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Sugar Reduction and Wider Reformulation Programme Stakeholder engagement

Annexe 1: Sugar reduction and wider reformulation Meetings November 2016



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Background

- Following advice from the Scientific Advisory Committee on Nutrition (SACN), government recommends that intake of free sugars should not exceed 5% of total dietary energy. Population intakes in the UK exceed these recommendations, contributing between 12 to 15% of energy, with higher intakes found in children.
- Consuming too much sugar can lead to weight gain, which in turn increases the risk of heart disease, type 2 diabetes, stroke and some cancers. It is also linked to tooth decay.
- The government's Childhood Obesity Plan, published in August 2016, included as one of its key commitments a sugar reduction and wider reformulation programme led by Public Health England.

Aims of the programme

- **Key aim:** to reduce the amount of sugar coming from key categories contributing to children's intakes by 20% by 2020.
- To achieve a 5% reduction in the first year (by August 2017).
- To focus on the nine food categories that make the largest contributions to children's sugar intakes: yogurts, breakfast cereals, biscuits, cakes and morning goods (eg pastries, croissants), puddings, ice cream, sweet spreads, chocolate and sweet confectionery.
- For businesses to take action in three ways:
 - Lowering sugar levels per 100g
 - Reducing portion size
 - Shifting purchasing towards lower/no added sugar products
- Action to reduce sugar should be accompanied by reductions in calories where possible, no increases in saturated fat and the achievement of current salt targets.
- The programme covers children up to the age of 18 so effectively all foods in each category are included (not just those manufactured for or marketed to children).

Aims of the discussions

- Background information – what is a sales weighted average, what is included in the category.
- Present proposed targets.
- Identify technical issues associated with reducing levels of sugar in food.
- Present proposals on calorie caps.
- Data and monitoring.

Sales weighted average

- The sales weighted average refers to the average sugar levels across a food category, and is calculated by weighting the contribution of individual products according to volume sales.
- One of the reasons for setting a sales weighted average is that it gives scope for products with a range of different sugar levels.
- In addition, we are **not** proposing that the sugar content of **all** products needs to be reduced to achieve the sales weighted average – we appreciate this is not achievable for some products.
- A sales weighted average also allows progress on all three mechanisms for action to be captured:
 - reduction in sugar levels
 - shifts in sales towards lower sugar products
 - reduction in portion size (if large enough change)

Note: The same applies to sales weighting in portion size/calorie cap proposals.

Definition of added sugar

While most categories will work on a total sugar basis, a couple (likely to be just breakfast cereals and yogurts) may work on only an added sugar basis. This slide therefore provides some clarification around what PHE considers should be classed as added sugars for those relevant categories.

‘Added sugars’ includes all monosaccharides and disaccharides added to foods. This includes:

- cane sugar, brown sugar, crystalline sucrose, invert sugar, dextrose, molasses
- sugars in honey and syrups such as malt syrup, fruit syrup, rice malt syrup, corn syrup, high fructose corn syrup, maple syrup
- fructose, sucrose, glucose, lactose, hydrolysed lactose and galactose
- nectars such as coconut blossom nectar, date nectar, agave nectar,
- unsweetened fruit juices and fruit juice concentrate
- fruit purees and jam

Sugar coming from milk products, cereals, grains, nuts, seeds and **fresh, dried and other processed fruits** (other than purees and juices) is not considered added sugar

Substances that are not included in the definition of sugar as it appears on the nutrition panel (ie not analytically sugar) are excluded, for example oligofructose and polyols

Background to proposed calorie or portion size caps

The following information was considered in setting the proposed calorie and portion size caps:

- The existing 250 calorie cap for chocolate confectionery. We are aware that some businesses have used this cap for other products.
- The suggested division of calories during the day for meals and snacks – with 1600 kcals for meals (400 kcal for breakfast, 600 kcals each for lunch and dinner) this leaves 400 kcal for snacks and other foods consumed between meals.
- The fact that some product categories are likely to be considered as interchangeable by consumers and therefore possibly required similar calorie caps (eg chocolate, cakes, biscuits, puddings, ice cream).
- The range of calories present/portion sizes in single serve products currently on the market.



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- Yogurts

What is included in the yogurts and fromage frais category

- Includes all dairy yogurt, fromage frais products including non-dairy alternatives (such as soya, goat, sheep products).
- Excludes dairy desserts (such as mousse, custard, fruit fool, chocolate confectionery based desserts, creme caramel and panna cotta), which are included in the puddings category.
- Excludes frozen yogurt, which is included in the ice cream category.
- Excludes yogurt and dairy drinks, which will be assessed separately as part of the soft drinks levy.

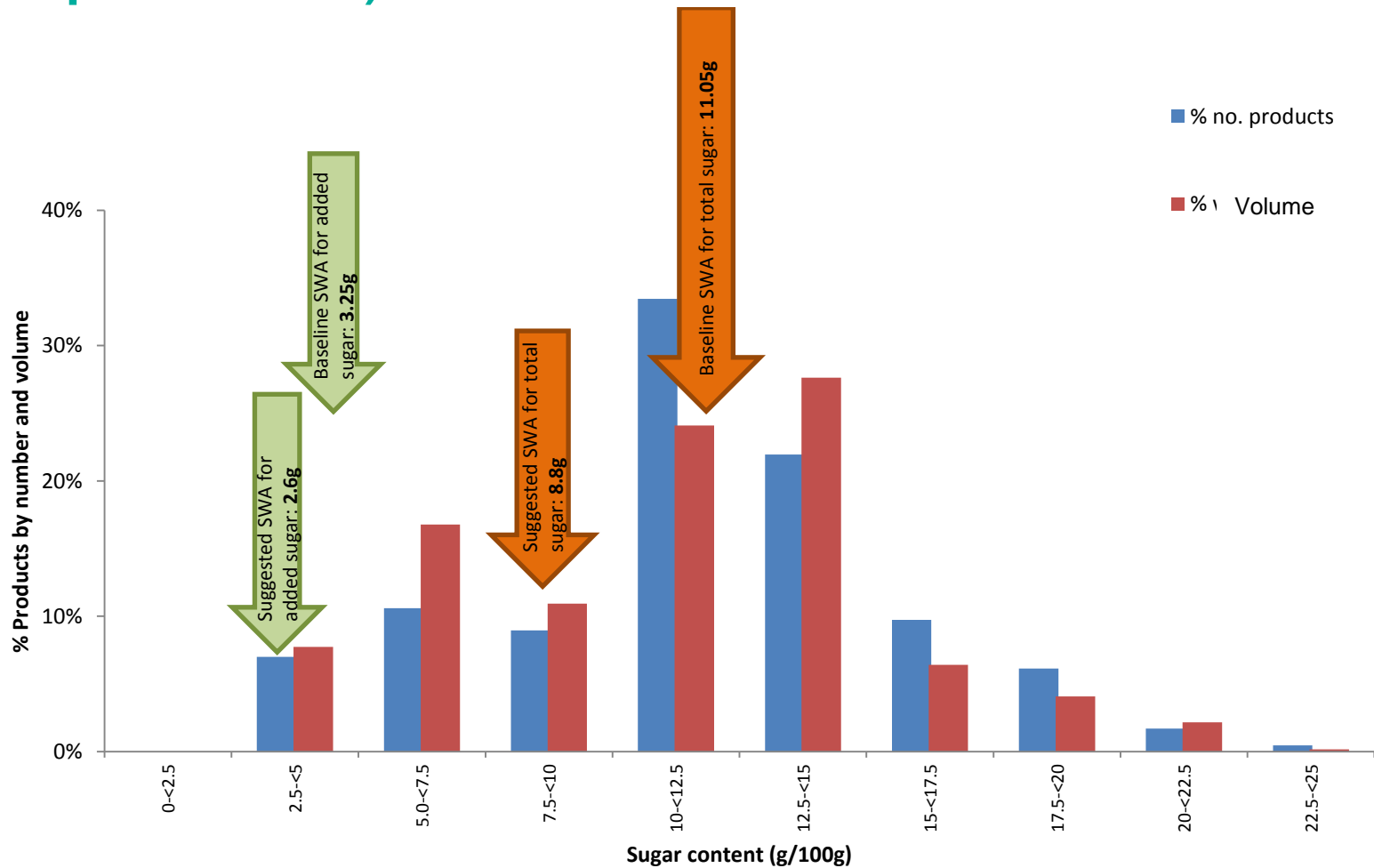
Summary data and proposed target for all products

Calculated baseline SWA for total sugar	11.05g per 100g
Calculated baseline SWA for added sugar**	3.25g per 100g
% real data	79.5%
% market at/below current baseline	19.5%
Total sugar range (min & max g/100g)	4g – 24.4g
Added sugar** range (min & max g/100g)	0g – 16.6g
Proposed SWA figure for total sugar (20% reduction)	8.8g per 100g
Proposed SWA figure for added sugar **(20% reduction)	2.6g per 100g
10% SWA reduction for total sugar	9.9g per 100g
10% SWA reduction for added sugar**	2.9g per 100g
5% SWA reduction for total sugar	10.5g per 100g
5% SWA reduction for added sugar**	3.1g per 100g
New Product Development target for total sugar	8.8g/100g
New Product Development target for added sugar	2.6g/100g

**This figure excludes lactose and galactose, which are the naturally occurring sugars in yoghurts and fromage frais. The figure used is 7.8g per 100g of plain whole milk yoghurt, taken from McCance & Widdowson's The Composition of Foods, 7th Edition. Fat free natural fromage frais contains 4.4g naturally occurring sugars per 100g.

