

HEALTHIER DINING PROGRAMME CRITERIA FOR BAKERY

	Menu Guidelines
Minimum Outlet Size	All outlets (≥ 1)
Minimum Number of endorsed items per outlet	<p>≥ 3 or 30% of total menu offering (whichever lower) endorsed with:</p> <ul style="list-style-type: none"> • Wholegrain products¹ meeting HDP Wholegrain Product guidelines AND/OR • Lower calorie wholegrain¹ set meal (≤ 600 kcal) (if in line with consumer dining pattern and company strategy)
Healthier ingredients	Use of Wholegrain ingredient for all endorsed items
Healthier beverages (where applicable)	<p>(i) Offer and promote ≥ 1 lower/no-sugar packaged drink (where applicable) AND</p> <p>(ii) Offer and promote ≥ 1 lower/no-sugar & no-milk freshly prepared drink option (where applicable)</p>

	Publicity Guidelines
Front of House	Display of "Healthier options available here" decal/sticker at all outlet entrances
Point of Purchase Endorsement Labelling	<p>Mandatory:</p> <ul style="list-style-type: none"> • All endorsed items to be tagged by appropriate HDP identifiers in bread tray name display • All endorsed items to be tagged by appropriate HDP identifiers in menubook, menuboard and/or light boxes (where applicable) • Endorsed item(s) to be permanently featured at cashier counter with ≥ 1 point of sale marketing collateral(s) (e.g wobbler, tent card, counter sticker etc) • All endorsed items have to be clearly communicated on in-store marketing collaterals (where applicable) • Lower-sugar beverages to be identified (where applicable) <p>Recommended (where possible):</p> <ul style="list-style-type: none"> • Dedicated healthier section to feature and promote all endorsed items • To feature endorsed items on pull-up banner/standee
Point of Purchase Call for Action (where applicable)	Include "Ask for lower-sugar options" identifier on beverage section of menu board / in-store marketing collateral (where applicable)

¹ Refer to Wholegrain Products section of Healthier Dining Programme Nutrition guidelines.