

Company Nutrition Standards for Food Marketing to Children, 2009

Group	Calories/Portion Size Limit	Fats	Sugars	Sodium	Nutrient Content / Additional Guidelines
CENTER FOR SCIENCE IN THE PUBLIC INTEREST					
<i>Beverages</i>	Standard serving sizes used for Nutrition Facts labels	Only low-fat (1%) and fat-free milk	No soft drinks, sports drinks, iced teas or juice drinks with added sweeteners	No standard	No caffeinated drinks (except low-fat chocolate milk)
<i>Foods</i>					
Chips, Crackers, Cheeses, Baked Goods, and Other Snack Items	Standard serving sizes used for Nutrition Facts labels	≤ 35% cal from fat, excluding nuts, seeds, and peanut or other nut butters ≤ 10% cal from sat plus trans fats	< 35% added sugars by weight	≤ 230mg	Must contain one or more of the following: 1) 10% of the DV (naturally occurring) of vitamins A or C, calcium, iron, or fiber; 2) half a serving of fruit or vegetable; or 3) 51% or more (by weight) whole grain ingredients
Cereals, Soups, Pastas, and Meats				≤ 480mg	
Pizza, Sandwiches, and Main Dishes				≤ 600mg	
Meals				≤ 770mg	
CHILDREN'S ADVERTISING REVIEW UNIT					
All Advertising	Amount of product featured should not exceed the serving size on the Nutrition Facts panel. Meal ads should not show more than 1/3 RDAs.	No standard	No standard	No standard	"Advertising of food products should encourage responsible use of the product with a view toward healthy development of the child." Breakfast ads should show 3 of 5 food groups. Other meal ads should show 4 of 5 food groups. "Advertisements representing mealtime should clearly and adequately depict the role of the product within the framework of a nutritionally balanced meal." "Snack foods should be clearly represented as such, and not as substitutes for meals." Ads should not disparage healthy lifestyle choices, or the consumption of fruits or vegetables, or other foods recommended for increased consumption.
AMERICAN BEVERAGE ASSOCIATION					
<i>Elementary Schools</i>					
Milk (Regular and Flavored)	≤ 8oz and 150 cal	Only low- and non-fat	Use a calorie limit	No standard	Milk includes nutritionally equivalent milk alternatives (per USDA), such as soy milk
Juice	≤ 8oz, 120 cal, and no added sweeteners		No added sweeteners		Only 100% juices; must contain at least 10% of the recommended daily value for three or more vitamins and minerals
<i>Middle Schools</i>					
Milk (Reg and Flav)	≤ 10oz and 150 cal	Only low- and non-fat	Use a calorie limit	No standard	Milk includes nutritionally equivalent milk alternatives (per USDA), such as soy milk
Juice	≤ 10oz, 120 cal, and no added sweeteners		No added sweeteners		Only 100% juices; must contain at least 10% of the recommended daily value for three or more vitamins and minerals
<i>High Schools - At least 50% of beverages must be water and no or low calorie options</i>					
Bottled Water	No standard	No standard	No standard	No standard	

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No- or Low-Calorie Beverages	≤ 12oz ≤ 10 cal per 8 oz	No standard	Use calorie limit	No standard	Milk includes nutritionally equivalent milk alternatives (per USDA), such as soy milk
Milk (Regular and Flavored)	≤ 12oz ≤ 150 cal per 8 oz	Only low- and non-fat			
Juice	≤ 12oz ≤ 120 cal per 8 oz	No standard	No added sweeteners	No standard	Only 100% juices; must contain at least 10% of the recommended daily value for three or more vitamins and minerals.
Light Juice and Sports Drinks	≤ 12oz < 66 cal per 8 oz		Use calorie limit		
Companies that Belong to the Children's Food and Beverage Advertising Initiative					
BURGER KING	≤ 560 cal per meal	< 30% cal from fat < 10% from sat fat No added trans fat	< 10% of cal from added sugars	≤ 600mg	Must contain "excellent" or "good" source of at least two of the following nutrients: calcium, fiber, potassium, magnesium, or vitamin E.
