

# HFSS Solution

**Manufacturer / Supplier**

**NIQ Brandbank | Shopper Experience Platform**

**Retailer / Apps**

## The Challenge

Retailers require definitive HFSS statuses/Nutrient Profile Scores for branded products in order to comply with **The Food (Promotion and Placement) (England) Regulations 2021**.

Manufacturer/supplier faces two problems:

- How to reliably and efficiently communicate HFSS statuses/Nutrient Profile Scores to all retailers.
- Or perhaps even how to calculate a reliable Nutrient Profile Score?

## The Solution

Brands 'top up' their digital product data with 4 key HFSS metrics:

- HFSS status ("HFSS" / "Not HFSS" / "Not Applicable")
- Nutrient Profile Score
- Sch 1 Food Category
- Food or drink?

Definitive, supplier-approved, HFSS data distributed to retailers, apps and other consumer facing transactional platforms

*Trading Standards Assured NIQ Brandbank Process*

**fdf** Nutrient Profile Calculator

Available to FDF Members