

HLSG 7 - Out of Home Calorie Labelling Update

Where we are

Following the start of implementation of OOH Calorie Labelling in September 2011, there are currently 41 businesses signed up to the pledge, collectively representing over 8,000 outlets and estimated to cover 18% of meals sold (see Annex A for full coverage information)

In the last three months, we have had nine new signatories to the OOH pledge – these include EAT, Burger King, Starbucks, Merlin Entertainments and Greggs. The most recent is Harper Adams University College in Shropshire, the first higher education institution to sign up. (See Annex B for current full list of partners.)

By the end of 2011, 5,000 high street outlets will be displaying calorie information, this will increase significantly next year, especially when JD Wetherspoon, Burger King and Starbucks implement their labelling (approx 2,000 outlets together). By Spring 2012 virtually all of the current partners will have labelling in place or being phased in.

Actions being taken

For Out of Home labelling to achieve the fullest public health benefit there will need to be further significant increased coverage – from the high street chains through to smaller businesses who may currently feel that due to their size they are not in position to participate directly as RD partners.

We are working on technical guidance to help interested small and medium sized businesses, who account for around 50% of all catering outlets. This will be available in first half of 2012. We also need to look at ways in which current RD partners may be able to help facilitate more effective and further reaching engagement with these smaller businesses.

We are continuing to engage with the other ‘big names’ who are not yet partners, including through meetings or phone calls with Ministers. Discussions with Subway, Whitbread and Domino’s are well advanced, and discussions are under way with Costa and Caffè Nero – coffee shops, Westbury Street Holdings, owners of Baxter Storey, - catering, and Odeon and UCI – cinema chains. We are also planning to start discussions with Gondola, which owns Pizza Express and Ask.

The OOH team will continue to speak and meet with those chain restaurants, large and small, not yet signed up, while also making new contacts in other out of home settings such as motorway service stations, cinemas and bowling alleys. Companies in this group are relatively small but are influential in their sectors and the media.

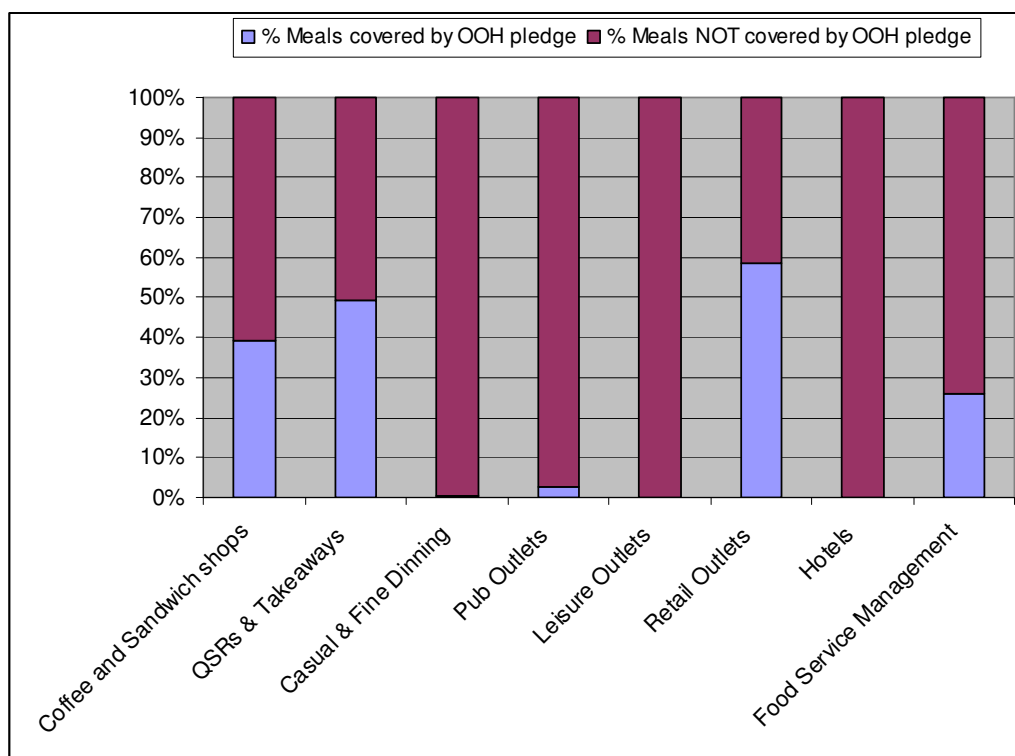
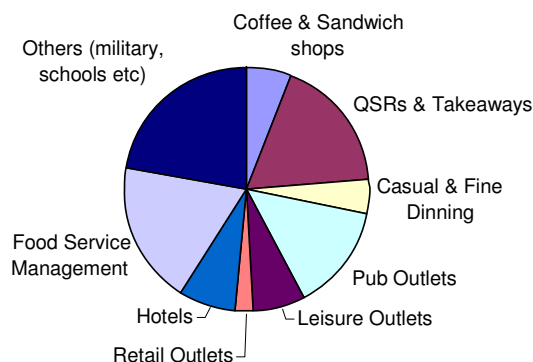
We are continuing to work with Change4Life colleagues on how they can contribute in raising consumer awareness around both this pledge and the forthcoming pledge on calorie reduction.

Questions for discussion

It would be helpful to have the HLSG's thoughts and insights into broadening and deepening the uptake and impact of the OOH Calorie Labelling pledge.

Annex A – Market Coverage

% total meals served in OOH settings by sector



Out of Home Calorie Labelling – Market Coverage Methodology Note

- The analysis is based on 2008 Horizons data which provides the number of outlets and meals sold across the whole of the catering sector in the UK. The data is broken down into various sub-sectors.
- Using information on the number of outlets owned by those companies signed up to the OOH calorie labelling pledge, estimates can be made of the average number of meals served by these companies in each sub-sector.
- However larger chains will have a greater throughput in terms of number of meals purchased than the sub-sector average. Therefore, for some sub-sectors an upper bound has been estimated to reflect this. The **mid-point** between the lower bound (each outlet serves the same number of meals) and upper bound (using increased throughput factors) is used as the estimate for the number of meals served shown in the bar graph above.
- This modelling therefore estimates the coverage achieved by the OOH CL pledge so far in each sector, along with an estimate of the total number of meals served by current pledge partners which equates to **18% of the number of meals served overall**.

Annex B – OOH Calorie Labelling pledge partners

Partners as of 18 November 2011:

Artizian
ASDA
Burger King United Kingdom Ltd
Camden Food Co.
Compass Group UK & Ireland
Co-operative Group (the)
EAT.
Greggs plc
Harper Adams University College
Harvester Restaurants
Initial Catering Services
ISS Facility Services – Food and Hospitality
ISS Facility Services Healthcare
JD Wetherspoon PLC
KFC UKI
Kraft Foods UK and Ireland
Marks & Spencer
Merlin Entertainments
McCain Foods (GB) Ltd
McDonald's Restaurant Limited
Midcounties Co-operative
MITIE Catering Services Ltd
Morrisons Supermarkets Plc
Nestle UK
Pizza Hut (UK) Limited
Pret A Manger
Rodda's
Sainsbury's Supermarket Ltd
(Seven) 7 Day Catering Ltd
SkinniMalinx Ltd
Sodexo
Southern Cooperative (The)
Starbucks Coffee Company
Tesco PLC
The Real Greek Food Co Ltd
Unilever UK Ltd
United Biscuits (UK) Limited
Waitrose
Warburtons Limited
Wimpy Restaurants Group Ltd
YO! Sushi