



Food  
Authority

# Fast Choices User Guide

Nutrition labelling for  
standard food outlets

## Contents

1	Introduction.....	2
1.1	Background.....	2
1.2	About this document .....	2
1.3	Nutrition labelling legal requirements and definitions .....	2
1.4	More information is available.....	2
1.5	Acknowledgements.....	2
2	Mandatory nutrition labelling requirements .....	3
2.1	What information must be displayed? .....	3
2.2	Who must comply with these requirements? .....	3
2.3	How must the information be displayed? .....	3
2.4	Can a business voluntarily display this information?.....	4
3	Interpretation .....	4
3.1	Can the average kJ content be displayed per 100g or per serve? .....	4
3.2	Does the average kJ content need to be displayed for added food? .....	4
3.3	How should the name and price of standard food items be displayed? .....	4
4	Frequently asked questions for businesses .....	5
4.1	Displaying the average kJ content .....	5
4.2	Displaying the reference statement .....	6
4.3	Locations for the display of nutrition information .....	7
4.4	Assessing compliance .....	8
4.5	Calculating the average kilojoule content .....	8
4.6	Requirements for beverages .....	9
4.7	Requirements for bakery products .....	9
4.8	Requirements for cakes .....	10
4.9	Requirements for hot foods.....	10
4.10	Requirements for salads .....	10
4.11	Requirements for ice cream .....	10
4.12	Requirements for supermarkets .....	11
5	Example menu board, food display cabinet and menu brochure .....	12
5.1	Example: Menu board .....	12
5.2	Example: Food display cabinet .....	12
5.3	Example: Menu brochure .....	13
	Appendix 1. kJ in-store consumer messages .....	15
	Appendix 2. Supermarket product decision tree .....	17
	Appendix 3. Supermarket signage guidance .....	18

## 1 Introduction

### 1.1 Background

In its submission in early 2010 to the national review of food labelling law and policy (the **Blewett Review**), the NSW Government advocated large fast food chains publish point of sale information on the total energy (kilojoules or kJ), saturated fats and salt content of their products.

In August 2010 the former NSW Premier hosted a fast food forum where the Government consulted with the quick service restaurant (QSR) industry, public health professionals and consumer stakeholders about how best to provide consumers with information to help them make informed choices about the food they eat.

Following the forum, the former Minister of Primary Industries asked the Authority to form the QSR Labelling Reference Group to advise on how this information could be effectively delivered. As a result, legislation was passed on 23 November 2010 requiring standard food outlets to display nutrition information at the point of sale. The information that needs to be displayed is the average kilojoule (kJ) content of each standard food item (expressed in kilojoules) as well as the reference statement 'the average adult daily energy intake is 8700 kJ'.

The requirements came into effect on 1 February 2011, with a 12 month implementation period for businesses to comply. This means that penalty provisions commenced from 1 February 2012. The legislation also requires the commencement of a review of the initiative from February 2012 with a report to be tabled in Parliament by February 2013.

This initiative is being promoted to consumers as 8700.com.au

### 1.2 About this document

This document contains information designed to help businesses covered by the nutrition labelling legislation to comply with the new requirements.

It also includes answers to questions that have been raised by stakeholders that may not be clear from reading the legislation alone as well as those relating to the practicalities of implementing the legislation.

This document was updated in June 2012, to include information for supermarkets and answer additional questions raised by stakeholders during implementation.

### 1.3 Nutrition labelling legal requirements and definitions

- Section 106K – 106R of *Food Act 2003* and Clause 16P – 16W of Food Regulation 2010 (see references)
- Standard 1.2.8 of the Food Standards Code (see references)

### 1.4 More information is available

Visit the NSW Food Authority's website: [www.foodauthority.nsw.gov.au](http://www.foodauthority.nsw.gov.au) or helpline: 1300 552 406.

### 1.5 Acknowledgements

- The Quick Service Restaurant (QSR) and Fast Choices Labelling Reference Group members
- Supermarkets Working Group members
- NSW Health and the NSW Department of Premier and Cabinet

## 2 Mandatory nutrition labelling requirements

### 2.1 What information must be displayed?

Standard food outlets must display the following nutrition information:

- the average kJ content of each standard food item for sale by the standard food outlet, expressed in kilojoules (kJ), and
- the reference statement 'The average adult daily energy intake is 8700 kJ'.

### 2.2 Who must comply with these requirements?

Only 'standard food outlets' that sell 'standard food items' are required to comply with the legislation.

'Standard food item' means an item of ready-to-eat food (ie not pre-packaged) sold in single or multiple serves that is standardised for portion size and content and shown on a menu, or displayed with a price tag or label.

Standard food items displayed for sale as a combination (eg meal deal) are also included.

'Standard food outlet' means a food business that sells standard food items at 20 or more locations in NSW or at 50 or more locations in Australia.

'Standardised for portion size and content' means that the food items are sold in standard serving sizes (eg small, medium, large) and prepared from a standard recipe.

