

Nutritional criteria advertising for foods aimed at children - Advertising Code for Food Products 2019 update

For reference servings, see portion list. This list contains the most widely used portion sizes, unless indicated otherwise on the product packaging

Category 1: Vegetable and animal oils and fats, including spreads and cooking fats as well as emulsion-based sauces¹					
Subcategory A: vegetable and animal oils and fats as well as spreads and cooking fats.					
Examples	Energy (kcal per portion)	Sodium (mg/100 gram or mg/100 ml)	Saturated Fat (g/100gr or g/100 ml)	Sugars (g/100 g of g/100 ml)	Recommended substance / components
Oils and fats (all types), margarine, spreads, butter blends, solid or liquid baking and frying fats	≤ 85	≤500	≤33% of the total fat is saturated fat (trans fat count as SF).	(5)	≥ 25% of total fat is polyunsaturated fat
Subcategory B: Emulsion-based sauces. These form only a small part of a meal.					
Mayonnaise, salad dressing, marinades, vinaigrettes	≤ 85	≤750	≤33% of the total fat is saturated fat (trans fat counted as SF).	≤5	≥25% of total fat is polyunsaturated fat
Category 2: Fruit, vegetables, seeds² and derived products other than oils. Potatoes count as a subcategory of vegetables, as do legumes					
Subcategory A: Products of fruits and vegetables except oils and potatoes (> 50 g of fruit and / or vegetables per 100 grams of finished product) that form an important component of a meal.					
Vegetable with cheese gratin, vegetable preserves in jar or tin, baked beans, fruit compote, fruit in syrup, fruit salad	≤ 170	≤300	≤1.5	≤15	At least half a recommended daily intake of fruit and / or vegetables
Subcategory B: Potatoes and potato products except dehydrated potato products: all in potato-based dishes (> 50g potato per 100g finished product) that form an important component of a meal.					
Mashed potatoes, gnocchi, potato gratin, fried or baked potatoes	≤170	≤300	≤1.5	≤5	Nutrients in the potatoes.

¹ Butter is excluded from this category, as it is not advertised to children.

² Exceptions are 100% vegetable and / or fruit, including juices thereof, and 100% nuts, seeds and mixtures thereof, to which no salt, sugar or fat is added.

Category 2: Fruits, vegetables, seeds and derived products other than oils. Potatoes count as a subcategory of vegetables, as do legumes					
Subcategory C: Potato chips and potato-based dry savoury snacks, including those made from potato dough.					
Examples	Energy (kcal per portion)	Sodium (mg/100 gram of mg/100 ml)	Saturated fat (g/100gr of g/100 ml)	Sugars if relevant (g/100 g of g/100 ml)	Recommended substances / components
Potato chips	≤170	≤670	≤10% kcal from SF	≤10	≥3 gr/100 gr fibre and/or ≥70% of the unsaturated fat of the total fat content
Extruded snacks, stackable chips	≤170	≤900 ³	≤10% kcal from SF	≤10	≥3 gr/100 gr fibre and/or ≥70% of the unsaturated fat of the total fat content
Subcategory D: Seeds and nuts					
Salted or spiced nuts, mixed nuts, mixed nuts- fruits, peanut butter.	≤200	≤670	≤10	≤15	Nutrients present in the seeds and nuts
Subcategory E: Cooking sauces based on fruits / vegetables (all sauces based on vegetable / fruit with > 50 g vegetable / fruit to finished product) which form an important component of a meal.					
Tomato Sauce, Pasta Sauce	≤100	≤500	≤1.5	≤10	Nutrients provided by the ingredients
Subcategory F: Fruit / vegetable juices (condiments) consisting > of vegetable / fruit but which form only a limited part of a meal.					
Tomato ketchup, chutney	≤85	≤750	≤1.5	≤25	Nutrients provided by the ingredients