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g (all products)



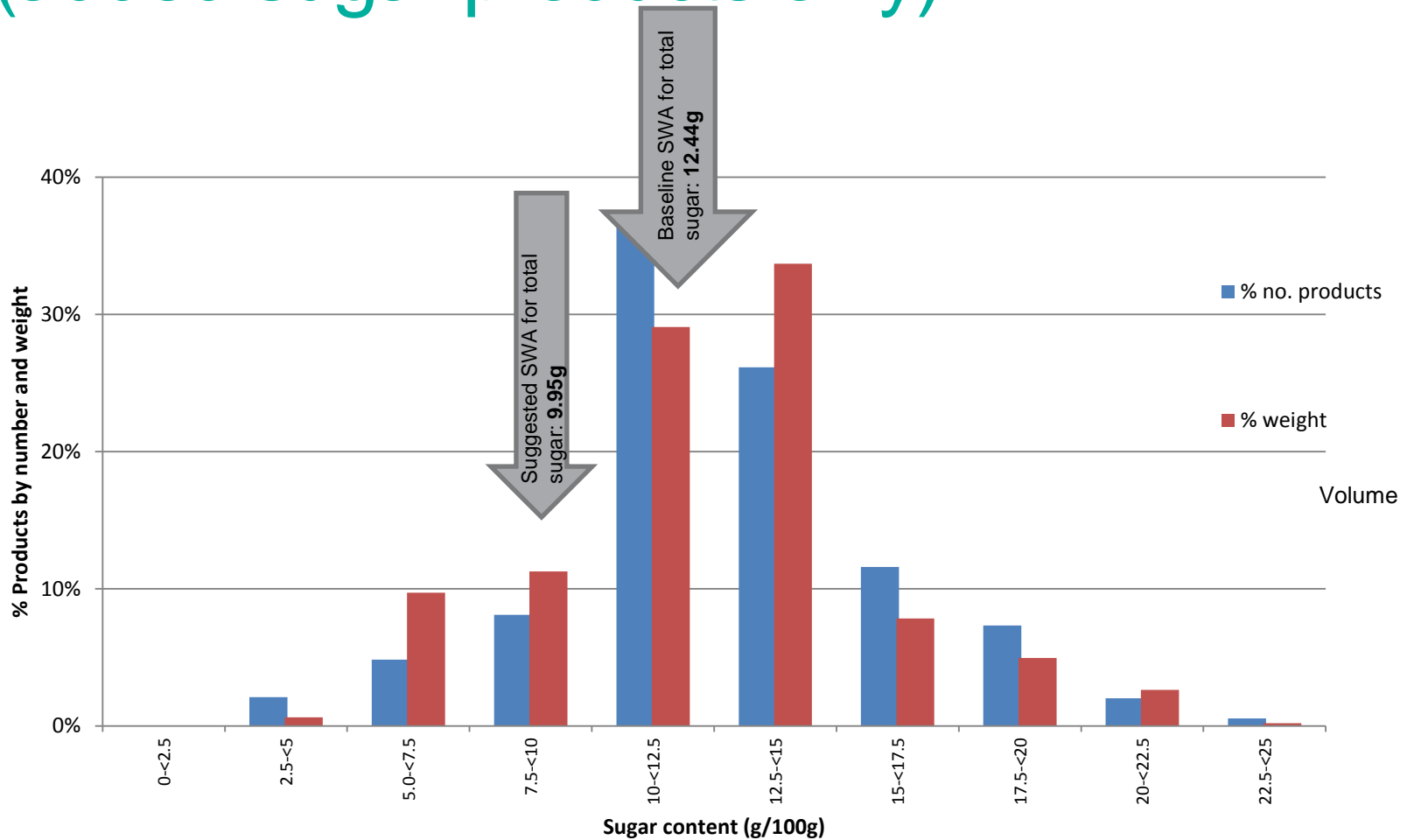
Summary data and proposed target for added sugar products only

Calculated baseline SWA for added sugar products	12.44g per 100g
% real data	78.1%
% market at/below current baseline	33.33%
Total sugar range (min & max g/100g)	4g – 24.4g
Proposed SWA figure (20% reduction)	9.95g per 100g
10% SWA reduction for added sugar	11.20g per 100g
5% SWA reduction for total sugar	11.82g per 100g
New Product Development target for total sugar	9.95g/100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

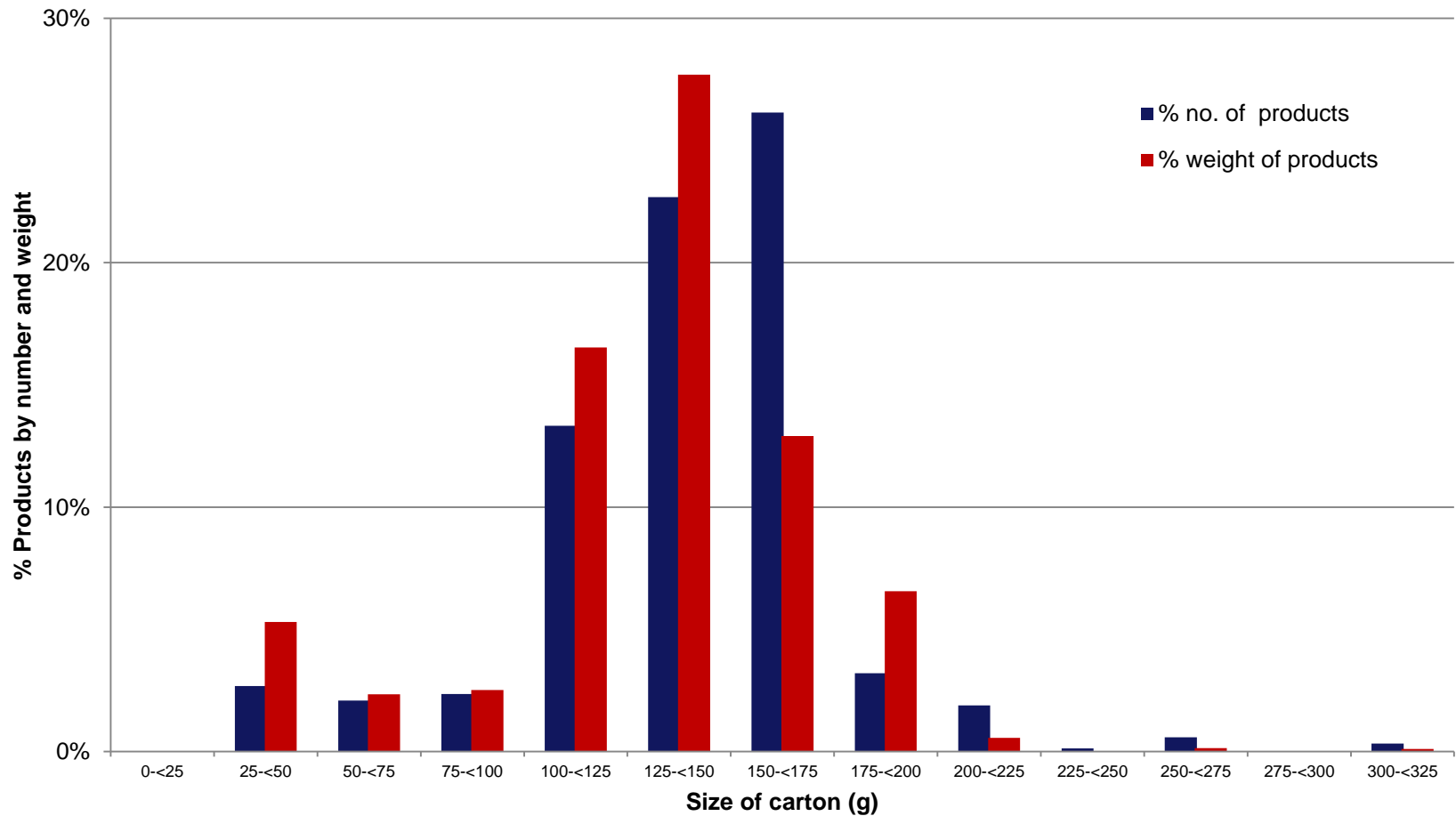
Note 2: Following comments made during the yoghurts meeting we also included summary data and a proposed target for added sugar products only. For this part of the analysis, we classified all plain /natural yogurts and fromage frais as ‘no added sugar’, and therefore these were excluded, and we classified everything else as added sugar products.

Current distribution of sugar levels per 100g (added sugar products only)



Current distribution of carton sizes

Number and weight of yoghurt products by carton size



Portion size reduction

- The current sales weighted average weight of a yoghurt container is around 135g.
- We are proposing to set the sales weighted average portion size at **125g**.



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- Breakfast cereals

What is included in the breakfast cereals category?

- Includes all breakfast cereals, eg ready to eat cereals, granola, muesli, porridge oats, instant porridge, and other hot oat cereals etc.
- Excludes cereals bars, breakfast biscuits, and toaster pastries (eg Pop Tarts), which are included in the biscuits category.
- Excludes cereal drinks, which will be assessed separately as part of the soft drinks levy.

Added sugar only analysis

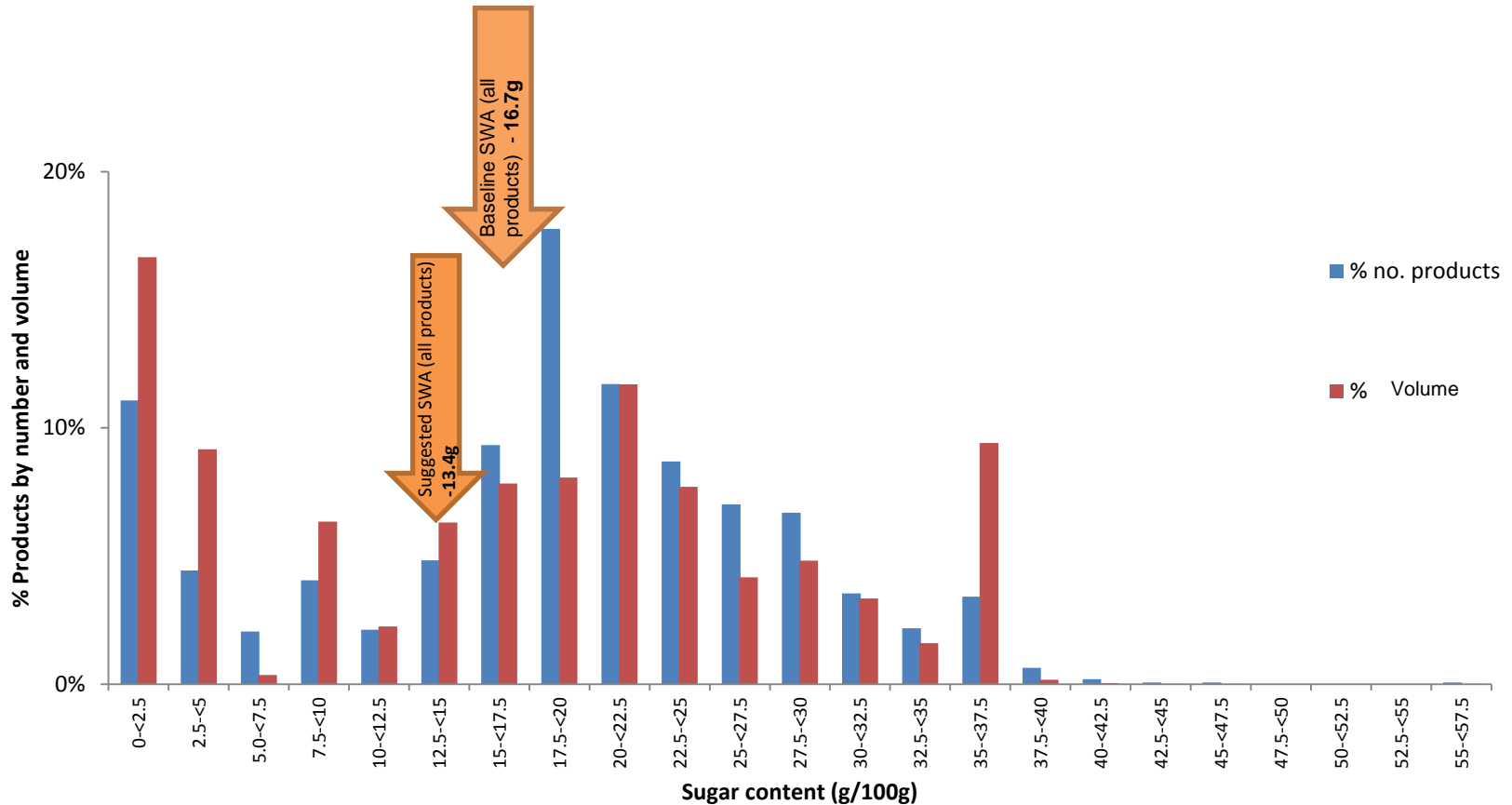
- Excludes plain porridge oats and other plain cereals that were clearly identifiable as not containing any added sugar, cereals sweetened only with dried fruit/fruit juice.