CADBURY ADAMS – No advertising to children					
CAMPBELL SOUP COMPANY					
Soups	≤150 cal	≤ 3g total fat ≤ 1g saturated fat & ≤ 15% cal from sat fat 0g trans fat	≤ 12g sugars from sources other than fruit, vegetables, or dairy	≤ 480mg	Will continue to advertise regular tomato soup in 2008.
Snack Crackers	≤170 cal	≤ 35% cal from fat ≤10% from sat fat 0g trans fat		No standard	Considered a sound choice if packaged in 100-calorie package, regardless of whether it meets other nutrition standards.
Canned Pasta	≤ 300 cal	≤ 35% cal from fat ≤ 10% cal from sat fat 0g trans fat Pastas with meat: ≤ 10g fat ≤ 4.5g sat fat 0g trans fat		Must have 25% less sodium than the largest selling SKU	Must contribute a serving of vegetables or a one-ounce equivalent of whole grains, plus a good source of two or more nutrients, at least one of which is among those in short supply in children's diets
COCA COLA COMPANY - No advertising to children; See ABA beverage standards for schools.					
CONAGRA					
Popcorn	≤ 200 cal	≤ 35% cal from fat ≤ 10% cal from sat fat 0g labeled trans fat	≤ 25% of cal from added sugars	≤ 480mg	≥ 10% DV for 1 nutrient At least 1 oz equivalent whole grain food
Nuts and Seeds/Peanut Butter	≤ 200 cal	≤ 35% cal from fat			≥ 10% DV for 1 nutrient At least 1 oz equivalent meat and beans

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Pudding	≤ 100 cal	≤ 10% of cal from sat fat and 0g labeled trans fat	≤ 25% of cal from added sugars	≤ 240mg	No standard
Canned Pasta	≤ 350 cal			≤ 750mg	≥ 10% DV for 2 nutrients At least ¼ cup vegetable or fruit or 8g whole grain
Meals	≤ 500 cal			≤ 760mg	≥ 10% DV for 3 nutrients At least ¼ cup vegetable or fruit or 8g whole grain
DANNON (per labeled serving)	No standard	2-3 yr olds: ≤ 30% cal from fat 4-12 yr olds: ≤ 25% cal from fat < 10% cal from sat fat OR ≤ 1g of sat fat 0g labeled trans fat	≤ 12.5g added sugars	≤ 230mg	Must contain ≥ 10% DV of calcium
GENERAL MILLS	≤ 175 cal	Meets FDA “healthy” criteria or < 1g of saturated fat and 0g trans fat	≤ 12g (excluding dairy and fruit/vegetable sugars)	Meets FDA “healthy” criteria or Supplies ½ serving of fruit, vegetable, whole grain or low-fat dairy <u>and</u> provides ≤ 230mg for cereals and snacks or ≤ 480mg for side and main dishes	Contains at least 10% Daily Value of one of the following: vitamin A, vitamin C, calcium, iron, protein or fiber. or Has at least half a serving of fruit, vegetables, whole grain, or milk product. FDA “healthy” criteria: 3g or less of total fat, 1g or less of saturated fat and ≤15% of calories from saturated fat, 480mg or less of sodium, 60mg or less of cholesterol, and contains at least 10% Daily Value of one of the following: vitamin A, vitamin C, calcium, iron, protein or fiber.
HERSHEY’S - No advertising to children					
KELLOGG	≤ 200 cal	≤ 2g of sat fat 0g trans fat	≤ 12g (excluding sugars from fruit, dairy, and vegetables)	≤ 230mg Exception: Frozen waffles (≤ 460mg / 20% DV)	No standard
KRAFT – All foods must meet standards or must be free of, low in, or at least 25% reduced in at least one of the following: calories, fat, saturated fat, sugar or sodium.					
