

HEALTHIER DINING PROGRAMME CRITERIA FOR DESSERT

	Menu Guidelines
Minimum Outlet Size	1 outlet
Minimum Number of qualifying Lower-Sugar dessert and/or local/seasonal cakes per outlet; AND	≥3 OR ≥30% of the range of desserts ¹ on offer (whichever lower)
Healthier beverages (where applicable)	(i) Offer and promote ≥1 lower/no-sugar packaged drink (if applicable) AND (ii) Offer and promote ≥1 lower/no-sugar & no-milk freshly prepared drink option

	Publicity Guidelines
Front of House	Display of "Healthier options available here" decal/sticker at all outlet entrances
Point of Purchase Endorsement Labelling	<ul style="list-style-type: none"> • Outlets to feature ≥1 fast-moving popular dessert with pictorial representation on menu / menu boards tagged with appropriate Healthier Choice Symbol (where applicable) • All endorsed dessert to be tagged by appropriate Healthier Choice Symbol in menu books / menu boards and marketing materials
Point of Purchase Call for Action (where applicable)	Include "Ask for lower-sugar options" identifier in dessert / beverage section of menu books / menu boards

¹ Refer to Dessert section of Healthier Dining Programme Nutrition guidelines. Examples of endorse-able desserts are local clear soup desserts (e.g. red bean soup), local soup desserts containing cream (e.g. almond paste), jelly (e.g. grass jelly), pudding (e.g. mango pudding), ice cream, frozen yogurt, and local/seasonal cakes (e.g. mooncakes, nian gao, pineapple tarts).