'Ready-to-eat food' means food that is in a state in which it is ordinarily consumed. That is, food that is intended to be eaten without having anything further done to it by the consumer before consumption (eg hamburgers, doughnuts, pizza).

However, ready-to-eat food does not include nuts in the shell or raw fruit or vegetables that are intended to be hulled, peeled or washed by the consumer (eg pistachio nuts, bananas, oranges) so these foods are not required to comply with the legislation.

Ready-to-eat 'pre-packaged foods' with nutrition information panels (NIP) are not standard food items so do not need to comply with the legislation unless they are sold as part of a 'meal deal' (refer to section 4.6 for more information).

### 2.3 How must the information be displayed?

When displaying the average kJ content for a standard food item it must be:

- clearly legible,
- expressed as 'kJ' (kilojoule is used in the legislation instead of calories because it is the internationally accepted metric unit of measurement for energy),
- (for a standard food outlet that is *not* a supermarket) in the same font, and at least the same font size, as the price; or if no price is displayed, as the name of the item, and
- (for a standard food outlet that *is* a supermarket) in the same font, and at least the same font size, as the price displayed for the whole item, or the unit price displayed for the item, and
- adjacent to or in close proximity to the name or price of the item.

If standard food items are displayed on the menu and a tag, the average kJ content needs to be displayed on **both** the menu **and** the tag.

Where the numerals in the price vary in size, the font size used for the kJ content must be at least the same size as the largest numeral in the price.

When displaying the reference statement it must be:

- clearly legible,
- in the same font, and at least the same font size, as the name of the standard food item with the largest font size, or if no name is displayed, as the price of the item, and
- adjacent to or in close proximity, so as to be clearly associated with, the item(s).

## **2.4 Can a business voluntarily display this information?**

Yes, standard food outlets that are not required to comply with the legislation can voluntarily display the nutrition information (ie standard food outlets with fewer than 20 outlets in NSW or 50 outlets nationally).

However, if they do, the information must be displayed in accordance with the requirements outlined above. Penalties apply for standard food outlets that voluntarily display this information without complying with these requirements.

## **3 Interpretation**

### **3.1 Can the average kJ content be displayed per 100g or per serve?**

For a standard food outlet that is *not* a supermarket, the average kJ content must be displayed for the whole standard food item and not per 100g or per serve.

For a standard food outlet that *is* a supermarket, the average kJ content must be displayed for the whole standard food item, or per unit (eg kJ per 100g) of the item. (Supermarkets should refer to 'In-store signage' in Appendix 3.)

These requirements apply to standard food items intended as single serves (eg doughnut, hamburger, muffin) or multiple serves provided they are sold as one item (eg pizza, tea bun, cheesecake).

The regulation does not preclude businesses from additionally displaying the average kJ content per 100g or per serve where a standard food item is sold as multiple serves. This is a marketing and design decision for businesses.

Displaying the number of suggested serves, and the corresponding average kJ content per serve, is preferable to showing kJ per 100g, as it provides more useful information for consumers.

For example: Tea bun 8610 kJ (suggest 7 serves/1230 kJ per serve).

### **3.2 Does the average kJ content need to be displayed for added food?**

If food is added to a standard food item (eg hot chips) for an additional price then its average kJ content must be displayed.

If the added food is not a standard food item but an ingredient only (eg cheese, sauce, confectionery with ice-cream), then its average kJ content does not need to be displayed.

### **3.3 How should the name and price of standard food items be displayed?**

The legislation does not create rules which apply to the display of the name or price of standard food items.

The legislation only applies to the display of the average kJ content of standard food items (refer to section 2.3 for more information).

## 4 Frequently asked questions for businesses

### 4.1 Displaying the average kJ content

#### **Does the average kJ content need to be displayed for a food category?**

The legislation requires the average kJ content to be displayed for standard food items displayed on a menu. The legislation does not require the average kJ content to be displayed where products are displayed as a food category.

A 'category' implies that there are multiple items which fall within the description, so a category cannot be considered a standard food item.

Example 1 – the average kJ content would not need to be displayed on an in-store poster advertising a 'Muffin & Coffee \$5.50', where the customer can choose any muffin and any coffee, as both are food categories. However, the average kJ content would need to be displayed for a 'Blueberry Muffin & Regular Cappuccino' combo deal as they are standard food items.

Example 2 – the average kJ content would not need to be displayed on the menu for 'Milkshakes \$2.50' as this is a food category. However, the average kJ content would need to be displayed on the menu for 'Strawberry Milkshake \$2.50' which is a standard food item.

Example 3 – the average kJ content would not need to be displayed on a tag descriptor 'Novelty Donuts', where the customer can choose from different novelty donuts, as this is a category. However, the average kJ content would need to be displayed for a tag descriptor 'Flower Novelty Donut' as this is a standard food item.

