



28 October 2015

Health Promotion Board
3 Second Hospital Avenue
Singapore 168937

Tel. 6435 3500
Fax. 6438 3848

www.hpb.gov.sg

Dear Sir or Madam,

Re: Revision of Sugar Guidelines for Beverage Products in the Healthier Choice Symbol Programme

As shared with industry partners in September 2015, sugar guidelines for all beverage products under the Health Promotion Board's (HPB) Healthier Choice Symbol (HCS) Programme will be revised with effect from 1 November 2015.

The revised guidelines will apply to all sugar-sweetened beverages including yogurt drinks and fruit juices. For details of the revised beverage guidelines, please refer to Annex A.

As a transitional measure, existing industry partners with beverage products carrying the Healthier Choice Symbol will have until 1 September 2016 to meet the revised sugar guidelines. This is to allow time to reformulate their HCS-certified beverages.

In conjunction with the revision, industry partners are allowed to formulate their beverage products using any of the permitted sweetening agents listed in the Thirteenth Schedule of the Food Regulations and in accordance with the conditions as stipulated. Please refer to <http://www.ava.gov.sg/legislation> for a copy of the legislation.

Please be informed that beverages containing sweetening agents will not be allowed for sale in mainstream schools. A list of drinks permitted for sale in mainstream schools can be found on the Healthier Meals in School Programme website, (<http://www.hpb.gov.sg/HOPPortal/programmes-article/3088>).

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

Thank you for supporting HPB's effort to create more options for lower calorie beverages.

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

Yours Sincerely,

HCS Admin Team
Healthy Food Products
Obesity Prevention & Management Division