

## Appendix 1 to Draft Regulations

### Foods and beverages that are considered unhealthy under these Regulations

Unhealthy foods and beverages are energy-dense, salty, sweet or nutrient-poor foods, cf. section 3 b) of the Regulations. Energy-dense foods are foods with a high energy content per unit weight or volume. These often have a high content of fat, sugar or salt. Nutrient-poor foods are foods with a low content of vitamins, minerals and dietary fibre per unit weight or volume. Foods that are considered energy-dense, salty, sweet or nutrient-poor under these Regulations either have a high content of energy, fat, saturated fat, sugars or salt, or a low content of vitamins, minerals and dietary fibre.

Marketing practices aimed at children for the foods listed in the table are prohibited, cf. section 4 of the Regulations.

The food groups in the table are demarcated according to their position/item number in the Norwegian Customs Tariff<sup>1</sup>, provisions in the Regulations on Excise Duties<sup>2</sup>, or content of energy and nutrients. The relevant means of demarcation for the individual food group is provided in the table.

Where the table states limits for the content of energy and nutrients, these limits are per 100 g of ready-to-eat products (prepared according to the manufacturer's instructions).

Where a customs tariff position or item number is preceded in the table by the prefix "ex" ("extract") only part of the relevant position or item number is covered by the prohibition in section 4 of the Regulations. The table stipulates which parts of the relevant position or item number are covered by the prohibition. If there is no "ex" prefix before a position or item number, all foods in the relevant position or item number are covered by the prohibition.

Foods that satisfy the criteria in Regulations of 17 June 2009 No. 665 relating to the voluntary labelling of foods with the Keyhole are not covered by the prohibition on marketing practices aimed at children, cf. section 4, third paragraph of the Regulations.

Food groups	Energy-dense, salty, sweet or nutrient-poor foods, cf. section 3, point b)	Position or item number in the customs tariff
CHOCOLATE AND SUGAR PRODUCTS, SWEET TOPPINGS AND DESSERTS	<i>Chocolate and sugar confectionery</i>	
	- Sugar confectionery (including white chocolate), not containing cocoa	17.04
	- Chocolate and other food preparations containing cocoa	18.06
	<i>Sweet toppings and desserts</i>	ex 17.04, ex 18.06, ex 19.01, ex 21.06
SNACKS	<i>Popcorn and maize corn</i>	ex 17.04, ex 18.06, 19.04.1091, ex 20.08.9903, ex 21.06.9090, ex 10.05.9090
	<i>Salted nuts and salted mixed nuts, including with fruit content</i>	ex 20.08
	<i>Salted biscuits, pretzels and salt sticks</i>	ex 19.05.9034
	<i>Other snacks</i>	
	- Snacks, made from rice or maize	ex 19.04.1098
- Snacks, made from dough	19.05.9093	
- Snacks, made directly from potato	ex 20.05.2099	
	<i>Energy bars</i>	ex 17.04, ex 18.06,

<sup>1</sup> [www.toll.no](http://www.toll.no)

<sup>2</sup> Regulations of 11 December 2001 No 1451 on Excise Duties.

Food groups	Energy-dense, salty, sweet or nutrient-poor foods, cf. section 3, point b)	Position or item number in the customs tariff
		ex 19.04, ex 19.05, ex 20.05, ex 20.08, ex 21.06
BEVERAGES <sup>3</sup>	<p><i>Beverages</i> that are liable to duty under Regulations on Excise Duties<sup>4</sup>, chapter 3-4, "Duty on non-alcoholic beverages". This covers non-alcoholic beverages with added sugar or sweeteners.</p> <p>This does not cover</p> <ol style="list-style-type: none"> <li>milk products with added sugar up to a limit of 15 g per litre,</li> <li>mixes of products that are otherwise not liable to duty,</li> <li>juice and "saft", including those reconstituted from concentrate, as long as they have no added sugar or sweeteners,</li> <li>beverages as defined in the Regulations on Excise Duties section 3-4-1, second paragraph, point d)</li> </ol>	
FAST FOOD <sup>5</sup>	<p><i>Fast food</i> with a content per 100 g of ready-to-eat product<sup>6</sup>:</p> <ul style="list-style-type: none"> <li>- Higher than 950 kJ (225 kcal) of energy, or:</li> <li>- Higher than 4 g of saturated fat, or:</li> <li>- Higher than 1 g of salt<sup>7</sup></li> </ul>	
EDIBLE ICE	<i>Edible ice, including with cocoa content</i>	21.05
BREAKFAST CEREALS	<p><i>Breakfast cereals</i> with a content per 100 g of ready-to-eat product:</p> <ul style="list-style-type: none"> <li>- Higher than 20 g of total sugars, or:</li> <li>- Lower than 6 g of dietary fibre</li> </ul>	ex 18.06, ex 19.04
CAKES, BISCUITS AND OTHER SWEET BAKER'S WARES	<p><i>Cakes, biscuits and other sweet baker's wares</i></p> <ul style="list-style-type: none"> <li>- Cakes, biscuits and other sweet baker's wares</li> <li>- Cake mix, cake batter, waffle batter</li> </ul>	ex 19.05 ex 19.01
YOGHURT AND SIMILAR	<p><i>Yoghurt and similar</i><sup>8</sup></p> <ul style="list-style-type: none"> <li>- Yoghurt, flavoured sour milk and drinking yoghurt</li> <li>- Cheese-based yoghurt substitutes</li> <li>- Other yoghurt substitutes</li> </ul> <p>with a content per 100 g of ready-to-eat product:</p> <ul style="list-style-type: none"> <li>- Higher than 3.3 g of fat, or:</li> <li>- Higher than 11 g of total sugars</li> </ul>	ex 04.03, ex 22.02 ex 04.06, ex 19.01, ex 21.06

<sup>3</sup> Drinking yoghurt and flavoured sour milk must satisfy the nutritional criteria that apply for the "yoghurt and similar" food group in these Regulations.

<sup>4</sup> Regulations of 11 December 2001 No 1451 on Excise Duties.

<sup>5</sup> Fast food is readily available food that is sold as ready-to-eat, possibly heated and packed.

<sup>6</sup> Each product that forms part of a fast food menu must fulfil the criteria for the relevant food group in this table. Three products in a fast food menu could, for example, be a cheeseburger, a soft drink and a portion of French fries.

<sup>7</sup> 1 g of salt equals 0,4 g of sodium.

<sup>8</sup> This also covers composite products, e.g. yoghurt and muesli.