Beverages	≤ 120 cal ≤ 8oz	No standard	≤ 25% cal from added sugars	No standard	Must have at least 2.5 g of fiber or 8 g whole grain. Must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein, or fiber; or contain at least a half-serving of fruit or vegetable or 8 g of whole grain; or has a functional nutrition benefit.

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Cereal	≤ 170 cal	≤ 30% cal from fat ≤ 10% of cal from sat plus trans fats	≤ 25% cal from added sugars	≤ 360mg	Must have at least 2.5 g of fiber or 8 g whole grain. Must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fiber; or contain at least a half-serving of fruit or vegetable or 8 g of whole grain; or has a functional nutrition benefit.
Cheese & Dairy	≤ 100 cal	< 3g of fat < 2 g of sat plus trans fats	< 25% cal from added sugars	< 480mg for cottage and ricotta cheeses only < 290mg for all other cheese & dairy	Must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fiber; or contain at least a half-serving of fruit or vegetable or 8 g of whole grain; or has a functional nutrition benefit.
Convenient Meal Products	250-600 cal	< 30% cal from fat < 10% of cal from sat plus trans fats	< 25% cal from added sugars	480 – 690mg	
Cookies & Crackers	≤ 100 cal			≤ 290mg	
Desserts	≤ 100 cal			≤ 360mg	
Hummus, Mayonnaise & Miracle Whip	≤ 50 cal			≤ 140mg	
Meat and Meat Alternatives	60-110 cal			≤ 1-4g fat ≤ 0.5 – 1.5 g sat plus trans fats	No standard
Nut and Nut-Based Snacks	≤ 200 cal	≤ 20 g fat ≤ 2g sat plus trans fats	≤ 10% cal from added sugars	≤ 290mg	Must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fiber; or contains at least a half-serving of fruit or vegetable; or has a functional nutrition benefit.
Salad Dressing	≤ 80 cal	≤ 30% cal from fat ≤ 10% of cal from sat plus trans fats	≤ 25% cal from added sugars	≤ 290mg	
Salted Snacks	≤ 100 cal				
MARS, INC	≤ 150 cal	≤ 2g sat plus trans fats ≤ 0.5g trans fat	≤ 35% by weight	No standard	Must have ½ serving of fruit, vegetable, whole grain or low-fat dairy; or 25% reduced in total fat, sodium, or sugar; or excellent source (20%) of a shortfall nutrient (vitamins E & K, magnesium, calcium, or fiber).
MCDONALD'S (Advertised Meal)	≤ 600 cal	≤ 35% cal from fat ≤ 10% cal from sat fat	≤ 35% by weight	No standard	Only low-fat milk and water are included in advertised meal combinations.
NESTLE					
Juice	≤ 8 oz ≤ 170 cal	No standard	No standard	No standard	Must be 100% juice
Nesquik Flavored Milk	≤ 8 oz	Low- or no-fat milk	Must be "kept to a minimum;" Only will market no and lower sugar options	No standard	Must be a "good" to "excellent" source of calcium

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Push-Up Frozen Dairy Dessert	≤ 100 cal	No standard	No standard	No standard	Must deliver a functional benefit by providing an excellent source of a positive nutrient like Vitamin C or Calcium.
PEPSICO – All products must meet added sugars standard unless the product contains 10% DV of fiber, delivers a functional benefit, or is reduced in cal, fat, sugars or sodium 25% less than original. See ABA standards for schools.					
Beverages	See ABA for schools	≤ 3g fat ≤ 1g sat fat No trans fat	≤ 25% of cal from added sugars (see exceptions above)	≤ 480mg	Most foods & beverages: Must contain 10% or more of DV of one or more of vitamins A or C, iron, calcium, protein or fiber.
Foods	No standard	≤ 30% cal from fat ≤ 1 g sat fat No trans fat	≤ 25% of cal from added sugars (see exceptions above)	≤ 480mg	Most foods & beverages: Must contain 10% or more of DV of one or more of vitamins A or C, iron, calcium, protein or fiber.
