

This guidance has been produced by BRC and its members to help businesses further understand the products which are in and out of scope of the provisions of The Food (Promotion and Placement) (England) Regulations 2021. For easiness we have included the text of DHSC's guidance on the Regs. To this, we have added lists of additional products and criteria in all 13 covered categories. This is a life document which will be periodically reviewed.

CATEGORY	CATEGORY DESCRIPTION	PRINCIPLE	EXAMPLES	KEY EXCLUSIONS	PRODUCT EXAMPLES IN SCOPE	PRODUCT EXAMPLES OUT OF SCOPE	COMMENTARY	OUTSTANDING QUESTIONS
1	Prepared soft drinks containing added sugar ingredients	Soft drinks covered by SDIL (and being HFSS) Powders, syrups, pods, and cordials are all in scope as well as ready to drink products.	Soft drinks with added sugar, including lemonades, colas and fruit-based squash drinks of Milk-based drinks with added sugar or sweeteners, and milk substitute drinks with added sugar or sweeteners Julice-based drinks with added sugar Feruit julices/smoothies (including with dairy) with added sugar Fermented (yoghurt) drinks with added sugar, defined as a composite milk product obtained by mixing yoghurt with a liquid (milk, water or fruit juice) with or without other ingredients to create a drink (kelfi, lassis, pre and probiotic drinks) Breakfast drinks with added sugar Ready to drink tea and coffee containing added sugar before sale Coffee/tea powders (sachets, pods, syrups) 21 in 1 (coffee and milk powders) or 3 in 1 (coffee, milk powder and sugar) containing added sugar Hot chocolate powders, pods, syrups and ready to drink products containing added sugar Milkshake powders & milkshake syrups with added sugar Milkshake powders & milkshake syrups with added sugar Flavoured and unflavoured milk substitute drinks with added sugar Chai latte with added sugar Florengy drinks with added sugar Fenergy drinks with added sugar Fenergy drinks with added sugar Fenergy drinks with added sugar	more than 1.2% alcohol ABV Infant formula and follow up formula as defined in Re. 609/2013 Total diet replacement as defined in foods intended for use in energy restricted diets for weight reduction	All smoothies and smoothie blends (including frozen) with added sugar or all equivalent products produced with dairy alternatives when with added sugar or sweetener Protein based milkshake with added sugar or sweetener Or the sweetener I have been successed by the sweetener of	Milk (whole, semi and low fat), and all milk alternatives with no added sugar All milk powders, including skimmed milk powder, with no added sugar No added sugar cordial and squashes Meal replacement shakes 100% Fruit / vegetable juice with no added sugar Smoothies with no added sugar Coffee beans and granulated coffee Americano and other 100% coffee drinks with no added sugar Soft drinks with no added sugar (include Zero, Diet and NAS versions) All alcoholic drinks with an ABV above 1.2%, including wine, beer, spirits and cocktail mixes	This category has a much wider scope that its name and the principles. Companies should use the list of products in the example and not the principle provided. The Regs. include all drinks with added sugar (no reference to SDIL, with the exemption of non-alcoholic alternatives) DHSC has clarified that reference to 'sweetener' relates to the definition for intense sweetener in additives legislation (Reg 1333/2008). It does not include ingredients with sweetening properties, e.g. fruit juice	2 in 1 coffee/tea powders (sachets, pods, syrups)- waiting confirmation from DHSC that only 'with added sugar' are covered Growing up milks
2	1. Savoury snacks whether intended to be consumed alone or as part of a complete meal including— (a)Broducts made from potato, other vegetables, grain or pulses; (b)Bktruded, sheeted, and pelleted products; (c)Bagged savoury crackers, rice cakes or biscuits such as crisps, pitta bread based snacks, pretzels, poppadums, salted popcorn and prawn crackers (but not raw, roasted, coated, or flavoured nuts). 