

**Be treatwise®**  
Enjoy a balanced diet

**AiGROUP**

# **Guide for implementation of the voluntary Health Star Rating System for Australian confectionery industry**

*In conjunction with the Confectionery Trust's Be treatwise® trade mark*



April 2016

## Extract from the Guide for implementation of the voluntary Health Star Rating System for the Australian confectionery industry in conjunction with the Confectionery Trust's *Be treatwise*<sup>®</sup> trade mark (April 2016)

### Appendix B – serve size

#### *What is a serving?*

“The serving size used in the NIP is not prescribed in the *Australia New Zealand Food Standards Code*. However, serving sizes specified by the manufacturer should reflect a realistic portion of the food that a person might normally consume.”<sup>1</sup> Consumer laws require that the serving size should not be false, misleading or deceptive.

To support *Be treatwise*<sup>®</sup> and the message of responsible consumption and marketing, to help explain the place that confectionery has, as a treat food, and as part of a healthy balanced diet and active lifestyle, the industry has devised the following guidance.

The industry serving sizes follow guidance provided in the *Australian Dietary Guidelines (2013)* [www.eatforhealth.gov.au/guidelines](http://www.eatforhealth.gov.au/guidelines) that suggests the serving size of treat, ‘discretionary choices’ or extra foods is based upon the amount that provides about 600kJ of energy. For confectionery using the HSR icons, the serve/portion size is influenced by product format, type and other considerations.

In designing this guidance, the industry has considered:

- a single portion/serve of confectionery is the entire ‘single’ portion in a bar, a pack or amount that suppliers approximately 25g (+/-5g)
- the need to provide meaningful information to consumers that is realistic and not confusing
- serving size being applicable to the target market and not to manipulate energy and nutrients per serve declared through the serving size
- rounding the servings to the nearest logical whole number and declared as for example **approximately 3 serves** rather than 3½ serves, where the number of serves is not easily divisible and taking care to ensure the information makes good sense to the consumer
- the need for consistency in serving sizes across varying pack formats, where the confectionery is the same, whilst being sensitive to the single portion pack ie 35g single portion pack, 70g and 200g pack – serving sizes would be 1 x 35g; approximately 3 serves and 8 x 25g serves, respectively
- the portionability of a product
- packaging formats may also influence serving size, eg resealable packs, fun size/single portions within a multipack

The HSR System nominated reference measure for confectionery describe, where possible, the serve/portion in consumer friendly language as a serve size descriptor, such as per pack, per x snakes, per bar to enable the consumer to be better informed about the quantity of confectionery they

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<sup>1</sup> Extract from the *FSANZ User Guide to Standard 1.2.8 – Nutrition Information Requirements, December 2013*

choose to consume. In the absence of an appropriate descriptor revert to 'per [serve size]' value, ie 25g (+/-5g).

The Ai Group Confectionery Sector has not defined a serving size for gum. Whilst confectionery, it is not considered a treat food.

**Confectionery serve /portion sizes illustrated**

Confectionery	Size / descriptor
All confectionery bar products and single portion controlled products	A single bar, eg 'per bar' A 23g bag of lollies, ie 'per pack' or 'per 23g pack'
Block chocolates	Share blocks, ie 'per row' (where each row is consistent with the industry agreed serve size of 25g (+/-5g)). Alternatively, 'per x pieces'.
Assortment products, boxed chocolates	Where the energy values between units do not differ appreciably, ie 'per x pieces'.
Loose confectionery in a share pack	A 150g bag with uniform pieces (the energy values between pieces do not differ appreciably) ie 'per x snakes' or 'per x pieces'. A 150g party mix bag where there is variance in the energy values of the pieces ie 'per 25g serve'.
Multipacks / variety packs	Based on the inner pre-packed unit quantity taking into consideration product variability, eg 'per inner pack', 'per 10g pack', 'per single pack', 'per piece', 'per bar'
Novelties, Easter eggs	As a guide, follow the principle that a serve is approximately 25g (+/-5g) and consider the pack configurations and any portionability. A single 15g egg, eg 'per egg' A 200g bag containing 15g eggs, eg 'per egg' or 'per piece' A non-portionable egg, eg 'per 25g serve'
Sugarfree confectionery and chocolate	Serving size for sugarfree products is largely self-limiting due to the typical laxation response. Serving size may also vary due to the polyol or combination of polyols used and the confectionery format.

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