#### **How is the average kJ content displayed when one price is listed for multiple items?**

Where a number of standard food items are listed on a menu with the same price (listed only once) the average kJ content for each item must be displayed:

- in the same font and at least the same font size as the price of the items, or
- in the same font, and at least the same font size as the name of the standard food items

Example 1 – a pizza menu has ten pizzas displayed on a menu for sale as \$10.95. The price is listed only once on the menu in large font. As this price is for more than one pizza, a business can display the average kilojoule content in the same font and at least the same font size as the name of each individual pizza.

Example 2 – a sandwich menu has five sandwich varieties listed on a menu, all for sale as \$9.95. The price is listed only once on the menu in large font. As this price is for more than one sandwich, a business can display the average kilojoule content in the same font and at least the same font size as the name of each individual sandwich.

#### **Can nutrition information be displayed on a wall poster instead of on a menu?**

No, the legislation does not allow for wall posters to replace menus in meeting the requirements. Individual businesses may decide to provide additional information or supporting information in any form they deem suitable, but this will not remove the obligation to display nutrition information in accordance with the legislation.

#### **How is the average kJ content displayed when a standard food item can be personalised by the customer? (eg latté with full, skim, soy milk etc)**

In this situation the average kJ content that needs to be displayed is the 'default' standard food item.

Using the example above (ie latté), a business would not need to display the average kJ content for all the possible milk options (as these are not the 'standard food item' on the menu). They would only

need to display the average kJ content of the 'default' milk that would be sold with the latté if the customer did not personalise their order (ie the customer orders the standard food item from the menu with no variation).

### **If there are multiple flavours for a standard food item on a menu, does the average kJ content need to be displayed for each flavour?**

Where multiple flavours are displayed on a menu (eg chocolate, strawberry, caramel) for a standard food item (eg milkshake or thickshake), the kilojoules of each flavour must be displayed and meet the display requirements (see section 2.3 for more information).

### **How must average kJ content be displayed for meal deals?**

The legislation states that a single standard food item can also be a combination of items (eg a meal deal consisting of a burger, chips and a drink).

Therefore, the total average kJ content for meal deals is to be displayed.

The legislation also requires that meal deals sold in different sizes (eg small, medium, large) must be treated as separate standard food items. This means that if meal deals are sold in different sizes the total number of average kilojoules for each size must be displayed.

Where meal deals are not a standard food item (in that there is no default or a significant degree of customisation by the consumer) or they contain a combination of standard food items and non standard food items, they are not required to be labelled as a whole. However, it is necessary for each of the individual line products and sizes to be labelled with the average kJ content of the food item to enable consumers to determine the total content of their order once they have customised it.

### **Are there thumbnail, colour guide or print size requirements?**

The legislation does not apply thumbnail (ie front-of-pack display information) or colour guide requirements to the display of nutrition information.

The legislation does not apply an absolute print size to the display of this information, however there are specific requirements about the font and font size. Refer to section 2.3 for more information.

### **Are items sold for catering purposes required to comply?**

Food businesses that primarily provide food for catering purposes (ie made to order) are currently exempt from the nutrition labelling requirements.

## **4.2 Displaying the reference statement**

### **Where must the statement 'The average adult daily energy intake is 8700 kJ' be placed?**

The legislation states that this statement must be placed:

- in **one location on each menu** (including posters, menu boards, drive-through menu boards) adjacent to, or in close proximity to, the standard food item or items so as to be clearly associated with them, and
- in **each area or display cabinet, or on each stand**, where standard food items with tags or labels are displayed and adjacent to, or close proximity to, the item or items so as to be clearly associated with them by customers.

However, the precise location or display of this statement is a matter for each business to determine.

For display cabinets, one possible way of complying with the legislation would be to place the statement on a banner (or ribbon) that runs across the front of the cabinet.

### **How many times must I display the reference statement?**

The Authority is taking a practical approach to this requirement and if, for example, two menu boards were next to each other, one statement for the two boards would be considered acceptable.

For printed menus, the reference statement does not need to be included on every page, but must be displayed on at least every second page.

A business's interpretation of the meaning of a 'menu' determines how often the statement must be displayed:

- if a business interprets that each panel is a menu, the reference statement must be displayed on at least every second panel, or
- if a business interprets that multiple panels make up one menu, the reference statement must be displayed at least once. If a business adopts this interpretation, the reference statement must be displayed in the same font, and at least the same font size as the name of the standard food item with the largest font size listed collectively on the menu.

## **4.3 Locations for the display of nutrition information**

### **Where must the nutrition information be displayed?**

The legislation applies to both printed and electronic menus at the premises (menu boards, posters, leaflets, LCD screens and drive-through menus).

It also applies to menus that are distributed outside the premises (printed leaflet, internet, phone) which a customer can order from.

The kilojoule content does not need to be displayed for electronic or print advertising (billboards, newspaper, magazines, television, emails), and food illustrations (ie graphics) without a name or price as these do not meet the definition of 'menu' in the legislation.