2. Pork rind-based snacks whether intended to be consumed alone or as part of a complete meal.	are included (i.e. grab bags, multipacks and re-sealable, but other formats of	Tortilla chips	Raw, coated, roasted or flavoured nuts and seeds (or mixes of these products e.g. a mix of nuts and seeds) Fruit based snacks such as dried fruit, fruit crisps or chips (excludes both sweetened and unsweetened fruit ingredients) Trail mix made up of dried fruit and nuts or seeds Meat jerky	Bagged japanese rice cakes Any variation (baked, fried, puffed or extruded) Fried corn - giant and normal and flavoured. Standard crisps: Sliced potato crisps Extruded: Expanded puffs, direct-extruded, e.g. potato hoops, cheese puffs, onion rings Pelleted: Popped snacks, e.g. complex shaped-snacks, straws, twists, lentil curfs, prawn crackers Sheeted: Formed snacks, e.g. to trilla chips, potato dough-based formed snacks Nuts and fruit mixes with chocolate pieces [These include some savoury snacks aimed at infants]	Riavoured mixed nuts, e.g. barbequed nuts and honey salted cashews Meat Jerky, fish jerky, plant-based jerky and biltong Cheese dippers — on the basis that the biggest volume is the cheese spread and not the bread stick or other potato/grain/pulse-based savoury snack type accompaniment Savoury crackers, e.g. cream crackers, water crackers, oatcakes and crackers for cheese, crisp breads, breadsticks and rice cakes not eaten as alternatives to crips Plain popcorn kernels Fruit-based [pureed] snacks / confectionery with added sugar - these are covered in category 4 confectionery	Only ambient and products which do not need further processing are covered in this category (criteria used in calorie reduction programme and for taxation purposes) For the purpose of this category peanuts are to be considered as nuts Establishing whether a product is eaten as alternatives or eaten on the same eating ocassion as crisps, should be done on a product by product basis. This decision can be informed by the following criteria: - packaging - e.g. savoury snacks packed in bags for individual consumption (may be in scope) - size - is the product bite size, e.g. bagged bite size rice cakes (likely to be in scope) or not, e.g. large size rice cake (likely to be out of scope) - placement - e.g. products merchandised with crisps in store (likely to be in scope) - consumption - e.g. products which tend to be eaten with a topping/spread (likely to be out of scope), and products expected to be consumed as a meal accompaniment, e.g. large size poppadoms (likely to be out of scope) - presentation - e.g. snacks which are a discrete part of a bigger product, e.g. breadsticks with spreadable cheese, tortilla chips and salsa	Are all cooked flavoured legumes in scope - awaiting confirmation from DHSC Are all flavoured vegetable snacks (whole vegetable), i.e. wasabi peas in or out of scope - awaiting confirmation from DHSC
3	Breakfast cereals including ready to eat cereals, granola, muesli, porridge oats and other oat-based cereals	All products predominantly found in the 'breakfast cereal aisle'	Granola Muesli Ready-to-eat cereals Porridge oats including instant porridge and other hot oat-based cereals.			Cereal bars - these are included under category 7 Protein bars - These are included in category 4 Toaster pastries - these are included in category 7 Breakfast drinks - these are covered in category 1 Breakfast toppers, i.e. seed mixes, dried fruit and seed mixes, linseed toppers	For breakfast cereals that require preparation to be consumable, e.g. instant oat cereals and porridge, the NPM score should be calculated on 100g of the product as prepared according to the manufacturer's instruction	
4	Confectionery including chocolates and sweets.	All products predominantly found in the "confectionery" aisle including chocolate and sweets and free from confectionery produts Products marketed as "protein bars"/ "high protein" may fall under this category if they possess the ingredients or other features of a confectionery bar. If their ingredients contain cereals or nuts, they may fall under category 7 Products that have features and ingredients that indicate they are a type of confectionery will be determined on a case-by-case basis	Sweet popcorn and mixed sweet and salty popcorn Chocolate coated nuts, peanuts, seeds and fruit White, milk and dark chocolate Cooking chocolate Chocolate bars, boxed chocolate Bagged slabs or tubed sweets Iellied fruit sweets Chewing gum Marshmallows Chocolate-covered products, i.e. chocolate-covered pretzels	Dried fruit Sweet coated nuts (other than chocolate covered nuts) e.g. honey coated, syrup coated, carob coated, sweet chilli flavours, and mixes of sweet and salty or savoury	Toffee and candied apples Some protein bars without a cereal component (unless they are a meal replacement) - including balls and products in all shapes - protein bars with cereal component covered in category 7 Chocolate/Loffee/fudge containing trail mix (non-chocolate containing trail mix is out of scope - category 2 Advent calendars	Medicated confectionery (lisenced products only) Chocolate spread 100% Purced fruit confectionery with no added sugar