Summary data and proposed target – all products

Calculated baseline SWA	16.7g/100g
% real data	91.3%
% market at/below current baseline	66.7%
Total sugar range (min & max g/100g)	Trace - 56.7
Proposed SWA figure for total sugar (20% reduction)	13.4g/100g
10% SWA reduction for total sugar	15.1g/100g
5% SWA reduction for total sugar	15.9g/100g
New Product Development target	13.4g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g (all products)

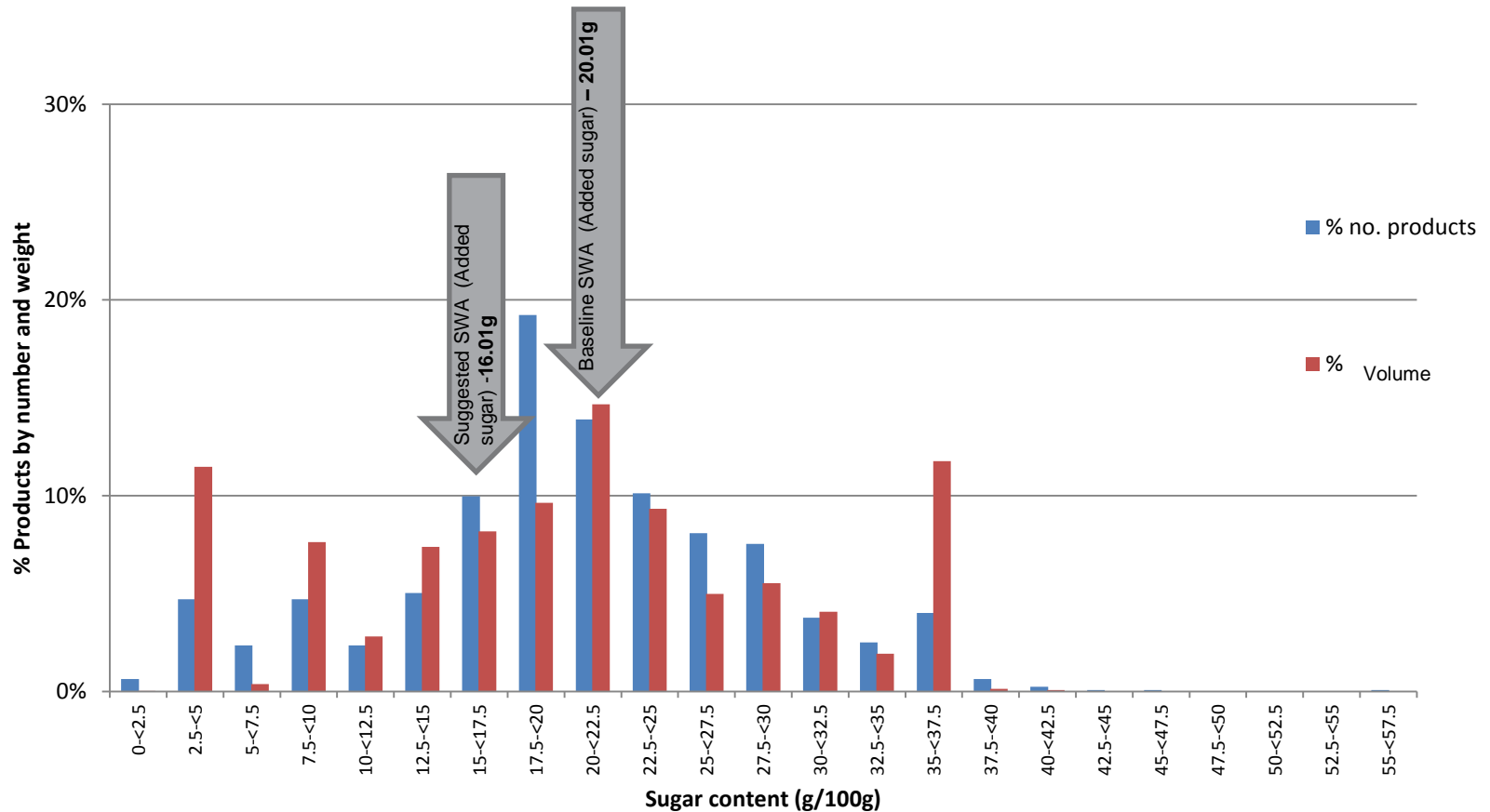


Summary data and proposed target – added sugar products only

Calculated baseline SWA	20.01g/100g
% real data	91.4%
Total sugar range (min & max g/100g)	1-56.67
Proposed SWA figure for total sugar (20% reduction)	16.01 g/100g
10% SWA reduction for total sugar	18.01g/100g
5% SWA reduction for total sugar	19.01g/100g
New Product Development target	16.01g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g (added sugar products)





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- Biscuits

What is included in the biscuits category?

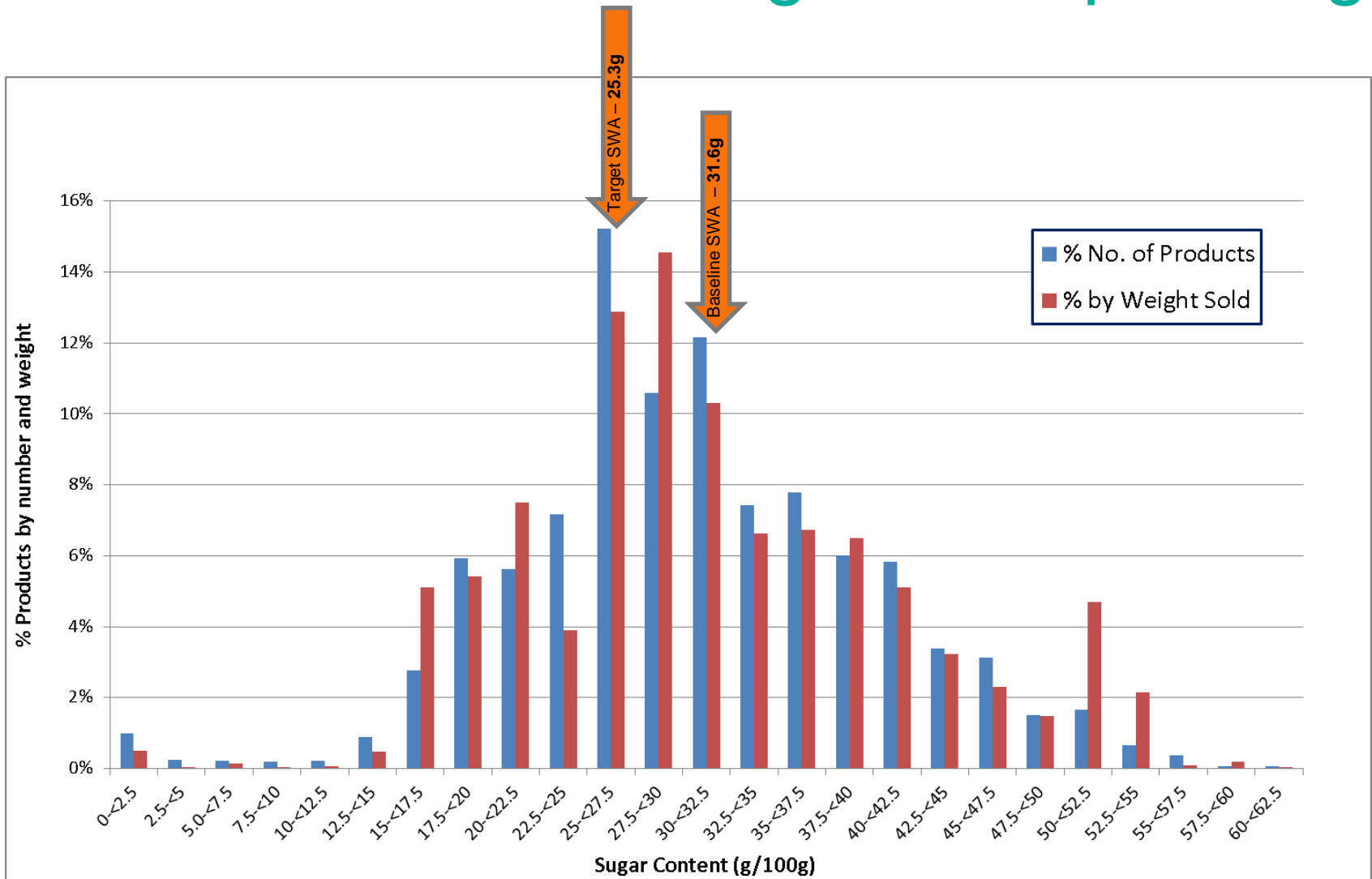
- Includes all types of sweet biscuits including cereal bars and toaster pastries (Pop Tarts).
- Includes gluten free biscuits.
- Includes two-finger KitKats (all other sizes are included in chocolate confectionery); also includes other similar individually wrapped, single serve biscuit bars.
- All other wrapped chocolate bars with/without biscuit are included in chocolate confectionery.
- In store bakery cookies are included in the definition of biscuits but have not been included in the analysis as Kantar data for 2015 was not available per 100g – **we would appreciate nutrition data on any relevant in-store bakery products.**
- Savoury biscuits and crispbreads are excluded.