### **Are redeemable vouchers/coupons or loyalty cards required to comply?**

No, redeemable vouchers, coupons and loyalty cards are not required to comply with the legislation as they are not menus under the legislation.

### **How must the nutrition information be displayed for online menus and smart phones?**

For online menus and smart phone applications where consumers can place orders, the average kJ content and reference statement must be displayed at the point where the consumer makes the purchase decision.

For many businesses this may be the screen(s) that lists the range of standard food items available.

It is not mandatory to include the nutrition information on every screen (s) that appears after the consumer has made their purchase decision.

If standard food items are listed for sale in different standard sizes or portions (eg medium and large pizza), the average kilojoule content for each size must be displayed.

### **Do businesses need to submit their menus to the Authority for approval?**

No, the legislation does not require businesses to submit their menus to the Authority for approval to ensure that they comply with the legislation.

However, the Authority may provide guidance to businesses about their menu on a confidential basis if specifically requested.

Local council Environmental Health Officers will check for the presence of nutrition information when they undertake their routine inspections of food businesses impacted by the legislation. The Authority will be notified of any businesses that do not comply.



#### 4.4 Assessing compliance

##### **What happens if a franchisee is found to be non-compliant with the legislation?**

The franchisee is ultimately responsible as the operator of the 'food business' that is the standard food outlet. Therefore it is the franchisee who will be penalised for non-compliance. However, the Authority will work with the franchisor to address any issues as it is possible if one store is non-compliant others might be.

If the store owner has developed their own marketing posters etc, it is their responsibility to ensure that these comply with the nutrition labelling requirements (if applicable). Educating franchisee owners on the requirements of the legislation is very important.

Under the *Food Act 2003*, the franchisor actually carries no liability for this offence, however if the franchisor requires the franchisee to be non-compliant (by distributing non-compliant mandatory boards for example) then the franchisee likely has some recourse.

#### 4.5 Calculating the average kilojoule content

##### **How is the average kJ content for each standard food item determined?**

The legislation requires the average kJ content for each standard food item to be determined in accordance with Standard 1.2.8 of the Food Standards Code.

The average kJ content can be determined by calculating the average kJ content of the whole item or per 100g. If the value must be displayed for the whole item, a business must make the necessary adjustments to ensure that the calculation is done in relation to the whole item.

There are numerous methods for calculating the average kJ content. These include:

- online Nutrition Panel Calculator developed by Food Standards Australia New Zealand (FSANZ),
- nutritional analysis software (eg FoodWorks<sup>®</sup> used as per manufacturer's recommendations),
- laboratory analysis, or
- food composition tables and databases

Further information on determining the average kJ content can be found on the FSANZ website: [www.foodstandards.gov.au/foodstandards/userguides/nutritioninformation1406.cfm](http://www.foodstandards.gov.au/foodstandards/userguides/nutritioninformation1406.cfm).

##### **What variance to the displayed average kJ content for a standard food item is acceptable?**

The legislation does not apply an acceptable variance to the displayed average kJ content.

However, if the displayed average kJ content for a standard food item is based on the average analysis of the item, and a business can demonstrate this information (eg by maintaining the analysis data for standard recipes), then the Authority would deem this acceptable.

The Authority is currently collecting baseline data for evaluation and review purposes for the kilojoule display initiative. The outcomes of this work may provide further guidance on this question. In the meantime, the Authority is taking a practical approach and would deem a variance of up to 20% as being acceptable.

Businesses also need to ensure that when they display nutrition information it complies with other relevant legislation relating to claims (eg *NSW Fair Trading Act* and the *Federal Competition and Consumer Act*).

The legislation states that the number of kilojoules may be rounded to the nearest 10kJ.

### **Does the average kJ content need to be displayed for 'trial' standard food items?**

Standard food outlets that trial new product concepts at no more than five stores, and for no more than sixty consecutive days are not required to display the average kJ content for these items.

Trial products sold at more than five stores for more than 60 consecutive days are required to display the average kJ content.

## **4.6 Requirements for beverages**

### **Are beverages (eg shakes, coffee, juices) required to comply?**

Under the Food Standards Code, the definition of food includes beverages. Therefore, those beverages considered a standard food item as defined in the legislation must comply.

### **Are pre-packaged drinks (with a Nutrition Information Panel) sold as part of a 'meal deal' included in the average kJ content for the 'meal deal'?**

Yes, pre-packaged drinks (with a Nutrition Information Panel) that are sold as part of a 'meal deal' are required to be included as part of the average kJ content for the whole 'meal deal'.

Pre-packaged drinks (with a Nutrition Information Panel) not sold as part of a 'meal deal' are not required to comply with the legislation.

## **4.7 Requirements for bakery products**

### **Are products baked and packed in store (with a Nutrition Information Panel) required to comply?**

No, these bakery products are not required to comply with the legislation provided that the Nutrition Information Panel can be read by a customer prior to purchase.