Yogurt, toffee or fudge covered nuts/seeds/fruit All cake and ice cream decorations (when sold as such) including mini marshmallows, smarties, chocolate and fudge drops and jelly shapes	If information on whether a products is a chocolate covered biscuit or chocolate confectionery is not provided by the manufacture, retailers will inform their decision based on information provided on the product pack, product presentation and the types of products it is merchandised with. The ratio of chocolate to biscuit will also be used to inform this decision. If chocolate is present >50% the product is likely to be confectionery. Whilst the principle of "predominantly found in the confectionery aisle", in-scope products may be found elsewhere in the store and therefore consideration of the product features should be the primary determinant of whether the product is in scope. When establishing if a protein bar is in scope, one of the criteria is containing ingredients usually found in confectionery bars. Some of these are: - chocolate or ccoa - toffee and caramel - nuggat - chocolate, toffee, fudge, yoghurt flavoured coatings	•Sugar free sweets and chewing gum - waiting for feedback from DHSC
5	Ice cream, ice lollies, frozen yogurt, water ices and similar frozen products.	All dairy and non-dairy ice cream or ice cream alternatives, ice lollies and sorbets.	I cle cream tubs Handheld ice cream I cle lollies Choc ices Frozen yogurt Vegan ice cream Sorbets Gelato style ice cream Lactose free ice creams I ce cream desserts e.g. arctic roll Alcohol-flavoured products - i.e. rum and raisin flavoured ice creams that are below 1.2% ABV or alcohol-free	lec cream 'accessories' such as sauces, sprinkles and other similar cake type decorations or toppings elec cream wafers (included under cat 7) Alcoholic products Roulade and gateaux (included under cat 9)	Ice pops (sold frozen or liquid (ambient))	Alcohol slushes (ABV >1.2%)		
6	Cakes and cupcakes	All types of cakes, ambient and chilled, including cake mixes	•All sponge cakes •Cupcakes •Cupcakes •Cake bars and slices •Doughnuts •American muffins •Flapjacks •Swiss rolls •Brownies •Tray bakes •Cream cakes •Mini rolls •Eclairs •Frozen cakes	Cake decorations, including icing and sauces	Morning good & cake hybrids (cronut, duffin, yumnut, scuffin, brookies, baissant, croclair) All cake mixes	Pastries without cream or other filling - these are included in category 8 Tarts and gateaux - these are included in category 9 Cookies - these are included in category 7 All cake decorations (when sold as such) including mini marshmallows, confectionery covered chocolate drops, chocolate and fudge drops and jelly shapes Ingredients /components for cake making, i.e. sponge fingers (consistency with puddings) Icing and frosting Plain ready rolled pastry		



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7	Sweet biscuits and bars based on one or more of nuts, seeds or cereal	Includes all sweet biscuits (filled and unfilled) and chocolate bar biscuits, including flour-based and free-from' products. Also includes sweet bars based on one or more of the ingredients: nuts, seeds or cereal This includes products that are akin to a 'classic' cereal bar product, whether they are in the shape of a bar or otherwise. Products marketed as 'protein bars' may be considered under this category if their ingredients contain cereal, nuts or seeds. All sizes, shapes and types of packets are included (i.e. tins and trays, multipacks and re-sealable bags).	-Cereal bars (cereal bars may be similar shaped to a chocolate bar, made of cereals and typically other ingredients such as fruit and nuts, but can also include nut and seed-based bars). -Toaster pastries -Sweet flavoured rice or corn cakes -Filled and unfilled sweet biscuits -Breakfast biscuits -Shortbread -Ice cream wafers and cones -Coated chocolate biscuit bars.		Cookie doughs Cookie and biscuit mixes All sizes and shapes of sweet biscuits Protein bars with a cereal component Cereal bars, include muesli and granola bars		If information on whether a products is a chocolate covered biscuit or chocolate confectionery is not provided by the manufacture, retailers will inform their decision based on information provided on the product pack, product presentation and the types of products it is merchandised with. The ratio of chocolate to biscuit will also be used to inform this decision. If chocolate is present >50% the product is likely to be confectionery NPM for products like mixes (that need to be reconstituted before consumption) should be calculated as consumed and for products like raw dough e.g. cookie dough they are calculated as sold	