³ Temporary exception. Will also become 670 in due course

Category 3: Meat-based products: all types of processed meat / poultry and meat products consisting of at least 50 grams of meat to 100 grams of finished product.					
Examples	Energy (kcal per portion)	Sodium (mg/100 gram or mg/100 ml)	Saturated fat (g/100gr or g/100 ml)	Sugars if relevant (g/100 g of g/100 ml)	Recommended substances / components
Meatballs, salami, grilled and / or cooked ham, chicken breast, sausages.	≤ 170	≤ 800	≤ 6	(≤ 5)	≥ 12% of the energy derived from protein
Category 4: Fish products: all kinds of processed fish, crustaceans and shellfish products (at least 50% of the final product)					
Fried haddock, fried fish, fish fingers, sour mussels, canned tuna.	≤ 170 or > 170 if ≥ 25% of the total fat is monounsaturated fat	≤ 450	≤ 33% total fat is saturated fat	(≤ 5)	≥ 12% of the energy derived from protein
Category 5: dairy produce					
Subcategory A: Dairy products other than cheese. At least 40% dairy content of the total finished product in 100 gr / ml⁴.					
Milk and milk substitutes, yoghurts, sweet or soft cheese, curd, fermented beverages, dairy desserts.	≤ 170	≤ 300	≤ 2.6	≤ 13.5	Protein ≥ 12% or ≥ 2g/100g or 100 ml. And/or At least one source of calcium, one B vitamin or vitamin D
Subcategory B: Cheese / cheese and savoury dairy-based products. At least 50% dairy content of the total finished product in 100 gr					
Hard and semi-hard cheeses	≤ 85	≤ 900 if SF ≤ 15 or ≤ 800 if SF ≤ 16	≤ 15 if sodium ≤ 900 ≤ 16 if sodium ≤ 800	(< 5)	At least one source of calcium, one B vitamin or vitamin D
Other cheeses, cottage cheese and savoury dairy-based products.	≤ 170	≤ 800	≤ 10	≤ 8	At least one source of calcium, vitamin B12 or vitamin B2

⁴ This definition of dairy is in line with the Codex Alimentarius (or Food Code)

Category 6: Cereal-based products					
Subcategory A: sweet biscuits, pastries and other cereal-based products (grain / flour must be the main ingredient).					
Examples	Energy (kcal per portion)	Sodium (mg/100 gram of mg/100 ml)	Saturated fat (g/100gr or g/100 ml)	Sugars if relevant (g/100 g of g/100 ml)	Recommended foodstuffs/elements
Biscuit, cookies, cereal bars	≤ 170 ⁵	≤ 450	≤ 9.	≤ 32	Protein (≥ 3 g/100g) and/or wholemeal flour and/or 20% energy of unsaturated fat and ≥ 70% of unsaturated fat to total fat
Subcategory B: Savoury biscuits, pastries and other grain-based products, including dough-based					
Savoury crackers, popcorn- based snacks, popcorn, pretzels	≤ 170	≤ 900 ⁶	≤ 10% kcal of saturated fat	≤ 10-	Fibre (≥ 3 g/100g) and/or ≥ 70% unsaturated fat to total fat
Subcategory C: Breakfast cereals, including corn gruel.					
Cornflakes, puffed rice, porridge, etc.	≤ 210	≤ 450	≤ 5	≤ 30	Fibre (≥ 3 g/100g) and/or wholemeal flour
Subcategory D: cereal products except breakfast cereals, biscuits or pastries					
Bread, rusks, rice, noodles, pasta, polenta	≤ 340	≤ 500	≤ 5	≤ 5	Fibre (≥ 3 g/100g) and/or wholemeal flour

⁵ This 170 kcal / portion deviates from the 200 kcal as included in the criteria in the EU Pledge. The reason for this is that in the Netherlands there is a preference to equalize the calorific value per portion for "extras" as much as possible. For this reason, the maximum levels of saturated fat and sugars have also been slightly adjusted

