

Navigating the HFSS online ad ban: key guidance

Guidance applies to paid-for B2C ads for products high in fat, salt or sugar directed at UK audiences

Can an ad run online from 1 January 2023?

(Indicative guidance only, based on information available in December 2021, and subject to the relevant legislation becoming law. The final rules may differ.)



*If more than one, go through the rest of the questions for each one. If any of the products/logos featured or referred to is in scope, the whole ad will be.

**Food and drink categories in scope of the HFSS online ad ban if they are high in fat, salt or sugar

Note: this list is taken from the government's response to the consultation. More detailed explanatory information and definitions are expected to be provided, and consulted on by government. We will share this information with members when it is available.

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| <ul style="list-style-type: none"> • soft drinks with added sugar • juice drinks with added sugar • milk drinks with added sugar • crisps and savoury snacks • breakfast cereal • chocolate confectionary • sugar confectionary | <ul style="list-style-type: none"> • ice cream • cakes • sweet biscuits • morning goods • pudding and dairy desserts • yoghurts • pizza | <ul style="list-style-type: none"> • chips and potato products • family meal centres • complete main meals (ready meals) • breaded and battered products | <p>The following products when purchased outside of the home:</p> <ul style="list-style-type: none"> • main meals • starters, sides and small plates • children's meal bundles • sandwiches |
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***For more details see <https://www.asa.org.uk/advice-online/food-hfss-nutrient-profiling.html>