### **Are products that are baked and packed in store (with no Nutrition Information Panel) required to comply?**

If these bakery products are not ready-to-eat they are not required to comply with the legislation.

Therefore, a whole loaf of bread or plain bread rolls are not required to comply as they generally have something done to them by the consumer before consumption (eg fillings added to bread rolls or bread loaves made into sandwiches).

However, sweet/savoury filled or topped bread products (eg cheese and bacon, or pizza) are considered ready-to-eat and required to comply.

### **Are multiple serve, take home foods (ie sweet/savoury filled or topped bread products) required to comply?**

Yes, these foods are required to comply with the legislation as the definition of a standard food item is based on the 'ready-to-eat' and 'standardised for portion size and content' concepts. Therefore, whether a food item consists of multiple serves or is take-home is not the issue.

However, single or multiple serve take home foods that generally have something done to them by the consumer before consumption are not required to comply (eg fillings added to bread rolls or bread loaves made into sandwiches).

Additionally, where standard food items are sold as multiple serves, businesses may voluntarily display information (in addition to the average kJ content for the food item) on the suggested serving size and the corresponding average kJ content for that serving.

## 4.8 Requirements for cakes

### **Are whole cakes baked on the premises required to comply?**

Yes, whole cakes that are baked on the premises are required to comply with the legislation as they meet the definition of a standard food item, which includes being ready to eat.

Whole cakes that are pre-packaged or have a Nutrition Information Panel are not required to comply with the legislation. Also, whole cakes that meet the definition of a standard food item, but have had ingredients changed (eg as ordered by customers), are no longer considered a standard food and do not need to comply with the legislation.

Additionally, where a standard food item is intended for 'multiple' servings such as a whole cake businesses may voluntarily display information (in addition to the average kJ content for the food item) on the suggested serving size and the corresponding average kJ for that serving.

## 4.9 Requirements for hot foods

### **Are foods that are reheated at point of sale required to comply?**

Yes, these foods are required to comply if they are a standard food item as defined under the legislation. For example, 'Beef Meat Pies' that are received frozen, unpacked and then reheated at point of sale.

### **Are barbequed chickens sold in quarters, halves and whole required to comply?**

Yes, these foods are required to comply with the legislation as they fall under the definition of a standard food item.

If a standard food item is shown or displayed for sale in different standard sizes or portions (eg quarters, halves, whole), each standard size or portion of the item of food is to be treated as a separate food item. Therefore, as a quarter, half or whole barbeque chicken is standardised for portion and content, the average kJ content for each item must be displayed.

## 4.10 Requirements for salads

### **Are salads sold in small, medium and large size containers required to comply?**

Yes, these foods are required to comply with the legislation as they fall under the definition of a standard food item.

If a standard food item is shown or displayed for sale in different standard sizes or portions (eg small, medium, large) each standard size or portion of the item of food is to be treated as a separate food item. Therefore, as each salad container size is standardised for portion and content, the average kJ content must be displayed.

Conversely, salads sold by weight are not standardised for portion size and content as the consumer can purchase any quantity of the product. As such, these products are outside the scope of the Regulation and are not required to comply with the nutrition labelling requirements.

## 4.11 Requirements for ice cream

### **Is ice cream sold per scoop required to comply?**

Yes, ice cream sold per scoop is required to comply with the legislation as it meets the definition of a standard food item.

If a standard food item is shown or displayed for sale in different standard portions (eg 1 scoop, 2 scoop), each standard size or portion of the item is to be treated as a separate standard food item. Therefore, the average kJ content of each portion must be displayed.

## 4.12 Requirements for supermarkets

### **Are supermarkets required to comply?**

Yes, supermarkets are required to comply with the requirements by 1 February 2013.

Not all products sold in a supermarket will need to comply with the legislation. If a supermarket does not sell standard food items then they do not need to comply with the legislation.

A 'Supermarket product decision tree' was developed to help supermarkets determine what products are captured by the legislation (see Appendix 2).

The Authority also developed a 'Supermarkets signage guidance' document to help supermarkets comply with the requirements for displaying nutrition information (see Appendix 3).

## 5 Example menu board, food display cabinet and menu brochure

These are examples only and will not cover the needs for all standards food outlets. The regulation enables standard food outlets to display standard food items for sale on their menus in different ways.


### 5.1 Example: Menu board

kJ content must be clearly legible, displayed next to, and in the same font and at least the same font size, as the price for each item.

A Standard Food Item includes items sold as a combination (eg meal deal).

<b>Beef burger</b>	1000 kJ	\$3.95
<b>Chicken burger</b>	1600 kJ	\$4.45
<b>Fries</b>		
Small	1000 kJ	\$2.45
Large	1900 kJ	\$3.95
<b>Soft drink</b>		
Small	400 kJ	\$1.95
Large	1000 kJ	\$2.95



<b>Beef burger combo</b>		
Small	2400 kJ	\$5.95
Large	3900 kJ	\$7.95

**The average adult daily energy intake is 8700 kJ.**

Standard Food Items sold in different sizes/portions must display individual kJ contents.

