

Permitted nutrition claims

This document should be read alongside the main 'Nutrition and health claims' guide.

The conditions below relate to the exact wording of the claim (low energy, for example) and any other statement that means the same or similar.

For example, 'low calorie' would have the same meaning as 'low energy' and as such would need to follow the rules for a 'low energy' claim.

Energy

Low energy

A 'low energy' claim can only be made if the product contains no more than:

- 40 calories per 100 g (for solids)
- 20 calories per 100 ml (for liquids)

Energy-reduced

An 'energy-reduced' claim can only be made if the energy it provides is reduced by at least 30%.

You must state what has been done or changed to cause the reduction - for example, 'Sugar replaced with sweetener'.

Energy-free

An 'energy-free' claim can only be made if the product contains no more than four calories per 100 g or per 100 ml.

Fat

Low fat

A 'low-fat' claim can only be made if the product contains no more than:

- 3 g of fat per 100 g (for solids)
- 1.5 g of fat per 100 ml (for liquids)

Fat-free

A 'fat-free' claim can only be made if the product contains no more than 0.5 g of fat per 100 g or 100 ml.

You cannot state 'X% fat-free'.

Low saturated fat

A 'low in saturated fat' claim can only be made if the product contains no more than:

- 1.5 g of saturated fats and trans-fats (combined) per 100 g (for solids)
- 0.75 g of saturated fats and trans-fats (combined) per 100 ml (for liquids)

As well as the above, no more than 10% of the energy in the food can be provided by saturated fats and trans-fats.

Saturated fat-free

A 'saturated fat-free' claim can only be made if the product contains no more than 0.01 g of saturated fat and trans-fat (combined) per 100 g or per 100 ml.

Reduced saturated fat

A 'reduced saturated fat' claim can only be made if:

- the combined total of saturated fat and trans-fat (combined) is at least 30% lower than in a similar product
- the amount of trans-fat in the product is equal to or less than the amount in a similar product

Source of omega-3 fatty acids

A 'source of omega-3 fatty acids' claim can only be made if the product contains at least either:

- 0.3 g alpha-linolenic acid per 100 g and per 100 kcal
or
- 40 mg of eicosapentaenoic acid and docosahexaenoic acid (combined) per 100 g and per 100 kcal

High omega-3 fatty acids

A 'high omega-3 fatty acids' claim can only be made if the product contains at least either:

- 0.6g alpha-linolenic acid per 100 g and per 100 kcal
or
- 80 mg of eicosapentaenoic acid and docosahexaenoic acid (combined) per 100 g and per 100 kcal

High monounsaturated fat

A 'high monounsaturated fat' claim can only be made if:

- at least 45% of the fatty acids present in the product are from monounsaturated fat
- monounsaturated fat provides more than 20% of the energy of the product

One gram of fat provides nine calories / 37 kJ of energy.

High polyunsaturated fat

A 'high polyunsaturated fat' claim can only be made if:

- at least 45% of the fatty acids present in the product are from polyunsaturated fat
- polyunsaturated fat provides more than 20% of the energy of the product

One gram of fat provides nine calories / 37 kJ of energy.

High unsaturated fat

A 'high unsaturated fat' claim can only be made if:

- at least 70% of the fatty acids present in the product are from unsaturated fat
- unsaturated fat provides more than 20% of the energy of the product

One gram of fat provides nine calories / 37 kJ of energy.

Sugar

Low sugar

A 'low sugar' claim can only be made if the product contains no more than:

- 5 g of sugar per 100 g (for solids)
- no more than 2.5 g of sugar per 100 ml (for liquids)

Sugar-free

A 'sugar-free' claim can only be made if the product contains no more than 0.5 g of sugar per 100 g or 100 ml.

No added sugar

A 'no added sugar' claim can only be made if the product contains:

- no added monosaccharides or disaccharides (sugar)
- no other food that has been added for the purposes of sweetening the food

If the product contains naturally occurring sugars, you must also state: 'Contains naturally occurring sugars'.

