



29 February 2016

Health Promotion Board
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Re: Revision of Healthier Choice Symbol (HCS) Programme Guidelines for Snack Products

HCS guidelines for all snack products under the Health Promotion Board's (HPB) Healthier Snack Symbol (HSS) Programme will be revised with effect from 26 February 2016.

The revised guidelines will see Snacks subsumed as a category under Healthier Choice Symbol (HCS). This will apply to the snack sub-categories crisps/chips, and ice cream. For details of the revised snack guidelines, please refer to Annex A.

As a transitional measure, existing industry partners with snack products carrying the Healthier Snack Symbol (HSS) will have until 1 March 2017 (1-year) to deplete current stocks and to allow time to reformulate to meet the revised guidelines.

HPB welcomes new partners with snack products that meet the revised snack guidelines to submit their application and be part of the Healthier Choice Symbol (HCS) Programme.

For further clarifications, you may write in to: HPB_HCSadmin@hpb.gov.sg or call 64353715.

HCS Admin Team
Healthy Food Products
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