Summary data and proposed target

Calculated baseline SWA for total sugar (g sugar per 100g)	31.6g
% real data	78.6%
% market at/below current baseline	67%
Total sugar range (min & max g/100g)	0g-61g
Suggested SWA figure for total sugar (20% reduction) (g sugar per 100g)	25.3g per 100g
10% SWA reduction for total sugar (g sugar per 100g)	28.5g per 100g
5% SWA reduction for total sugar (g sugar per 100g)	30.0g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	25.3g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g



Calorie cap for biscuits

- Currently considering a calorie cap for single serve biscuits – looking for views and discussion today.
- Large range in products and calories provided eg small chocolate coated single serve bars (circa 120 kcals) versus in store bakery cookies/very large cream filled biscuits (300-400 kcals).
- We are initially proposing two calorie caps for this category:
 - one at around **100 kcals** for smaller, pre-packed products
 - one at around **300? 350? kcals** for larger products including in-store bakery and out of home products
- We would encourage businesses to consider not making any new products with such large portion sizes and to review those that are currently on sale.
- Nutrient data on relevant in-store bakery products would be helpful.



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- Cakes and morning goods

What is included in these categories?

Cakes:

- Includes all types of cakes, ambient and chilled, including cake bars and slices, American muffins, flapjacks, swiss rolls etc.
- Excludes frozen gateaux which are included in puddings.

Morning goods:

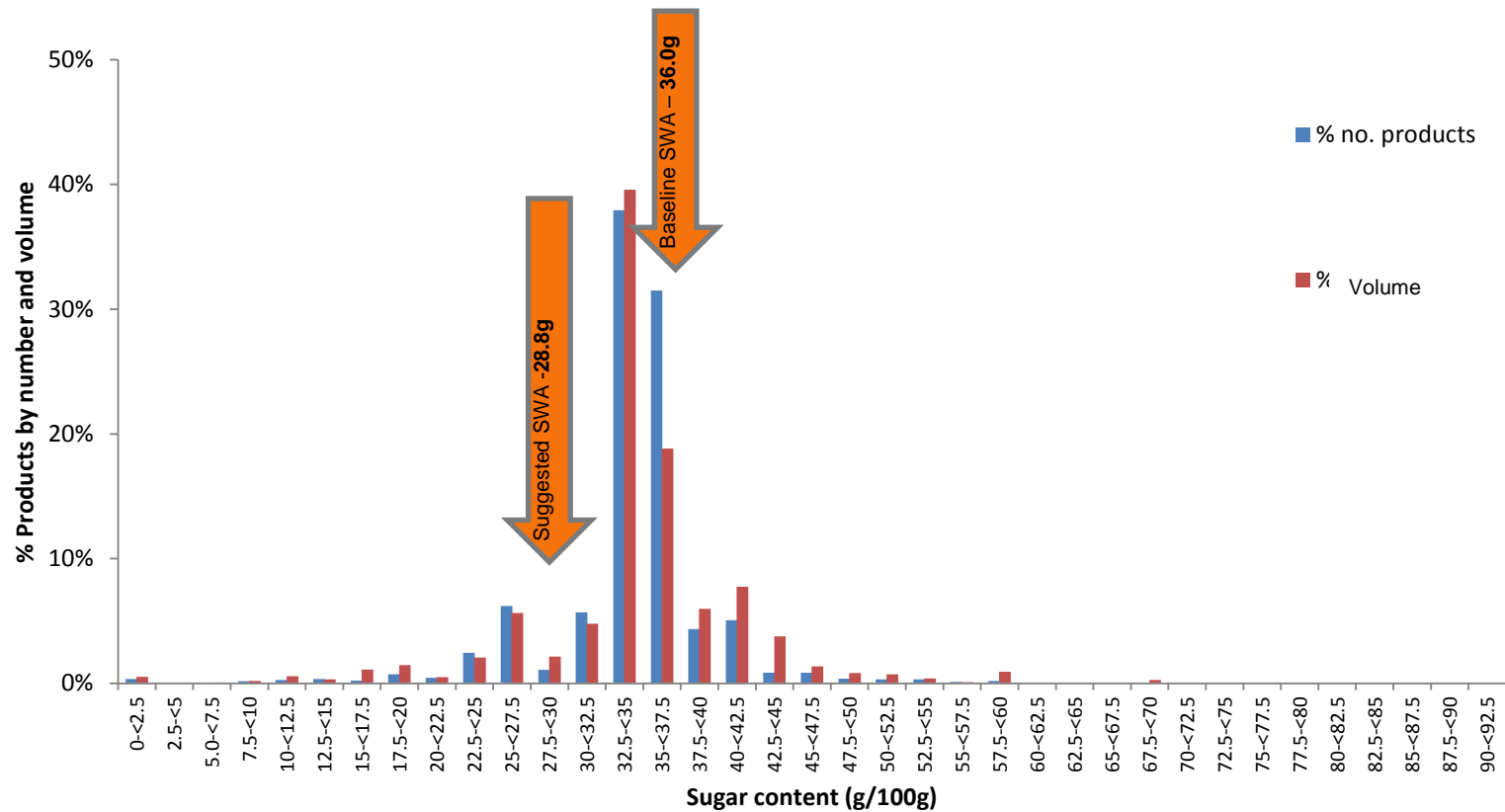
- Includes morning goods such as croissants, crumpets, English muffins, pancakes, buns, teacakes, scones, waffles, Danish pastries, fruit loaves, bagels etc.
- Excludes plain bread and rolls.

Summary data and proposed target – Cakes

Calculated baseline SWA for total sugar	36.0g per 100g
% real data	14.7%
% market at/below current baseline	73.3%
Total sugar range (min & max g/100g)	1-67.8g
Suggested SWA figure for total sugar (20% reduction)	28.8g per 100g
10% SWA reduction for total sugar	32.4g per 100g
5% SWA reduction for total sugar	34.2g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	28.8g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels in cakes per 100g

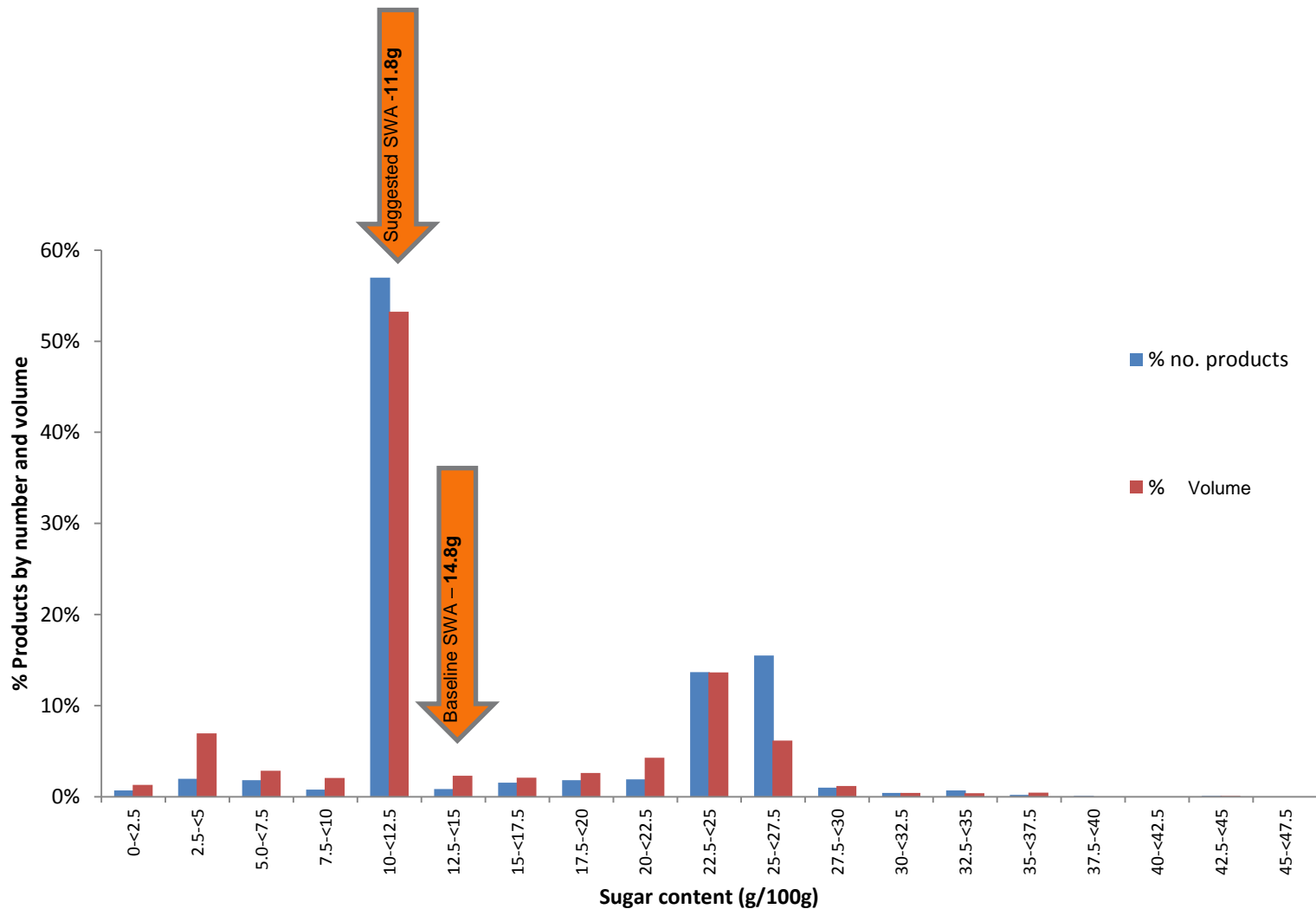


Summary data and proposed target – Morning goods

Calculated baseline SWA for total sugar	14.8g per 100g
% real data	15.5%
% market at/below current baseline	53.3%
Total sugar range (min & max g/100g)	1-44.2
Suggested SWA figure for total sugar (20% reduction)	11.8g per 100g
10% SWA reduction for total sugar	13.3g per 100g
5% SWA reduction for total sugar	14.1g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	11.8g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels in morning goods per 100g



Calorie cap for cakes and morning goods

- Currently considering calorie caps for single serve products in both categories – looking for views and discussion today.
- Nutrient data on relevant in-store bakery products would be helpful.
- Very large range in both size of portion and calories provided across both categories.
- Some have been working towards a 250 calorie cap.