This statement must be clearly legible, placed in a prominent position on the menu (so it is clearly associated with the standard food items) and in the same font, and at least the same font size, as the name of the standard food item with the largest font size.

### 5.2 Example: Food display cabinet

**Plain scone**  
880 kJ  
\$2.80 each

**Bacon and cheese roll**  
1100 kJ  
\$3.00 each

**Choc chip muffin**  
2550 kJ  
\$3.50 each

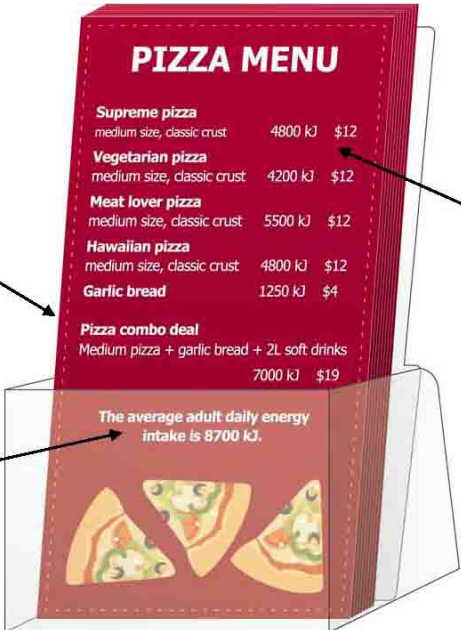
**Blueberry muffin**  
2100 kJ  
\$3.50 each

**The average adult daily energy intake is 8700 kJ.**

This statement must be clearly legible, placed in a prominent position (so it is clearly associated with the standard food items) and in the same font, and at least the same font size, as the name of the standard food item with the largest font size.

kJ content must be clearly legible, displayed next to, and in the same font and at least the same font size, as the price for each item.

### 5.3 Example: Menu brochure



**PIZZA MENU**

<b>Supreme pizza</b> medium size, classic crust	4800 kJ	\$12
<b>Vegetarian pizza</b> medium size, classic crust	4200 kJ	\$12
<b>Meat lover pizza</b> medium size, classic crust	5500 kJ	\$12
<b>Hawaiian pizza</b> medium size, classic crust	4800 kJ	\$12
<b>Garlic bread</b>	1250 kJ	\$4
<b>Pizza combo deal</b> Medium pizza + garlic bread + 2L soft drinks	7000 kJ	\$19

The average adult daily energy intake is 8700 kJ.

**Callout 1:** A Standard Food Item includes items sold as a combination (eg meal deal).

**Callout 2:** kJ content must be clearly legible, displayed next to, and in the same font and at least the same font size, as the price for each item.

**Callout 3:** This statement must be clearly legible, placed in a prominent position on the menu (so it is clearly associated with the standard food items) and in the same font, and at least the same font size, as the name of the standard food item with the largest font size.

## 6 References

- [Section 106K – 106R of \*Food Act 2003\*](#)
- [Clause 16P – 16W of Food Regulation 2010](#)
- [Standard 1.2.8 of the Food Standards Code](#)

## Appendix 1. kJ in-store consumer messages

### Fast choices: kJ information for fast foods

#### About kilojoules (kJ)

We get energy from almost all food and drink.

The energy is measured by the number of kJ (kilojoules) the food or drink provides. Energy used for daily activity is also measured in kJ.

It used to be measured in **Calories**: 1 Calorie is equal to 4.2 kJ. Calories and kJ represent energy.

Some food and drinks have more kJ and others have fewer kJ. The differences result from different ingredients, preparation methods and serving sizes.

#### Balance: energy in versus energy out

We all need energy from food to keep our bodies working and for doing physical activity.

kJ that aren't used each day get stored in our body as fat and we gain weight.

Maintaining a **healthy weight** means balancing how many kJ we eat and drink with the energy we use.

How many kJ each person needs each day differs from person to person.

- People need more kJ if they are active, and fewer kJ if they don't do any regular physical activity.
- They also need different amounts at different ages and stages in their life, depending on if they are male or female, genetics, body shape and size.

Knowing how many kJ are in the food and drink we consume helps us achieve **balance** and maintain a healthy weight.



#### How many kJ make a difference?

Reducing the kJ we eat and drink every day, or doing more physical activity or exercise every day, can make a difference. For example, reducing the kJ we eat and drink by just 100 kJ every day, or burning up an *extra* 100 kJ through physical activity or exercise every day, can mean that you lose 1 kg of body fat after a single year.

You can achieve that by:

- swapping a big food or drink serve for a smaller one
- swapping full fat for low fat or skim milk
- swapping a high sugar drink for water or an artificially sweetened or 'low-cal' drink
- swapping a fried food for a grilled one
- if you have more kJ at one meal, have fewer kJ at other meals
- swapping watching television for taking a walk— it is recommended that adults do *at least* 30 minutes of moderate to vigorous physical activity most days.