Snacks	No standard	≤ 35% cal from fat ≤ 1g sat fat No trans fat		≤ 270mg	
UNILEVER					
Popsicles	≤ 110 cal	≤ 2.5g sat fat or ≥ 25% reduction vs reference food < 2% of cal from trans fat exc. linoleic acid	≤ 25% weight from total sugars and ≤ 20% weight from added sugars	≤ 1.6mg per cal or < 100mg/100g)	No standard
Peanut Butter	No standard	≤ 10% cal or 33% of total fat from sat fat < 2% of cal from trans fat exc. linoleic acid	≤ 25% cal from total sugars or ≤ 7g added sugars per 100g serving		
Companies that DO NOT Belong to the Children's Food and Beverage Advertising Initiative					
BIMBO BAKERIES	No standard	No standard	No standard	No standard	No standard
BRACH'S CONFECTIONERS, INC.	No standard	No standard	No standard	No standard	No standard
CEC ENTERTAINMENT, INC./ CHUCK E. CHEESE'S RESTAURANTS	No standard	No standard	No standard	No standard	No standard
DAIRY QUEEN	No standard	No standard	No standard	No standard	No standard
FRANKFORD COMPANY	No standard	No standard	No standard	No standard	No standard

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H.J. HEINZ COMPANY	When portraying eating occasions, appropriate serving size should be utilized. The amount of food product should be within reasonable levels for the situation depicted.	No standard	No standard	No standard	No standard
HORMEL FOOD CORPORATION	Avoid showing over-consumption with any of its products	No standard	No standard	No standard	No standard
IHOP	No standard	No standard	No standard	No standard	No standard
MCKEE FOODS CORPORATION	No standard	No standard	No standard	No standard	No standard
PERFETTI VAN MELLE	No standard	No standard	No standard	No standard	No standard
POST	No standard	No standard	No standard	No standard	No standard
PROCTOR & GAMBLE	No standard	No standard	No standard	No standard	No standard
SARA LEE CORPORATION	No standard	No standard	No standard	No standard	No standard
SUBWAY	No standard	No standard	No standard	No standard	No standard
TOPPS, INC.	No standard	No standard	No standard	No standard	No standard
YUM! BRANDS	No standard	No standard	No standard	No standard	No standard
MEDIA COMPANIES (APPLIES PREDOMINANTLY TO LICENSING)					
CARTOON NETWORK - No restrictions on advertising of condiments					
Beverages (per 8-oz serving)	≤ 200 calories	≤ 35% cal from fat ≤ 10% cal from sat fat 0g trans fat	≤ 22g of sugar	≤ 200mg	Must also provide at least 10% of one or more of vitamins A or C, iron, calcium, protein or fiber. Beverages may include water without flavoring, additives, or carbonation; low-fat and nonfat milk including lactose-free and soy beverages and flavored milk; and beverages that do not contain carbonation or caffeine with the exception of trace amounts of naturally occurring caffeine substances.
Main Dishes	270-360 cal	≤ 35% cal from fat ≤ 10% cal from sat fat 0g trans fat	≤ 35% of cal	≤ 600mg	No advertising of processed meats. No restrictions on fresh fruits or vegetables. Fruits, vegetables, and legumes in other forms should be accepted when they have no added sugar or oil.
Meals	≤ 600 cal			≤ 800mg	
Side Dishes & Snacks	≤ 200 cal			≤ 35% of cal, except for yogurt, which has a limit of 30g of sugars per 8-oz portion	

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ION MEDIA - Qubo Network and programming on NBC and Telemundo					
Beverages	Dairy bevs: ≤ 100 cal Water/Water based bevs: ≤ 10 cal Ads for juice bevs must indicate that “consumption should be limited to no more than one small serving of no more than 6oz per day.”	0g trans fat Dairy bevs: ≤ 3g fat	Dairy bevs: < 6g	No standard	Dairy bevs: At least 2g protein Only ads for juice bevs, low-fat dairy bevs, water, and water based bevs allowed. Consumption of low-fat milk as a refreshment should be encouraged.