	Morning goods, including croissants, pains au chocolat and similar pastries, crumpets, pancakes, buns, teacakes, scones, waffles, Danish pastries and fruit loaves.	Includes sweet pastries and buns, morning good mixes e.g. pancake mixes and "ready to bake" "bake at home" products, fruited bread products.	Danish pastries Prains au chocolat and similar pastries Prains au chocolat and similar pastries Crumpets Pancakes Buns Teacakes Scones Waffles English muffins Bagels (plane and sweet) Fruit loaves Hot cross buns Fruited and sweet non-fruited buns (including iced buns) Brioche Malt loaf (both sweetened with sugar or fruit)	All other savoury bread products not mentioned in the examples	Brioche burger buns Brioche hot dog bans Frozen-to-be baked pastries Savoury scones and hot cross buns (confirmed by DHSC)	All other savoury bread products not mentioned in the examples including savoury, non-sweetened/non-enriched breads	Although the principle only covers sweet products, DHSC has confirmed savoury scones and hot cross buns are in scope	
	tarts and flans, cheesecake, gateaux,	Includes all types of ambient (including canned), chilled and frozen puddings and dessert mixes. Includes 'free-from' products	*Sweet pies, i.e. apple pie, mince pies *Tarts and flans *Cheesecake *Gateaux *Dairy desserts *Sponge puddings *Rice pudding *Crumbles *Fruit fillings *Roulade *Powdered desserts mixes *Custards *Jellies *Meringue desserts *Choux pastry desserts *Choux pastry desserts *Mousses *Christmas pudding *Triffe *Roly poly *Dessert pizzas	Creams i.e. whipped cream and flavoured or sweetened creams Syrups Condensed caramel Dessert toppings and sauces Plain, unfiled meringue nests Sponge fingers sold as a componenet to make a dessert Tinned or canned fruit	Cream based puddings, e.g. tapioca, semolina and macaroni pudding	Condensed milk Evaporated milk Nondairy/plant based creams, e.g. non dairy whipped cream and flavoured/sweetened creams Fruit in syrup (unless specifically presented as 'a fruit filling, because it can be consumed on its own) Savoury batter mixes e.g. yorkshire pudding mix Honey Plain ready rolled pastry	Desserts and puddings of all sizes, including small versions are covered in this category	
10	Sweetened (whether with sugar or otherwise) yogurt and fromage frais	Includes dairy and non-dairy alternatives (such as soya, oat, goat, sheep products) Includes yoghurt that are sweetened usung sweeteners, sugar or fruit ingredients Excludes natural sweetened yoghurt and unsweetened fromage frais	Flavoured greek-style yogurts Probiotic yogurts Split yoghurt or twin chamber pots Kids' yogurts Fat free and low-fat yogurts Dairy free yogurts Fromage frais Drinking yogurts (defined as a drinkable product that meets the definition for yogurt, with no additional liquids (milk, water, fruit juice))	Natural yogurt and unsweetened yogurt and fromage frais including plain Greek yogurt.	Yoghurts sweetened with fruit pureed Sweetened natural yoghurts, both dairy and plant based (including those with very small amounts of added sugar, e.g. some natural coconut yoghurts)	Non dairy/plant based unsweetened natural yogurt and unsweetened yogurt and fromage frais Yogurt and dairy drinks - these are coved in category 1	Drinking yoghurt is a thinner consistency yoghurt, often presented in a tube, pouch or bottle. In contrast a yoghurt drink contains added ingredients, e.g. water, juice	Yoghurts will be put through the NPM model as a food. Drinking yoghurts should be put through the NPM model as a drink
11	Pizza (except plain pizza bases).	This includes all chilled and frozen varieties of pizzas	Deep pan, deep dish, thin crust, stuffed crust pizzas All topping varieties and all sizes Flatbread pizzas	Plain pizza bases Garlic bread and cheese garlic bread and loaded varieties	Calzone White sauce pizza	Flatbreads - plain and with additions (but not those topped like a pizza) All bread-based products - plain and with additions		
12	Roast potatoes, potato and sweet potato chips, fries and wedges, potato waffles, novelty potato shapes (such as smilley faces), hash browns, rostis, crispy potato slices, potato croquettes			Plain potatoes or sweet potatoes that are not treated, cooked, cut or shaped whole, slices or mashed potatoes with butter potato salads		Potato and vegetable mixed products aimed to be consumed as a side Mashed potato including instant mash Mash potato with additions, i.e. cheese, cabbage Dauphinoise potatoes Parmentier potatoes Potato gratin Bombay potatees Patatas bravas Sag aloo	All products not included in the examples, are out of scope of this category This category includes products sold frozen, chilled and ambient	