⁶ Temporarily high; will become 670 in due course

Category 7: Soups, pre-cooked meals, main dishes and filled sandwiches / rolls					
Subcategory A: Soups: all kinds of soup and soup meals containing at least one component of the following: 30 grams of fruit, vegetables, grains, fish, milk or a combination thereof (calculated as fresh equivalents) per serving. (Threshold values are applicable to foods such as prepared, ready-to-eat, in line with the manufacturer's instructions)					
Examples	Energy (kcal per portion)	Sodium (mg/100 gram of mg/100 ml)	Saturated fat (g/100gr or g/100 ml)	Sugars if relevant (g/100 g of g/100 ml)	Recommended substances / components
Cans of tomato soup, ready-made vegetable soup, soup in a bag	≤ 170	≤350	≤ 1.5.	≤ 7.5	Nutrients present in the required ingredients
Subcategory B: Pre-cooked meals, main dishes and filled sandwiches / rolls: all kinds of dishes and sandwiches that contain at least two components of the following: 30 grams of fruit, vegetables, cereals, meat, fish, milk or a combination thereof (calculated as fresh-equivalent per serving.) Threshold values are applicable to the product as prepared, ready-to-eat, in line with the manufacturer's instructions.					
Pasta salad with vegetables, noodles with sauce, pizza, sandwiches, moussaka, filled pancakes	≤ 425	≤400	≤ 5	≤7.5	Nutrients present in the required ingredients
Category 8: Meals The combination of products served as a meal (main course with side dish and a drink) for breakfast, lunch or dinner					
Children's meals	≤ 510/meal ⁷ ≤ 340/meal ⁸	≤ 660/meal	≤10% calories from saturated fat	≤20/meal (excl. sugar naturally present in fruit, juice, dairy)	Each meal should contain at least 1 portion of fruit/vegetables ⁹ and/or 1 portion of juice ¹⁰ and/or 1 portion of dairy that meets the relevant criteria or milk ¹¹ and / or 1 portion of whole grain ¹²
Category 9: Ice cream - All kinds of ice cream					
Ice cream, water ice, popsicles, sorbet	≤ 110	≤ 120	≤ 5	≤20	-

⁷ For lunch/dinner (30% daily energy)

⁸ For breakfast (20% daily energy)

⁹ 60-80 grams of fruit / veg

¹⁰ 150-250 ml of juice

¹¹ 30 grams of cheese/100-150 g of yoghurt, 150-250 ml of milk

¹² Product with > 8 grams of whole grains.

Category 10: Sweet spreads (all types of sweet spreads, excluding jam, fruit spreads and peanut butter).					
Examples	Energy (kcal per portion)	Sodium (mg/100 gram of mg/100 ml)	Saturated fat (g/100gr of g/100 ml)	Sugars if relevant (g/100 g of g/100 ml)	Recommended substances / components
Fruit-flavoured sprinkles, coconut bread	EN: ≤ 350 kcal/100 g (53 kcal/portion of 15g)	≤ 400	≤ 4	≤ 30	-
Category 10: non-alcoholic drinks					
Fruit lemonades, diluted syrups, nectars, certain soft drinks ¹³	EN: ≤ 30 kcal/100ml (75 kcal/portion of 250 ml)	Sodium: ≤ 20 mg/100 g	Saturated fat: ≤ 1.1 g/100 g	≤7.5 (Alcohol: <0.5%)	-
Exceptions:					
(no nutritional criteria, no advertising to children under 12 years)					
Sugar and sugar-based products, including chocolate and chocolate products, jam or marmalade, sugar, honey or syrup; confectionery and other sugar products ¹⁴					
(outside the nutritional criteria; advertising aimed at children 7 to 12 years old)					
Water					

¹³ Soft-drink manufacturers affiliated to UNESDA state no advertising to children up to 12 years for their products, even for low calorie variants

¹⁴ Sugar-free chewing gum and sugar-free mints are excluded, outside the scope of the criteria stated here.