Cereal	≤ 200 cal	≤ 7g fat ≤ 2g sat fat 0g trans fat	≤ 12g	< 250mg	No standard
Complete Meals	≤ 500 cal	≤ 17g fat ≤ 7g sat fat 0g trans fat	≤ 13g	< 1300mg	At least 5g fiber No advertising of processed meats No restrictions on fresh fruits or vegetables. Fruits, vegetables, and legumes in other forms should be accepted when they have no added sugar or oil. No restrictions on advertising of condiments Consumption of low-fat milk as a refreshment should be encouraged
Diary Products	≤ 100 cal	≤ 3g fat	< 6g	< 200mg	At least 2g protein
Main Dishes	≤ 300 cal	≤ 10g fat ≤ 4g sat fat 0g trans fat	≤ 8g	< 800mg	At least 3g fiber
Side Dishes	≤ 200 cal	≤ 7g fat ≤ 3g sat fat 0g trans fat	≤ 5g	< 500mg	At least 2g fiber No advertising of processed meats No restrictions on fresh fruits or vegetables. Fruits, vegetables, and legumes in other forms should be accepted when they have no added sugar or oil
Snacks	≤ 100 cal Breads and pastries: < 200 cal	≤ 7g fat ≤ 3g sat fat 0g trans fat	< 6g	< 200mg	At least 2g protein No restrictions on fresh fruits or vegetables. Fruits, vegetables, and legumes in other forms should be accepted when they have no added sugar or oil.
SESAME WORKSHOP – All foods and beverages “should be age-appropriate and consistent with those proposed by the AAP and national dietary guidelines.” Where applicable, food products must be rich in whole grain (with reduced or low levels of fat, sugars, and sodium).					
<i>Primary Food Targets</i> – Highest level of consideration and priority by Sesame Workshop					
Fresh and Frozen Fruits and Vegetables	See above	No standard	No standard	No standard	No standard
Dairy Products (including yogurt)	See above	Low-fat (< 3g fat) or fat-free (< 0.5g)	No artificial sweeteners	No standard	If possible, fortified with Vitamin D

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Food Products Rich in Whole Grains	See above	At least 25% less fat	At least 25% less sugars No artificial sweeteners	At least 25% less sodium	No Standard
Eggs, Fish, Meat, or Poultry	See above	No standard	No artificial sweeteners	No standard	No standard
<i>Secondary Food Targets</i> – Also highly considered					
Canned/jarred fruits	No standard	No standard	In light own juice or light syrup	No standard	No standard
Canned/jarred vegetables	No standard	No standard	Preferably low-sodium (<140mg) or sodium-free (<5mg)	No standard	No standard
Fruit Juice	No standard	No standard	No standard	No standard	Must be calcium-enriched and 100% fruit juice
Flavored Milk and Dairy Products	No standard	Low-fat (< 3g fat) or fat-free (<0.5g)	At least 25% less sugars	No standard	
Frozen Foods/Meals that fit within food guidelines	No standard	No standard	No standard	No standard	No standard
Water Bottles (including natural fruit-flavored)	0 cal	No standard	No sugars	No standard	No standard
Cookies made with whole grain	At least 25% less calories than reference food	At least 25% less fat than reference food	At least 25% less sugar than reference food No artificial sweeteners	No standard	No standard
<i>Special Occasion</i> - Cakes, cupcakes, cookies for birthdays, holidays, and other celebratory events clearly labeled as such and will not carry the HHFL logo.					
<i>Restricted Foods:</i> Confections (candies and chocolates, artificial sweeteners, cold-cuts, soy beverages, fruit snacks, soda, sports drinks, vitamin water, and hot dogs and dried fruit and nuts (choking hazard))					
WALT DISNEY COMPANY - Disney will continue to license special-occasion sweets such as birthday cakes and seasonal candy as part of its product range but will limit the number of indulgence items in its licensed portfolio to 15% by 2010. In addition, most special-occasion sweets will be available in single-serving packets.					
