no added sugars**

All sugar sweetened drinks should be no more than 330ml pack size.

Fruit or vegetable based drinks should contain no added sugar. 100% juices and smoothies still contain naturally occurring sugars which can still be harmful to teeth and the government's current advice is to limit consumption of these drinks to a combined total of 150ml a day. Therefore, these products should be limited and available in the smallest portion size available within the market.

Lower fat milk drinks are available to purchase (1% fat, skimmed or semi-skimmed) and contain no more than 5% of total sugars

Hot beverages vending

Automatically sweetened beverages are not available to purchase

Tea, including herbal and decaffeinated, and coffee without sugar or sweetener added is available to purchase, with sweetener available to add if required

Savoury snacks

Savoury snacks are only available in packet sizes of 30g or less

At least 50% snack products should be lower in fat and salt and be low (<5g/100g) in sugar OR contain no added sugar. **Products could include popcorn and baked crisps (containing <1.5g saturated fat and <1g/100g salt), nuts, seeds**

Sweet snacks and confectionary

Confectionery and sweet snacks are in the smallest standard single serve portion size available within the market and do not exceed 250kcal. E.g chocolate bars and confectionary are available to purchase in a packet size of less than or equal to 50g, and cereal bars and flapjacks are available to purchase in a packet size of less than or equal to 30g

Remove any products that contain over 55g/100g sugar

At least 50% confectionary products should be lower in fat and salt and be low (<5g/100g) in sugar OR contain no added sugar.

MARKETING AND PROMOTION

It is recommended that branding on machines that is of high fat, salt or sugar products is removed.

Labelling and information: clear and visual labelling should be used to help customers make more informed food and drink choices. For example, the sugar content of products should be made clear using teaspoon labelling.

There should be no 'duo' / 'king-size' / 'twin' / 'grab' pack sizes of high fat, salt or sugar snacks on offer. If applicable, there should be no multi-purchase offers available (the only exception is for water)

Bottled still water and other healthier drink and snack products* must be prominently placed – either at eye level in displays or at the top of pricing lists. **Sugary drinks should be at the bottom of machines/lists.**

Healthier products* should be competitively (positively) priced

*Food and drink products containing no added sugar or less than 5g sugar/100g.