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	13	intended to be consumed as a complete meal. 2. Products, other than products that	cover those products that are to be consumed as the main meal, including: -ready meals; products that are marketed as a meal that is ready for cooking or reheating without requiring further preparation and which include a carbohydrate accompaniment or a carbohydrate main element (whether or not it contains a protein element) - meal centres. The main element or focus of a meal, but not a complete ready meal. It is the sauce and the fact that it does not contain a carbohydrate element that defines these "meal centre" type products.	Chinese, Thai, Italian, traditional and so on, with carbohydrate accompaniment (potato, rice, noodles, pasta, etc) made from meat, poultry, fish, meat alternatives or vegetables. Includes fillied/stuffed pasta (e.g. ravioii and tortellini) whether chillied or tinned. Includes dishes such as vegetable curries, dhal and other dishes that can be consumed as a meal. Potato topped pies are included in this category as are burgers in a bun, and fries, chips or wedges with toppings ('dirry fries' or 'loaded fries'), and filled jacket potatoes • fresh pasta, rice or noodles with added ingredients and flavours, including filled or stuffed pasta (i.e. ravioii and tortellini) •meal centres - prepared meal centres (often suggested for heating in the microwave or oven) such as Chinese, Thai, Italian, traditional and so on, without a carbohydrate accompaniment made from meat, poultry, fish, meat alternatives or vegetables. Includes products served in a sauce or with a sauce as part of the product e.g. in a packetor sachet intended to be poured on during or after heating. •battered or breaded products (fresh/chilled or frozen)- includes a number of products that might be consumed as teh main element of such a meal such as fish fingers, chicken nuggets, battered fish, fish/chicken goujons, breaded meat substitutes, scampi, kievs, breaded chicken fillets, Tightly dusted products, cereal coated products and gluten free alternatives.	*breaded/battered cheese-based products (these are considered as starters/side dishes) *dried noodles *breaded ham. *savoury pastry products are not subject to the restrictions and are not considered meal centres. These include all ambient, chilled and frozen processed and ready to eat, on the go such as meat, fish, vegetable, meat alternatives pastry pies, pasties, sausage rolls, tarts, tartlets, quiches, slices, lattices, plaits. *meat/poultry/fish/shellfish/meat alternatives either served plain or smoked or with a marinade, glaze, dressing, seasoning rub or similar accompaniment. *Meat* includes meat and processed meat products such as ham, bacon, sausages, gammon, chicken thighs,		 Smoked salmon or trout slices, carpaccio All small bites, side, starters, canapes or savoury party food (a number of factors including size, serving suggestion, product name and presentation, will be used to establish if the product is a main meal (in scope) or not (out of scope)), i.e. mini burgers, tempura prawns, mozarella sticks, dumplings, bite size toad on the hole, beef wellington bites, savoury tartlets 	All products in this category are typically eaten hot Products like burgers in a bun are in scope but small versions - mini burgers- are out of scope since they are not intended to be consumed as a main meal. Products in or with a sauce are in scope - a sauce is intended to be absorbed into the food before or during cooking so that, after cooking or heating the food product, no significant liquid remains to be poured over the food - this is to be established on final product, i.e. barbeque ribs are sold covered in sauce, but all the sauce is absorbed during cooking - no significant liquid remains - they are therefore out of scope. Lightly dusted products are in scope but seasoned products are out - the difference is the quantity of flour used Breaded and battered vegetables - it could be difficult to establish which of these products are aimed to be consumed as an alternative to an animal protein product (meal centre) or as a side dish - This is to be established by the retailer / manufacturer	
		PRODUCTS OUT OF SCOPE					Vitamins and mineral supplements, and other food supplements, if not in the form of sweets or other products described in the regulations - DHSC has confirmed all product covered in the scope of Directive 2002/46/EC are out of scope irrespective of presentation		