Proposals

- A **220 kcal** sales weighted average calorie cap for both categories.
- A **300/350 kcal** maximum calorie cap for both categories.
- We would encourage businesses to consider not making any new products with such large portion sizes and to review those that are currently on sale.



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- Puddings

What is included in the puddings category?

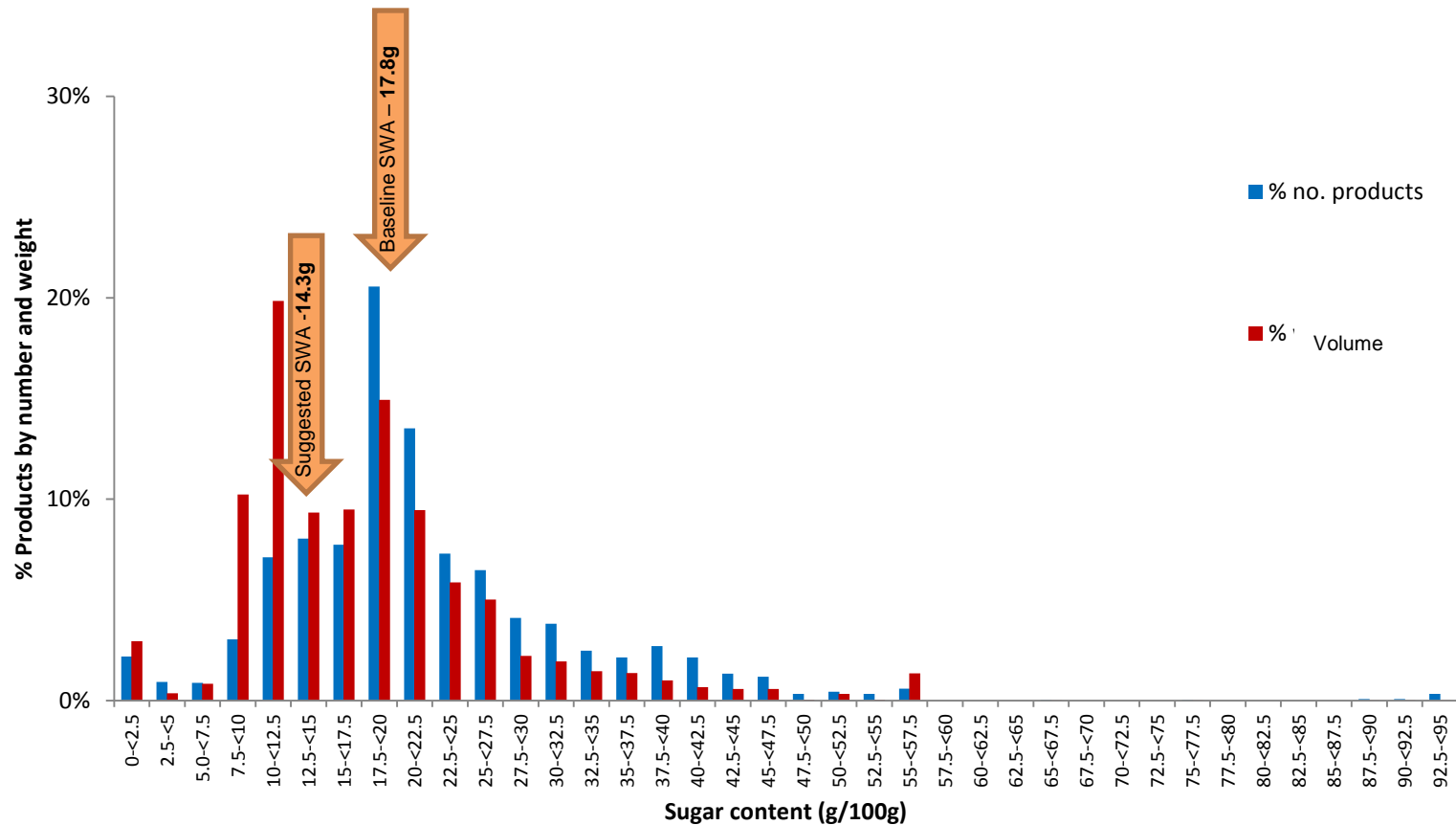
- Includes all types of ambient (including canned), chilled and frozen: large and individual pies, tarts and flan (fruit and other), cheesecake, gateaux, dairy desserts, sponge puddings, rice pudding, crumbles, fruit fillings, powdered desserts, custards, jellies, meringues etc.

Summary data and proposed target

Calculated baseline SWA for total sugar	17.8g per 100g
% real data	79.9%
% market at/below current baseline	20%
Total sugar range (min & max g/100g)	0-94.5g
Suggested SWA figure for total sugar (20% reduction)	14.3 per 100g
10% SWA reduction for total sugar	16.0 per 100g
5% SWA reduction for total sugar	16.9 per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	14.3g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g



Calorie cap for puddings

- Currently considering calorie caps for single serve products for puddings – looking for views and discussion today.
- Large range in both size of portion and calories provided within retail (approx. 100 to 400 kcals per portion).
- Significantly larger range within the out of home sector (approx 150 to 800 kcals per portion – some as high as 1200).

Proposals

- A **220 kcal** sales weighted average calorie cap.
- A **450 kcal** maximum calorie cap.
- We would encourage businesses to consider not making any new products with such large portion sizes and to review those that are currently on sale.



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- Ice cream

What is included in the ice cream category?

- Includes all types of ice cream, dairy and non-dairy, choc ices, ice cream desserts eg Arctic roll, ice cream containing lollies, milk ice lollies, low fat/low calorie ice cream and sorbet, frozen yoghurt.

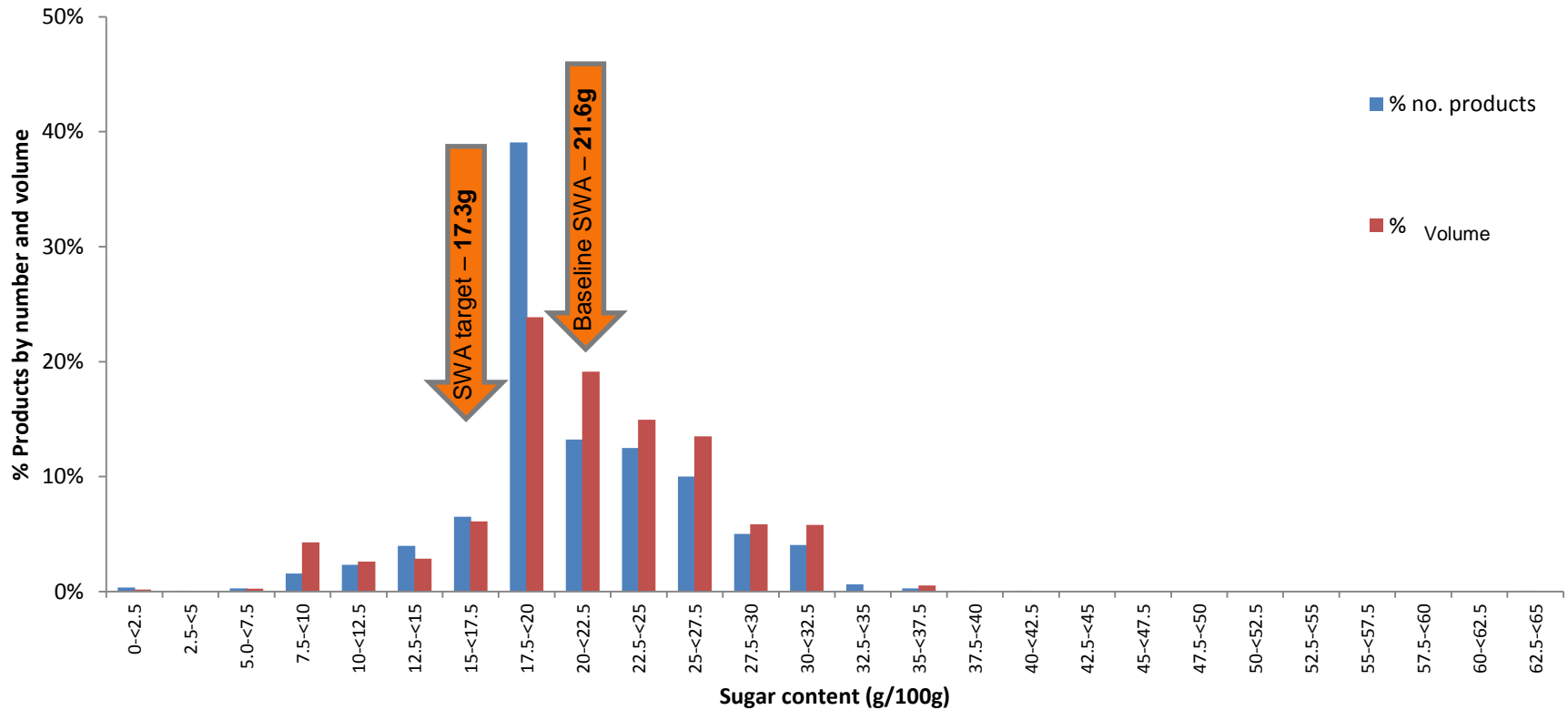
Summary data and proposed target

Calculated baseline SWA for total sugar	21.6g per 100g
% real data	70.9%
% market at/below current baseline	46.7%
Total sugar range (min & max g/100g)	0-63.1
Proposed SWA figure for total sugar (20% reduction)*	17.3g per 100g
10% SWA reduction for total sugar*	19.4g per 100g
5% SWA reduction for total sugar*	20.5g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	17.3g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target

Current distribution of sugar levels per 100g

Sugar content



Calorie cap for ice cream

- Currently considering calorie caps for single serve products for ice-cream – looking for views and discussion today.
- Large range in both size of portion and calories provided (approx. 50 to 325 kcals per portion).

Proposals

- A **220 kcal** maximum calorie cap.
- We would encourage businesses to consider not making any new products with such large portion sizes and to review those that are currently on sale.



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- Sweet spreads

What is included in the sweet spreads and sauces category?