<i>Beverages</i>					
Water/Water-Based Beverages	≤ 20 cal	No standard	≤ 5g	No standard	No added caffeine
Juice Beverages	≤ 110 cal ≤ 8oz	No standard	No added sugars (except for 5g for cranberry juice)	No standard	At least 50% real juice No added caffeine
Dairy Beverages – Promotional Tie-Ins	≤ 170 cal ≤ 8oz	1% or less milk fat No added trans fat Baby-targeted foods may be promoted with whole milk	≤ 17g of sugar per 100 calories	No standard	No added caffeine

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Dairy Beverages - Licensing	≤ 170 cal ≤ 8oz	2% or less milk fat	≤ 35% of cal	No standard	
<i>Foods</i>					
Cereal – Promotional Tie-Ins	No standard	No standard	< 10g per oz	No standard	No standard
Cereal – Licensing	No standard	No standard	< 10g per oz	No standard	No standard
Snacks – Tie-In Promotions	≤ 150 cal	Per 100 cal: ≤ 3.9g fat ≤ 1g sat fat 0g trans fat	≤ 6g per 100 cal	≤ 350mg	No standard
Snacks - Licensing		30-35% of cal from fat ≤ 10% cal from sat fat 0g trans fat	20-25% of cal	≤ 150-350mg	Fresh fruit and vegetables, real cheese, and nut-based snacks can exceed the fat grams per serving but must meet other requirements
Yogurt – Tie-In Promotions	≤ 170 cal	1% or less milk fat Baby-targeted items are exempt.	≤ 17g per 100 cal	No standard	No standard
Yogurt – Licensing		2% or less milk fat	≤ 35% of cal	No standard	No standard
Side Dishes – Tie-In Promotions	≤ 200 cal	Per 100 cal: < 3.2g fat < 1g sat fat 0g trans fat	≤ 2.5g per 100 cal	≤ 350mg	No standard
Side Dishes – Licensing	150-200 cal	25-30% of cal from fat 8.5-10% from sat fat 0g trans fat	≤ 10% of cal	≤ 100-350mg	Must have 1-6+g fiber
Main Dishes – Tie-In Promotions	270-360 cal	Per 100 cal: ≤ 3.2g fat ≤ 1g sat fat 0g trans fat	≤ 2.5g per 100 cal	≤ 800mg	No standard
Main Dishes - Licensing		25-30% of cal from fat 8.5-10% from sat fat 0g trans fat	≤ 10% of cal	≤ 600-800mg	Must have 1-5+g fiber
Complete Meals – Tie-In Promotions	No standard	Per 100 cal: ≤ 3.2g fat ≤ 1g sat fat 0g trans fat	≤ 2.5g per 100 cal	≤ 1000mg	No standard

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Complete Meals - Licensing	360-560 cal	25-30% of cal from fat 8.5-10% from sat fat 0g trans fat	≤ 10% of cal	≤ 1000mg	Must have 1-5+g fiber
Special Occasion Sweets – Licensing	≤ 200 cal	0g trans fat	≤ 2.5g per 100 cal	No standard	No standard
DISCOVERY	No standard	No standard	No standard	No standard	No standard
PBS	No standard	No standard	No standard	No standard	No standard
VIACOM/ NICKELODEON – Uses food company standards for licensing					
OTHER: SMART CHOICES PROGRAM (KEYSTONE STANDARDS)					
<i>Beverages</i>					
Water (Plain And Carbonated)	No standards Products qualify automatically				
Other Beverages	≤ 20cal	No standard	No standard	No standard	No additional requirement
<i>(except 100% Juices -- see Processed Fruits and Vegetables; and Soy Beverages -- see Milk, Dairy Products, and Dairy Substitutes below)</i>	≤ 40cal	≤ 3g fat; ≤ 1g sat fat; 0g trans fat;	No standard	≤ 140mg	Must offer ≥ 10% Daily Value of at least one of: calcium, potassium, fiber, magnesium, vitamin A, vitamin C, or vitamin E; <i>or</i> must provide at least ½ a serving of one of the following food groups: fruits, vegetables, or fat-free/low-fat milk products.