A 30-minute brisk walk burns about 600kJ, while a 30-minute jog burns about 1025kJ for an average Australian adult.

Small changes can make a **big difference!**



### Total kJ each day

**8700 kJ** is an average daily energy intake for an Australian adult. It's the total intake of energy from all food and drinks consumed for a whole day, on average. Some people need less than this and others need more, depending on whether they are male or female, their regular activity level, age, size and genetics.

- We can use the average *daily* energy intake to help decide how many kJ we will consume *each time* we eat and drink throughout the day.
- If we have more kJ at one meal, we might have to have fewer kJ at another meal that day.

For example:

Example 1		
	% of daily intake	kJ
Breakfast	30%	2610
Snack	10%	870
Lunch	30%	2610
Evening meal	30%	2610
<i>Total</i>	<i>100%</i>	<i>8700</i>

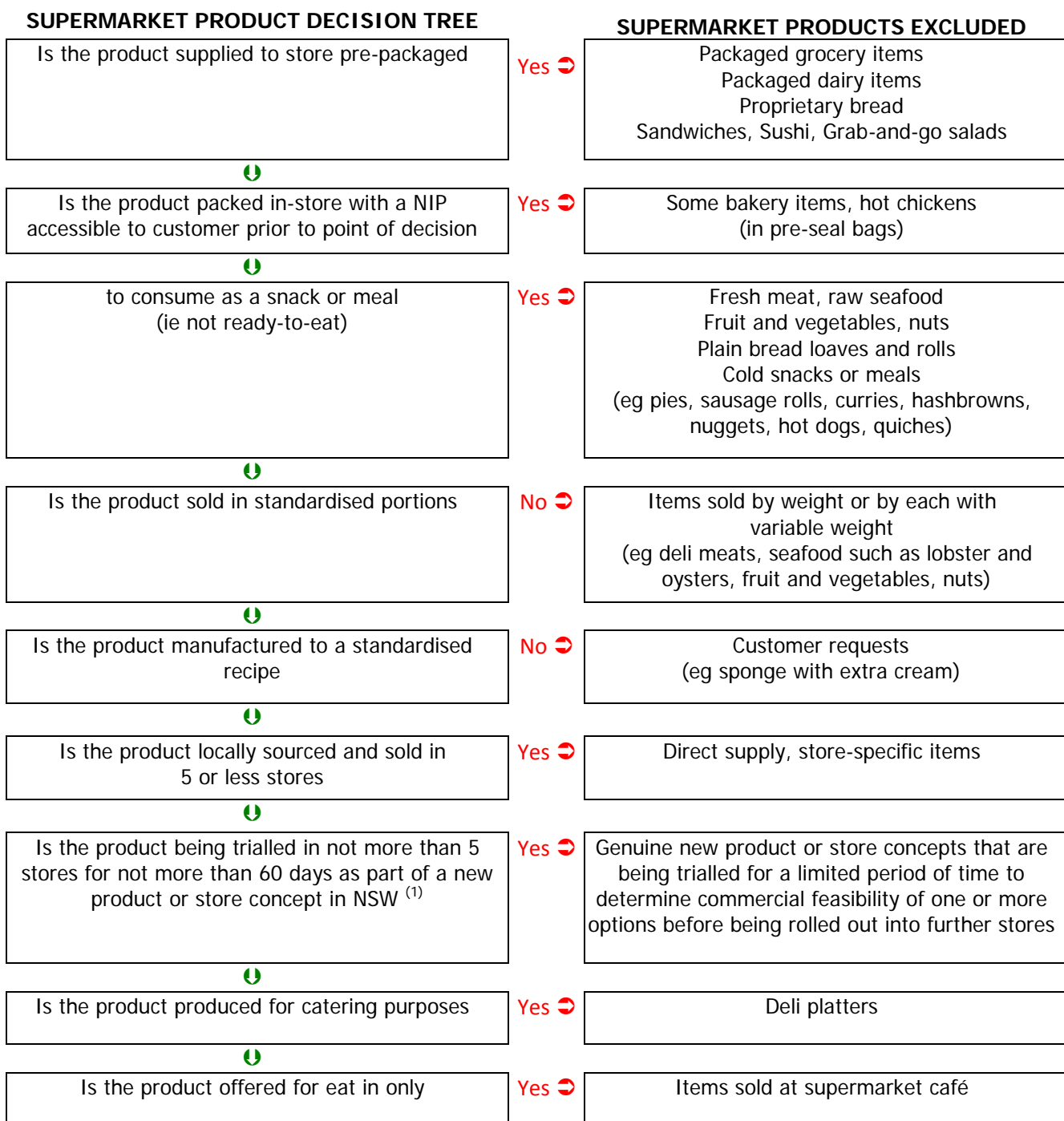
Example 2		
	% of daily intake	kJ
Breakfast	20%	1740
Coffee	5%	435
Lunch	25%	2175
Snack	10%	870
Evening meal	30%	2610
Snack	10%	870
<i>Total</i>	<i>100%</i>	<i>8700</i>

#### For more information and links to healthy eating sites:

Visit [www.8700.com.au](http://www.8700.com.au) which provides the tools to guide you with the amount of kJs that you should consume to maintain a healthy weight. It also has an extensive list of kJ counts for most of the menu items at certain establishments. For information specific to businesses see [www.fastchoices.foodauthority.nsw.gov.au](http://www.fastchoices.foodauthority.nsw.gov.au).