- Includes chocolate spread, peanut butter, ice cream and dessert sauces, dessert toppings (eg Dream Topping) and compotes, jam type spreads that are out of scope of the legislation.
- Excludes all syrups, honey, preserves (jams, marmalades, curds) and mincemeat, as the jams legislation sets a minimum sugar content for these products.

What changes have been made following the sector meeting?

- All syrups have been excluded including pure maple syrup, golden syrup and treacle etc.
- The category has been split into four sub-categories:
 - chocolate spreads
 - peanut butter
 - dessert toppings and sauces
 - fruit spreads
- Separate targets have been proposed for each sub-category following the same format as for all other categories (20% reduction from the current SWA).
- A proposal has been made for the level of sugar in standard jams that are subject to the legislation.
- A proposal has been made for the weight of single serve portion packs.

What's in the chocolate spread sub-category?

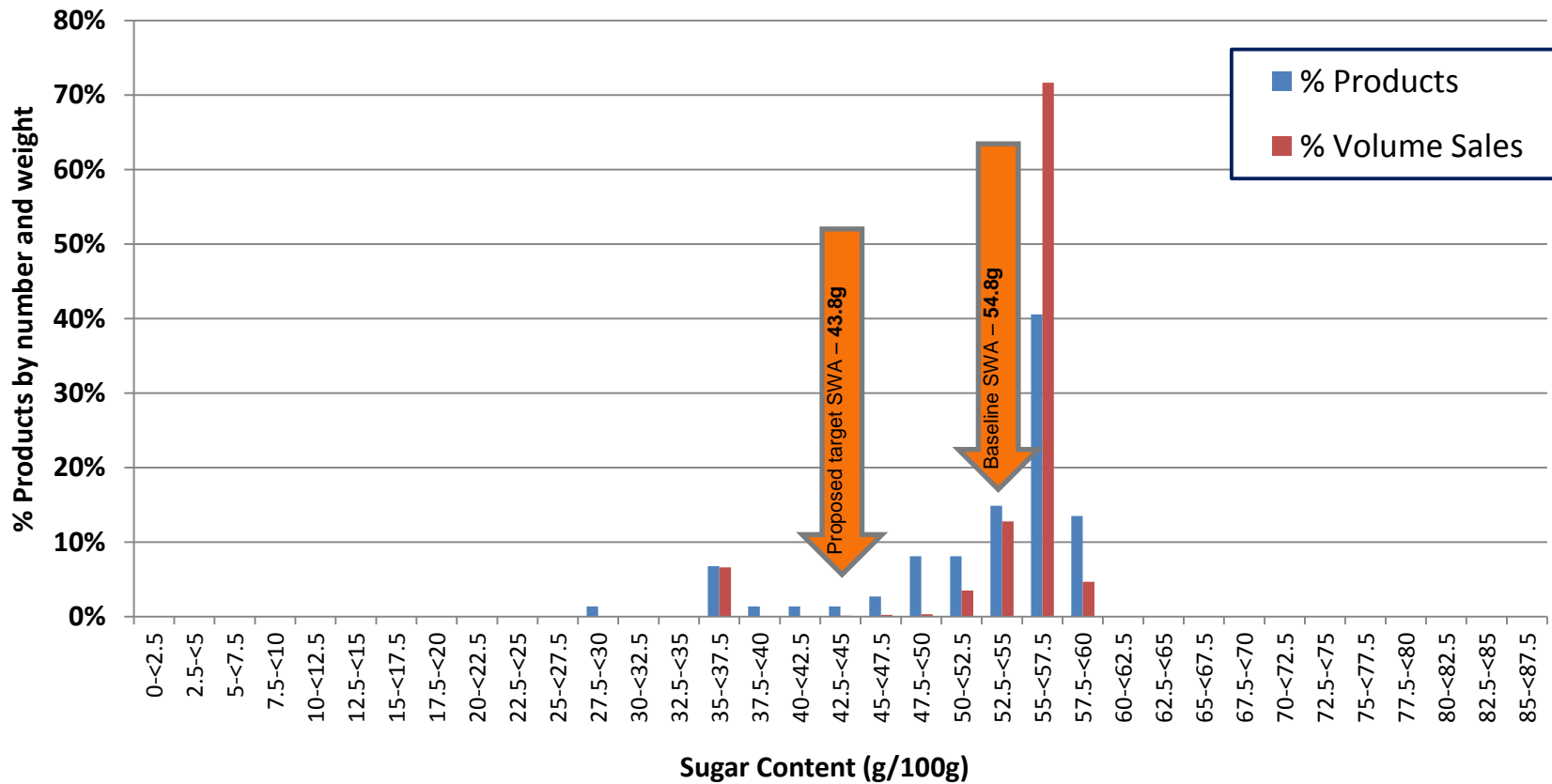
- Includes chocolate hazelnut spreads, milk chocolate spreads, confectionery branded chocolate spreads etc.

Summary data and proposed target – chocolate spreads

Calculated baseline SWA for total sugar	54.8g per 100g
% real data	79.57%
% market at/below current baseline	60%
Total sugar range (min & max g/100g)	28.9-59.9g per 100g
Proposed SWA figure for total sugar (20% reduction)	43.8g per 100g
10% SWA reduction for total sugar	49.3g per 100g
5% SWA reduction for total sugar	52g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	43.8g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g – chocolate spread



What's in the peanut butter sub-category?

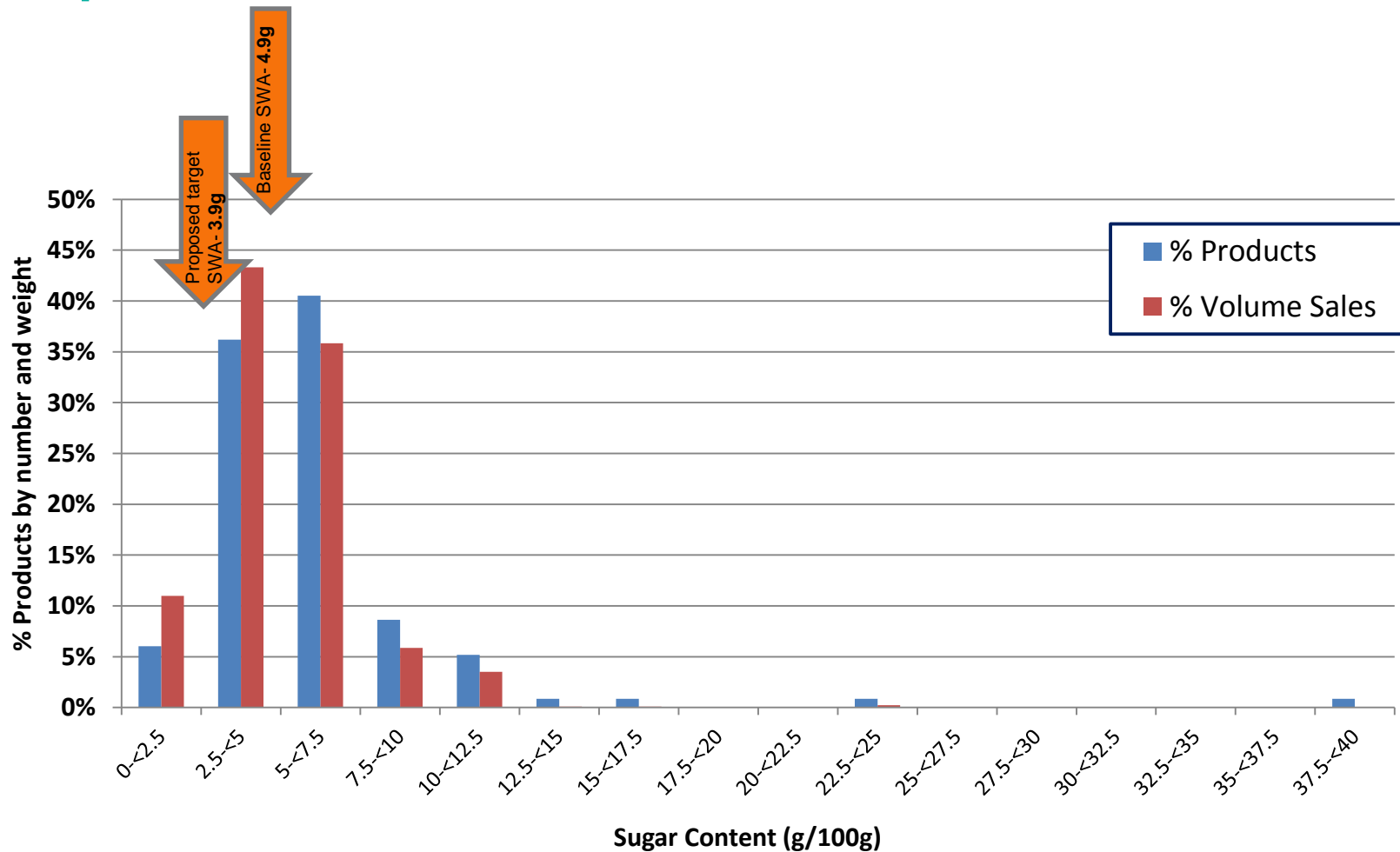
- Includes peanut butter with added and no added sugar and flavoured peanut butter (including chocolate where peanuts are the main ingredient) as well as all other nut butters (eg almond, cashew etc).

Summary data and proposed target – Peanut butter

Calculated baseline SWA for total sugar	4.9g per 100g
% real data	88.55%
% market at/below current baseline	33.3%
Total sugar range (min & max g/100g)	0.9-39.6g per 100g
Proposed SWA figure for total sugar (20% reduction)	3.9g per 100g
10% SWA reduction for total sugar	4.4g per 100g
5% SWA reduction for total sugar	4.7g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	3.9g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g – peanut butter



What's in the dessert toppings and sauces sub-category?

