

Healthier Vending guidelines

Rationale

The aim of the guidelines is to make it easier for people to make healthier choices by improving access to healthier food and beverages in vending machines, using product placement and advertising to support this. Increasing healthier food and drink options is also good for business and can generate revenue.

Vending services should meet the following standards, which include relevant elements of the Government Buying Standards for food and catering services (GBSF):

Nutrition standards

- Savoury snacks are only available in packet sizes of 30g or less
- Confectionery and packet sweet snacks are in the smallest standard single serve portion size available within the market and not to exceed 250kcal per package
- All sugar sweetened drinks to be no more than 330ml pack size and no more than 20% of beverages (procured by volume) may be sugar sweetened. No less than 80% of beverages (procured by volume) may be low calorie/no added sugar drinks
- All hot drinks should be unsweetened and sugar/sweetener has to be selected as an option

Product placement/advertising:

- Food and beverages that meet the highest nutrition standards (as above) should be more visible e.g. closer to eye level, than similar items that do not (e.g. sugar sweetened beverages)
- Promotional space on vending machines (e.g. sides and front panel) should promote healthier options only
- No multi-purchase offers should be available for sugary drinks

Additional, desirable standards:

- Each vending machine should display the total calorie content for each item as sold, clearly and conspicuously, adjacent or in close proximity to each individual item or its selection button

Other considerations:

- All food-related tenders to be widely advertised, including to SMEs
- Catering contractor or food supplier shall have a written equality and diversity policy to help ensure it and its sub-contractors are compliant with employment law provisions in the UK Equality Act (2010)
- At least 50% of tea and coffee must be produced in accordance with fair trade standards