	≤ 60cal fruit & vegetable juices	≤ 60mg cholesterol			Must offer ≥ 10% Daily Value of at least one of: calcium, potassium, fiber, magnesium, vitamin A, vitamin C, or vitamin E; <i>and</i> must provide at least ½ a serving of one of the following food groups: fruits, vegetables, or fat-free/low-fat milk products.
<i>Foods</i>					
Fresh/Frozen/ Canned Fruits and Vegetables with No Additives	No standards Products qualify automatically				
Processed Fruits and Vegetables (Including 100% Juices)	No standard	≤ 3g total fat; ≤ 1g sat fat; 0g trans fat	≤ 8 cal from added sugars (or 0g for 100% juice)	≤ 240 mg	Must offer ≥ 10% Daily Value of at least one of: calcium, potassium, fiber, magnesium, vitamin A, vitamin C, or vitamin E; <i>or</i> must provide at least ½ a serving of one of the following food groups: fruits, vegetables, fat-free/low-fat milk products, or whole grains (8 grams per serving).
Breads, Grains, Pasta, and Flours	No standard	≤ 35% cal from fat; < 10% cal from sat fat; 0g trans fat	≤ 25% cal from added sugars	≤ 240mg	Must offer ≥ 10% Daily Value of at least one of: calcium, potassium, fiber, magnesium, vitamin A, vitamin C, or vitamin E; <i>or</i> must provide at least ½ a serving of one of the following food groups: fruits, vegetables, fat-free/low-fat milk products, or whole grains (8 grams per serving; ½ of grains must be whole).
Breakfast Cereals			≤ 12g added sugars	≤ 240mg (< 43g per serving) ≤ 290mg (≥ 43g per serving)	

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Cheese and Cheese Substitutes	No standard	≤ 3g total fat; ≤ 2g sat fat; 0g trans fat (excl. naturally occurring); ≤ 60mg cholesterol	≤ 25% cal from added sugars	≤ 240 mg	Must offer ≥ 10% Daily Value of at least one of: calcium, potassium, fiber, magnesium, vitamin A, vitamin C, or vitamin E; <i>or</i> must provide at least ½ a serving of one of the following food groups: fruits, vegetables, fat-free/low-fat milk products, or whole grains (1/2 serving or 8 grams per serving).
Milk, Dairy Products, and Dairy Substitutes (Including Soy Beverages)			≤ 12g added sugars per cup		
Meat, Fish, and Poultry	No standard	≤ 5g fat per RACC (& per 100g); <i>Fatty fish containing 500mg/3oz of DHA/EPA are not limited by total fat</i> ≤ 2g per RACC (& per 100g) sat fat; 0g trans fat (excl. naturally occurring); ≤ 95mg per RACC (& per 100g) cholesterol	≤ 25% cal from added sugars	≤ 140mg if single ingredient raw ≤ 480mg otherwise	No standard
Meat Alternatives (Including Soy Burgers, Vegetable Proteins, Beans, Eggs and Egg Substitutes)		≤ 35% cal from fat; < 10% cal from sat fat; 0g trans fat		≤ 480mg	
Soups, Meal Sauces, and Mixed Side Dishes	No standard	≤ 35% cal from fat (or ≤ 3g for items ≤ 100 cal); < 10% cal from sat fat; 0g trans fat; ≤ 60mg cholesterol	≤ 25% cal from added sugars (or ≤ 6g for items ≤ 100 cal)	≤ 480mg	Must offer ≥ 10% Daily Value of at least one of: calcium, potassium, fiber, magnesium, vitamin A, vitamin C, or vitamin E; <i>or</i> a food must provide at least ½ a serving of one of the following food groups: fruits, vegetables, fat-free/low-fat milk products, or whole grains (1/2 serving or 8 grams per serving).