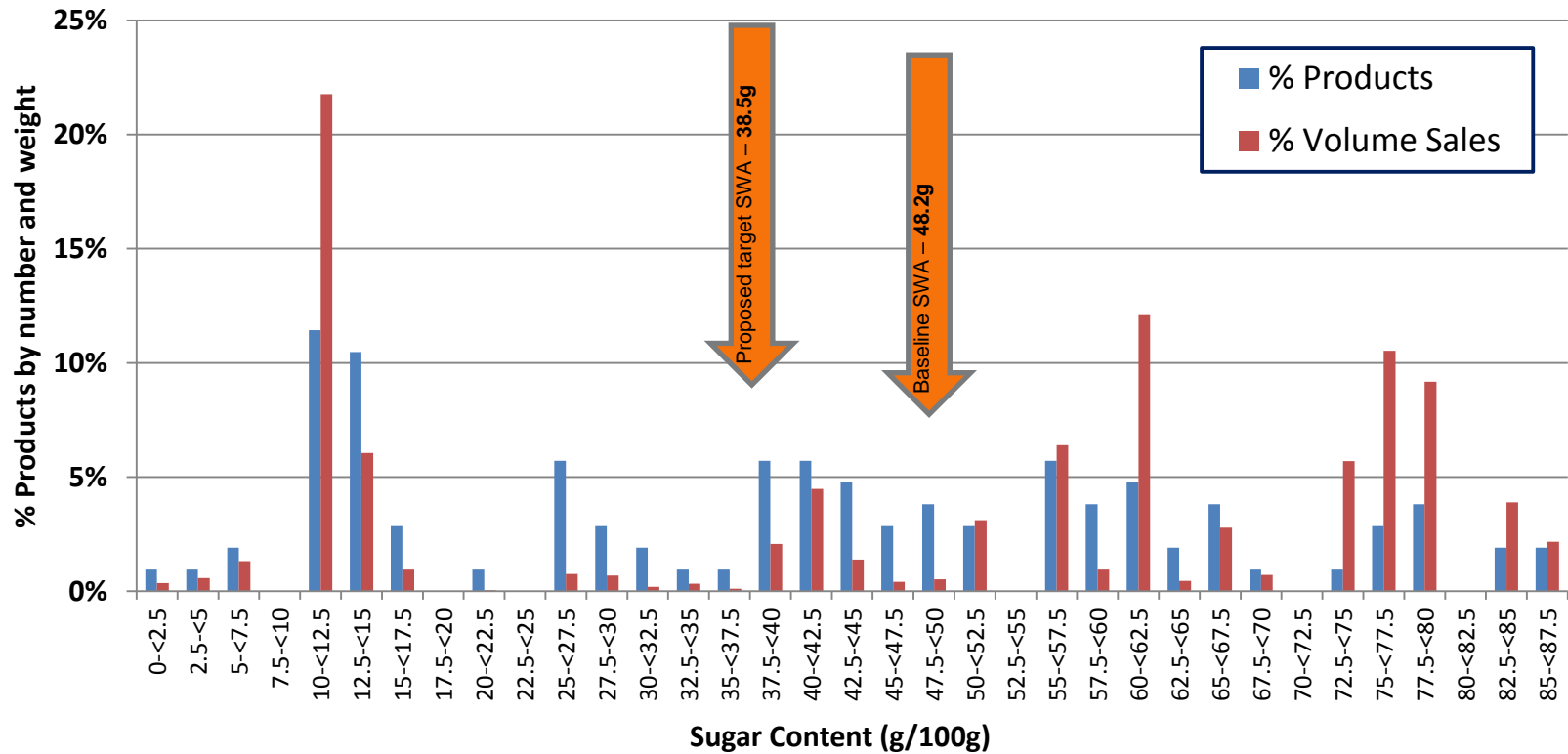
- Includes dessert syrups with added sugar, coulis, compotes, cream based toppings, brandy sauce etc.

Summary data and proposed target – dessert toppings and sauces

Calculated baseline SWA for total sugar	48.2g per 100g
% real data	86.78%
% market at/below current baseline	60%
Total sugar range (min & max g/100g)	4.8-85g per 100g
Proposed SWA figure for total sugar (20% reduction)	38.5g per 100g
10% SWA reduction for total sugar	43.3g per 100g
5% SWA reduction for total sugar	45.8g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	38.5g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g – dessert toppings and sauces



What's in the fruit spread sub-category?

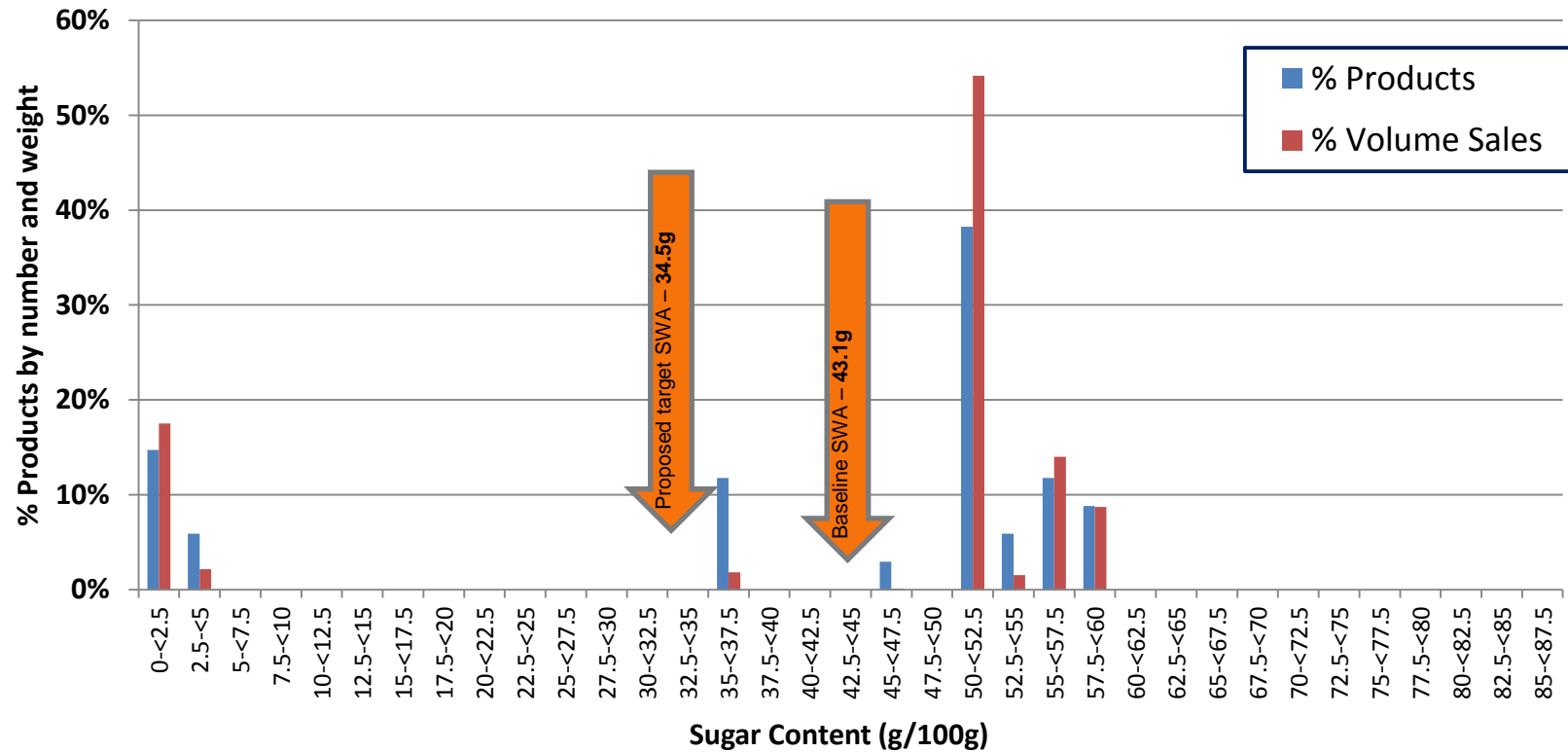
- Includes fruit-based spreads that do not fall under the EU jam definition and legislation.

Summary data and proposed target – fruit spreads

Calculated baseline SWA for total sugar	43.1g per 100g
% real data	65.38%
% market at/below current baseline	57.1%
Total sugar range (min & max g/100g)	2-59g per 100g
Proposed SWA figure for total sugar (20% reduction)	34.5g per 100g
10% SWA reduction for total sugar	38.8g per 100g
5% SWA reduction for total sugar	41g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	34.5g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g – Fruit spread



Proposal on jams that are subject to legislation

- We appreciate that there is legislation that governs the sugar content of products that are called “jam”
- However, our understanding is that the minimum sugar content for these products is around 60%.
- Our proposal is, therefore, that these products should aim to work towards achieving the minimum sugar content or no more than 1-2% above it.
- We would appreciate your comments on these proposals.

Portion size proposal

- We appreciate that it is not appropriate to set a portion size target for the majority of products within this sector as these are sold in large jars from which the consumer takes what they want.
- However, we understand that there are a number of individual portion size packs which are provided in a number of out of home outlets for breakfast to go with bread or toast, porridge, morning goods, scones etc.
- From the meeting it is our understanding that the portion size of these products can range between 10-30g.
- We would therefore like to propose a maximum single size serve of **15g** for these products.
- We would appreciate additional data on these products to inform our view (weight of individual portion sizes, sales volumes of each).



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- Chocolate confectionery

What is included in the chocolate confectionery category?

