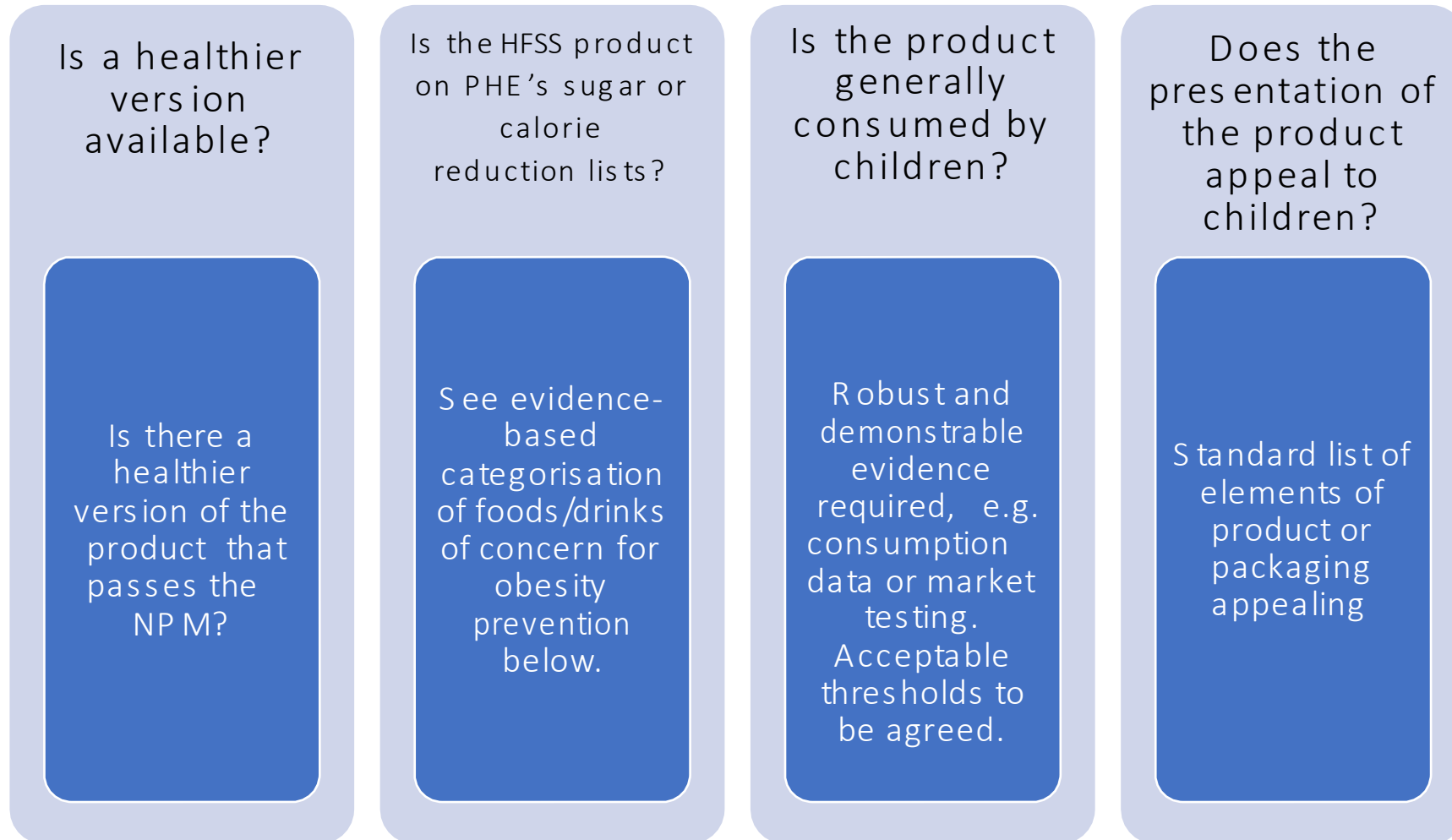


APPENDIX A: TfL Ad Policy - Consideration of product exceptions to food and non-alcohol drink high in fat, sugar and salt (HFSS)



TfL will take an overall view based on the answers to these questions when assessing requests for exceptions. This is a guide. No one question will automatically exclude a product for being considered for an exception.

HFSS products which are significant contributors of sugar and calories to UK diets are of particular concern for obesity prevention. They are therefore the focus for PHE sugar and calorie reduction programmes and will be considered as part of an overall assessment on whether a product should be granted an exception. This list should not be read as a list of banned products.

PHE Sugar reduction categories	PHE calorie reduction categories
Breakfast cereals Yoghurts Biscuits Cakes Morning goods Puddings Ice cream, lollies and sorbets Chocolate confectionary Sweet confectionary Sweet spreads and sauces Juice based drinks* Milk based drinks*	Bread with additions (e.g. olives, cheese etc) Crisps, savoury and other snacks Savoury biscuits, crackers and crispbreads Potato products (e.g. chips, croquettes, mashed potato etc.) Sausages (raw and cooked) and sausage meat products, frankfurters and hotdogs Burgers Meat, fish and vegetarian pastry pies and other pastry products Cooking sauces and pastes Table sauces and dressings Pasta/rice/noodles/ other cereals with added ingredients and flavours Ready meals with carbohydrate accompaniment (potato, rice, noodles, pasta etc.) including fish, meat and meat alternatives Meal centres without carbohydrate accompaniment (potato, rice, noodles, pasta etc.) including fish, meat and meat alternative Prepared dips and composite salads as meal accompaniments (e.g. coleslaw, potato salad, guacamole, salsa etc.) Pizza
*See: https://www.gov.uk/government/publications/sugar-reduction-juice-and-milk-based-drinks	Egg products and dishes (e.g. quiche) Food to go (e.g. sandwiches, boxed main meal salads etc.)

HFSS products of particular appeal to children may use one or more of the following marketing techniques:

- **licensed characters (from films & TV),**
- **brand equity characters**
- **cartoons**
- **animals**
- **fairy tales**
- **colourful exaggerated graphics**
- **toys, gifts, prize**
- **child-friendly product names**