Prepared in association with NSW Food Authority and NSW Department of Health.

## Appendix 2. Supermarket product decision tree



### Standard food items that require kJ information

Hot chickens – whole, half, quarter

Hot deli meals/snacks (eg lasagne, potatoes, sausage rolls, nuggets etc)

Deli salads – small, medium, large, jumbo tubs

Bread/bakery items loose or packed in-store with a product description label (eg cheese & bacon rolls, hot cross buns, custard tarts, donuts, whole cakes etc).

<sup>(1)</sup> A trial is a process to introduce a new concept or product to determine the suitability to add to the core range/offer. A trial can be offered in a maximum of 5 stores within a state and run no longer than 60 days. Trials may be supported by advertising and pricing advertised as special or promotional during this time. A trial cannot be a periodic return of an existing or previously ranged product, except where a new manufacturer has created the product for trial.

## Appendix 3. Supermarket signage guidance

### External signage

1. The kilojoule content must be displayed for standard food items sold electronically (eg on-line ordering for immediate delivery).
2. The kilojoule content must be displayed for standard food items on printed menus used to place an order (eg leaflets, boards, posters).
3. The kilojoule content does not need to be displayed for electronic or print advertising (eg billboards, newspapers, magazines, television).
4. The kilojoule content does not need to be displayed for supermarket catalogues.

### In-store signage

1. Nutritional information must be displayed for products defined as standard food items in the legislation. The 'Supermarkets product decision tree' may help supermarkets identify which of their products are standard food items.
2. When the name or price of a standard food item is displayed on a shelf-edge ticket, label or identifying tag, the kilojoule content must be:
  - clearly legible and displayed as 'kJ',
  - adjacent to, or in close proximity to, the item so as to be clearly associated with the item,
  - in the same font, and at least the same font size as the comparable unit pricing on an equivalent shelf-edge ticket, label or identifying tag, and
  - expressed in the same measure used for Nutrition Information Panels (NIP) ie per 100g<sup>1</sup>.
3. When the name or price of a standard food item is displayed on a menu, shelf-edge ticket, label or identifying tag with unit pricing, the reference statement must be:
  - clearly legible,
  - adjacent to, or in close proximity to, the item so as to be clearly associated with the item,
  - in the same font as the name of the item or, if no name is displayed, as the price of the item, and be at least the same font size, as the name of the item or, if no name is displayed, as the price of the item. If more than one item is displayed (eg bakery or deli cabinet) the font size must be at least the same size as the largest font displayed.
4. Standard food items sold in combination (eg meal deal consisting of a ¼ hot chicken and 375mL diet coke) are a single standard food item under the legislation. The nutritional information for meal deals must be displayed in accordance with the legislation:
  - clearly legible and displayed as 'kJ',
  - adjacent to, or in close proximity to, the item so as to be clearly associated with the item,
  - in the same font, and at least the same font size as the price of the standard food item or if no price is displayed, as the name displayed for the item, and
  - displayed as one number that represents the total number of kilojoules in the meal deal.
5. The legislation does not require nutritional information to be displayed for a food category. A 'category' implies that there are multiple items which fall within the description, which means a category cannot be considered a standard item (eg muffin).
6. The kilojoule content must be displayed on in-store signage where the standard food item name is displayed with the price of the standard food item.

7. In-store signage for standard food items not selected by assisted-service<sup>ii</sup> do not require kilojoule labelling provided the shelf-edge ticket, label or identifying tag for the item complies with point 2 of the in-store signage guidance.

**Please refer to the *Fast Choices User Guide* (available at [www.foodauthority.nsw.gov.au](http://www.foodauthority.nsw.gov.au)) for more information on meal deals and food categories.**

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<sup>i</sup> Nutritional information panels with kilojoules expressed as per 100g are displayed for 70% of bakery items, 100% of grocery biscuits and cakes, 100% of Deli substitute items e.g. frozen schnitzels, frozen nuggets etc. By utilising the same format on standard food items, customers can readily make informed purchase decisions based on comparative product kJ contents.

<sup>ii</sup> Assisted-service occurs when the product can only be acquired by a customer after requesting that a staff member retrieves the standard food item (or components thereof) from behind a counter, within a display unit or any other means of display that physically restrict the customer from having unassisted, direct access to the product.

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