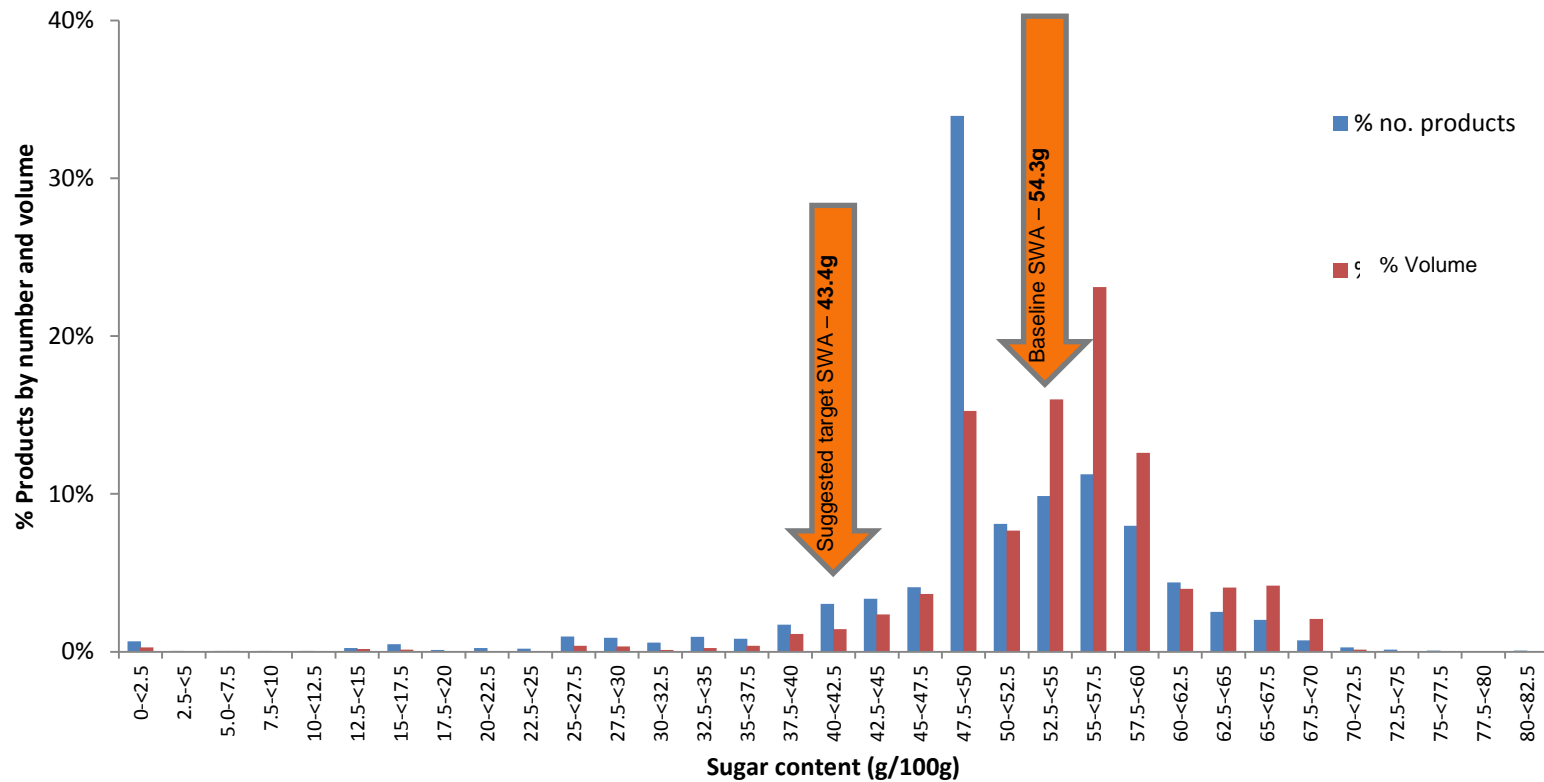
- Includes chocolate bars, filled bars, assortments, carob, diabetic and low calorie chocolate.

Summary data and proposed target

Calculated baseline SWA for total sugar	54.3g per 100g
% real data	72.5%
% market at/below current baseline	80%
Total sugar range (min & max g/100g)	1.2-81.5
Suggested SWA figure for total sugar (20% reduction)	43.4g per 100g
10% SWA reduction for total sugar	48.8g per 100g
5% SWA reduction for total sugar	51.6g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	43.4g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g



Calorie caps for chocolate confectionery

- Currently considering calorie caps for single serve chocolate confectionery products – looking for views and discussion today.
- Large range in both size of portion and calories provided (approx. 25 to 487 kcals per portion).

Proposals

- A **200 kcal** maximum calorie cap/ sales weighted calorie cap.
- We would encourage businesses to consider not making any new products with such large portion sizes and to review those that are currently on sale.



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- Sweet confectionery

What is included in the sweet confectionery category?

- Includes boiled sweets, gums, pastilles, fudge, chews, mints, rock, liquorice, toffees, chewing gum, sweet and sweet and savoury popcorn, nougat and halva.
- Includes sugar free confectionery products.

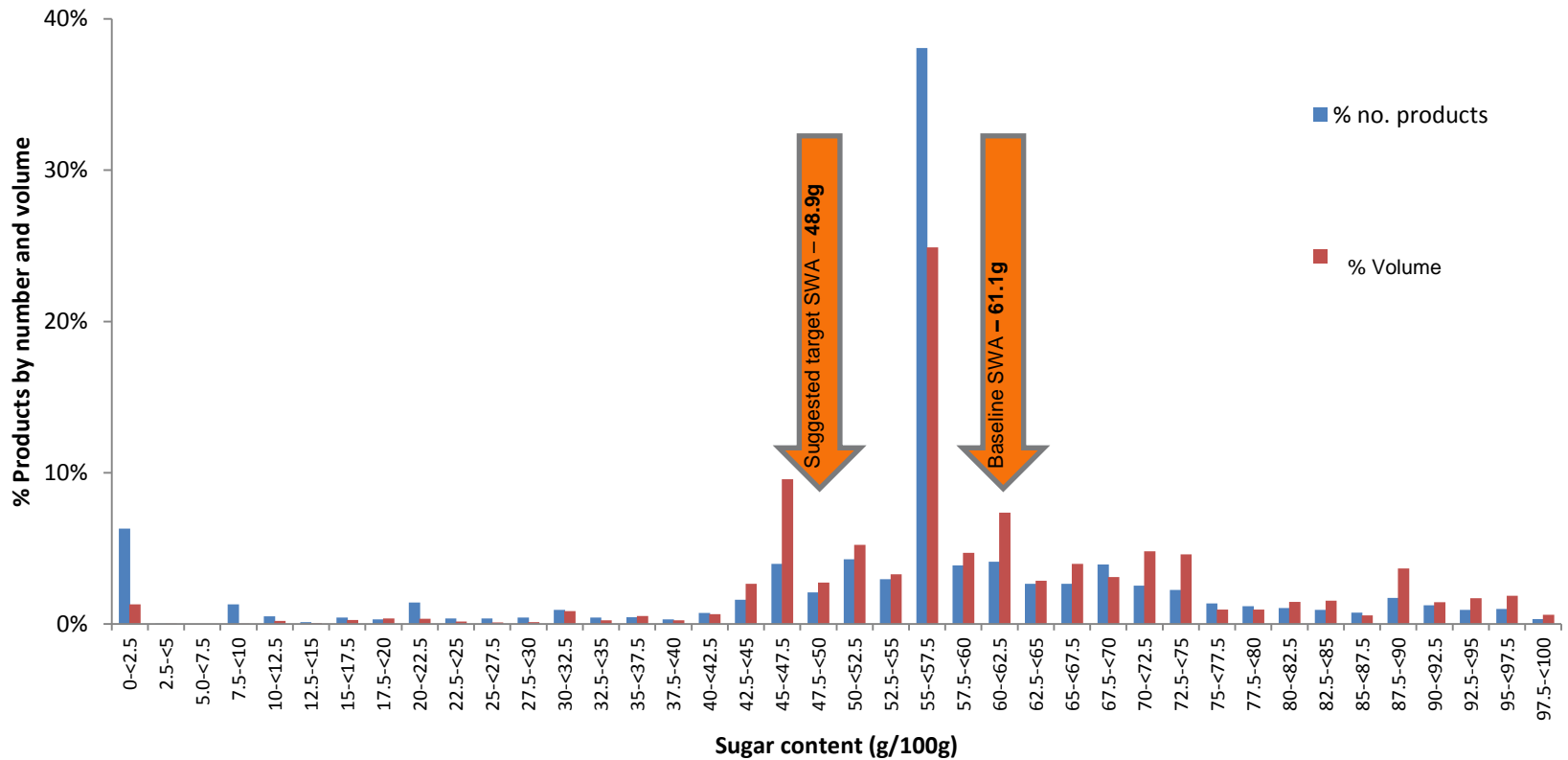
*** Please note that ice lollies were not included in the original analysis (as they are in the ice cream category), and therefore we have not reanalysed the sweet confectionery category.**

Summary data and proposed target

Calculated baseline SWA for total sugar	61.1g per 100g
% real data	61.7%
% market at/below current baseline	53.3%
Total sugar range (min & max g/100g)	0-99.8g per 100g
Proposed SWA figure for total sugar (20% reduction)	48.9g per 100g
10% SWA reduction for total sugar	55.0g per 100g
5% SWA reduction for total sugar	58.0g per 100g
Proposed target for new product development (g sugar per 100g) – to apply from 2020	48.9g per 100g

Note: It is not anticipated that all products will achieve the proposed level – this is a sales weighted average target.

Current distribution of sugar levels per 100g



Calorie cap for sweet confectionery

- Currently considering calorie caps for single serve products for sweet confectionery – looking for views and discussion today.
- Large range in both size of portion and calories provided within retail (approx. 2 to 577kcal per portion).
- Significantly larger range within the out of home sector (approx 0 to 1180kcal per portion).

Proposals

- A **125 kcal** sales weighted average calorie cap.
- A **150 kcal** maximum calorie cap.
- We would encourage businesses to consider not making any new products with such large portion sizes and to review those that are currently on sale.



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Data and monitoring

Data and monitoring

- Baseline data from 2015 giving the sugar content and portion size of products across the different categories will be published in March.
- PHE will publish interim reports of progress every six months with quantitative data being published annually (qualitative data on progress will be published at all time points).
- Comprehensive audit at 18 and 36 months after publication of the targets.
- Use commercial market research data, as well as company data for out of home sector, to inform progress.
- Currently considering what we will publish but it is likely to include:
 - progress by category
 - progress by businesses
 - a 'barometer' of progress (sugar levels per 100g for top 20 selling lines in each category)
 - progress on portion size

Data provision

- We would like to receive nutrition information per 100g (or per portion with the portion weight) for the key categories and sugar sweetened beverages.
- In addition, it would be helpful to receive volume sales data and/or details of best selling product/menu items.
- By providing the necessary data, the out of home sector (and retailers and manufacturers) can be appropriately credited for their contribution to reducing sugar and other nutrients by PHE and ministers.
- We will also use the data to set a baseline against which we will measure progress; and for the setting of category targets.
- Any data you provide will be used internally within PHE to inform the programme. It will only be used in aggregate form and anonymised.
- Any individual data a business supplies will be treated confidentially.



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Next steps

Next steps

- December 2016/January 2017 – opportunity for individual one-to-one meetings.
- PHE is using the information from the sector and one-to-one meetings, as well as the written feedback received from businesses, to inform the setting of the sugar reduction targets, and any relevant calorie or portion size caps.
- January/February 2017 – Further discussion around category specific issues eg the inclusion of natural yogurts/added sugar issue.
- March 2017 – publish targets.
- From 2017, the programme will be extended to include setting targets to reduce total calories in a wider range of products (eg ready meals) contributing to children's calorie intake and across all sectors, including the out of home sector.

About Public Health England

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. We do this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. We are an executive agency of the Department of Health, and are a distinct delivery organisation with operational autonomy to advise and support government, local authorities and the NHS in a professionally independent manner.

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