

Scottish Government submission of 13 February 2023

PE2003/A: Prohibit reward systems in fast food chains

Diet and Healthy Weight Delivery Plan

Improving diet and levels of healthy weight is a priority for the Scottish Government. Our [Diet and Healthy Weight Delivery Plan](#), published in 2018, sets out a comprehensive range of actions we are taking to support people to eat well and have a healthy weight. A key focus of our plan is on improving the food environment to better support and encourage people to make healthier choices and reducing diet-related health inequalities. Key actions being taken forward are set out in detail below.

Restricting promotion of food and drink high in fat, sugar or salt.

We are committed to introducing legislation to restrict promotions of food and drink high in fat, sugar or salt (HFSS) both in store and online where they are sold to the public. Last summer, we [consulted on our proposals for restricting HFSS promotions](#). The consultation ran for 12 weeks from 1 July to 23 September 2022.

The consultation set out that the food and drink we are considering targeting would include, among other things, confectionery, cakes, crisps and soft drinks with added sugar. It was proposed that only pre-packed foods within targeted categories would be within scope of the restrictions. This is because nutrition and ingredients information is more readily available on pre-packed foods, allowing a [nutrient profile model](#) to be used to identify HFSS products.

The types of restrictions we are considering targeting include both price promotions, such as multi-buys, and location restrictions, such as checkouts and front of store. Promotional rewards systems, such as those described in the petition, were not specifically consulted on. However, as part of our consultation, we also sought views on whether there were other types of promotions that should be restricted, beyond those set out in the consultation. In the letter to which the petition refers, officials encouraged the petitioner to share their views with the Scottish Government and provided details of how to participate in the consultation, which was live at the time. We are currently considering

the responses to the consultation and will publish an external analysis report and policy response in due course. Officials will inform the Committee once these are published.

Out of Home Action Plan

In addition, the Out of Home (OOH) sector has an important role to play in providing access to affordable, healthier food choices and in helping to inform consumers about what is in their food. In September 2021, we published our [Out of Home Action Plan](#), which set out actions to support people to eat well when eating out and ordering in. These include, among other things:

- A consultation on mandatory calorie labelling at the point of choice in OOH settings;
- A new Code of Practice for Children's Menus;
- A new Eating Out, Eating Well Framework; and
- Coherence on wider food policy through the Ministerial Group on Food.

Also pertinent to the petition appears to be work led by Food Standards Scotland and Public Health Scotland to develop the Eat Out Eat Well Framework and Code of Practice for Children's Menus. When developed, the Framework and Code of Practice will support the OOH sector to change the way it procures, prepares, promotes and positions food in restaurants, cafes and eateries to help people eat a healthier diet. We aim to pilot the Framework and Code of Practice in business year 2023/24 with a view to rolling it out in 2024/25.

In relation to the consultation on mandatory calorie labelling, this closed on 1 July 2022 and we will publish an independent analysis of the results soon.

I hope the Committee finds this information helpful.