Entrees, Sandwiches, Main Dishes, and Meal Replacements	≤ 450cal	≤ 35% cal from fat; < 10% cal from sat fat; 0g trans fat; ≤ 60mg cholesterol	≤ 25% cal from added sugars	≤ 600mg	Must offer ≥ 10% Daily Value of at least one of: calcium, potassium, fiber, magnesium, vitamin A, vitamin C, or vitamin E; <i>or</i> must provide at least one serving of one of the following food groups: fruits, vegetables, fat-free/low-fat milk products, or whole grains (1 serving or 16 grams per serving; half of the grains must be whole). "One serving" may come from multiple food groups, in increments of ¼ servings.
Meals (≥ 40g of ≥ 3 Food Groups)	≤ 600cal	≤ 35% cal from fat; < 10% cal from sat fat; 0g trans fat; ≤ 90mg cholesterol			Must offer ≥ 10% Daily Value of at least one of: calcium, potassium, fiber, magnesium, vitamin A, vitamin C, or vitamin E; <i>and</i> must provide at least 1.5 servings of one of the following food groups: fruits, vegetables, fat-free/low-fat milk products, or whole grains. No more than ½ serving may come from juice.

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Seeds, Nuts, and Butters	No standard	≤ 28% cal from sat fat; 0g trans fat	≤ 25% cal from added sugars	≤ 240mg	No standard
Fats, Oils and Spreads (Including Butter)		≤ 28% cal from sat fat; 0g trans fat; ≤ 60mg cholesterol		≤ 140mg	
Sauces, Dressings and Condiments		≤ 100cal		≤ 28% cal from sat fat; 0g trans fat; ≤ 30 mg cholesterol	
Snack Foods and Sweets	≤ 160cal	≤ 35% cal from fat; (or ≤ 3g for items ≤ 100 cal); < 10% cal from sat fat (or ≤ 1g for items ≤ 100 cal); 0g trans fat; ≤ 60mg cholesterol	≤ 25% cal from added sugars (or ≤ 6g for items ≤ 100 cal)	≤ 240mg	Must offer ≥ 10% Daily Value of at least one of: calcium, potassium, fiber, magnesium, vitamin A, vitamin C, or vitamin E; <i>or</i> must provide at least ½ a serving of one of the following food groups: fruits, vegetables, fat-free/low-fat milk products, or whole grains (1/2 serving or 8 grams per serving).
Chewing Gum	≤ 20cal	0g fat; 0g sat fat; 0g trans fat	0g	No standard	Must qualify for a sugar-free claim
Desserts	≤ 20cal ≤ 200cal	≤ 35% cal from fat (≤ 3g fat for items ≤ 100 cal); < 10% cal from sat fat (≤ 1g sat fat for items ≤ 100 cal); 0g trans fat; ≤ 60 mg cholesterol	≤ 25% cal from added sugars (or ≤ 6g for items ≤ 100 cal)	≤ 240 mg	No standard
Frozen, Dairy-Based Desserts	≤ 150cal				≤ 12g added sugars
OTHER: UNITED KINGDOM FOOD STANDARDS AGENCY					
<i>Foods & Beverages</i> Note: Beverages with a score of 1 point or more are considered high in fat, sugars, or salt (HFSS).	Ranges (cal): 0 points- ≤ 80; 1 point- > 80; 2 points- >160...10 points- > 800	Sat fat ranges (g): 0 points- ≤ 1 ; 1 point- > 1; 2 points- > 2 ... 10 points- > 10	Ranges (g): 0 points- ≤ 4.5; 1 point- > 4.5; 2 points- > 9...10 points- > 45	Ranges (mg): 0 points- ≤ 90; 1 point- > 90; 2 points- > 180...10 points- > 900	(Subtract points) Protein (g): 0 points- ≤ 1.6; 1 point- > 1.6; 2 points- >3.2...5 points- > 80 Fiber (g): 0 points- ≤ 0.7; 1 point- > 0.7; 2 point-: > 1.4...5 points- > 3.5 Fruits, vegetables, and nuts (% by weight): 0 points- ≤ 40; 1 point- > 40; 2 points- >60...5 points- > 80