Reduced sugar

A 'reduced sugar' claim can only be made if the amount of energy provided is equal to or less than the amount in a similar product.

Salt

Low sodium / low salt

A 'low sodium' / 'low salt' claim can only be made if the product contains:

- no more than 0.12 g of sodium or 0.3 g of salt per 100 g or per 100 ml
- for water (other than natural mineral water), no more than 0.002 g of sodium or 0.01 g of salt per 100 ml

The amount of salt can be calculated by multiplying the amount of sodium by 2.5.

Very low sodium / very low salt

A 'very low sodium' / 'very low salt' claim can only be made if the product contains no more than 0.04 g of sodium or 0.1 g of salt per 100 g or per 100 ml.

You cannot make this claim on any type of water.

Sodium-free / salt-free

A 'sodium-free' / 'salt-free' claim can only be made if the product contains no more than 0.005 g of sodium or 0.0125 g of salt per 100 g or per 100 ml.

No added sodium / no added salt

A 'no added sodium' / 'no added salt' claim can only be made if the product contains:

- no added sodium / salt
- no ingredient containing added sodium / salt
- no more than 0.12 g sodium or 0.3 g salt per 100 g / 100 ml

Fibre

Source of fibre

A 'source of fibre' claim can only be made if the product contains at least either:

- 3 g of fibre per 100 g
or
- 1 g of fibre per 100 calories

High fibre

A 'high-fibre' claim can only be made if the product contains at least either:

- 6 g of fibre per 100 g
or
- 3 g of fibre per 100 calories

Protein

Source of protein

A 'source of protein' claim can only be made if at least 12% of the energy value of the food is from protein.

One gram of protein provides four calories / 17 kJ of energy.

High protein

A 'high protein' claim can only be made if at least 20% of the energy value of the food comes from protein.

One gram of protein provides four calories / 17 kJ of energy.

Vitamins, minerals and other substances

Source of vitamins / minerals

A 'source of vitamins / minerals' claim can only be made if the product contains a significant amount (see the main 'Nutrition and health claims' guide) of the vitamin / mineral per portion consumed.

High in vitamins / minerals

A 'high in vitamins / minerals' claim can only be made if the product contains twice the significant amount per portion consumed.

Other nutrition claims

Contains X nutrient (protein, carbohydrate, fat, fibre, sodium, vitamins and minerals) or other substance

A 'contains X' claim can only be made if the product complies with the general rules on nutrition and health claims (see the main 'Nutrition and health claims' guide).

For vitamins and minerals, apply the requirements of the 'source of' claim (see above).

Increased X nutrient (protein, carbohydrate, fat, fibre, sodium)

An 'increased X' claim can only be made if the product:

- meets the requirements for 'source of vitamins / minerals' (see above)
- the nutrient has been increased by at least 30% compared to a similar product

Increased claims cannot be made for vitamins and minerals.

Reduced X nutrient (protein, carbohydrate, fat, fibre, sodium, vitamins and minerals)

A 'reduced X' claim can only be made if the nutrient has been reduced by at least 30% compared to a similar product.

For sodium / salt only, the nutrient must be reduced by at least 25% compared to a similar product.

Light / lite / diet

A 'light' etc claim can only be made if the product:

- meets the requirements for a 'reduced X nutrient' claim (see above)
- has a statement saying what makes the food 'light' (sugar replaced with sweetener etc)

Consumers understand the word 'diet' to mean reduced calorie, low fat, etc rather than believing eating it will cause them to lose weight. As such it is permitted to use the word 'diet' in the same way as a light / lite / reduced claim.

Naturally / natural

A 'natural' etc claim can only be made if the product meets the conditions for the claim naturally (that is, without anything being done to the product to achieve the condition of the claim).

For example, you could only make the claim 'naturally low in fat' if the product naturally contains less than 3 g of fat per 100 g.