

The Walt Disney Company Nutrition Guideline Criteria

AT A GLANCE:

The Nutrition Guideline Criteria were developed with the help of nutrition experts and informed by best-in-class science-based resources.

The criteria assess food items and meals based on the following:

DO THEY CONTRIBUTE TO A NUTRITIOUS DIET?

— fruit, vegetables, whole grain, low fat dairy or lean protein?

DO THEY ENCOURAGE KID-APPROPRIATE PORTIONS?

— calorie criteria

DO THEY LIMIT “NUTRIENTS TO AVOID”?

— sodium, sugar, saturated fat, trans fat

APPROVED FOOD GROUPS:

Fruits and vegetables – all.

Low-fat dairy – milk, yogurt, and cheese.

Whole grains – whole wheat pasta or bread, brown rice, quinoa, and oats.

Lean protein – lean meat, poultry, fish, dry beans, eggs, and nuts.

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UNITED STATES & CANADA



COMPLETE MEAL



MINI MEAL



MAIN DISH



SIDE DISH

FOOD CATEGORY	COMPLETE MEAL	MINI MEAL	MAIN DISH	SIDE DISH
SERVING SIZE	Max per listed serving	Max per listed serving	Max per listed serving	Max per listed serving
CALORIES	≤ 600 cal	≤ 400 cal	≤ 350 cal	≤ 200 cal
FAT (G)	-	-	-	-
SAT FAT (G)	≤ 1.1 g per 100 cal (≤ 10% of cal)	≤ 1.1 g per 100 cal (≤ 10% of cal)	≤ 1.1 g per 100 cal (≤ 10% of cal)	≤ 1.1 g per 100 cal (≤ 10% of cal)
ADDED TRANS FAT (G)	0g	0g	0g	0g
SUGAR (G)	≤ 1.1 g per 100 cal (≤ 10% of cal) Added sugar only	≤ 1.1 g per 100 cal (≤ 10% of cal) Added sugar only	≤ 1.1 g per 100 cal (≤ 10% of cal) Added sugar only	≤ 1.1 g per 100 cal (≤ 10% of cal)
SODIUM (MG)	≤ 740 mg	≤ 600 mg	≤ 600 mg	≤ 300 mg

MEALS AND MEAL COMPONENTS:

A Note on Cheese: If cheese is the only source of saturated fat in the meal AND compliant with the nutrition criteria for the cheese category, then saturated fat will not be included in the calculations of the meal category saturated fat limit. If there are multiple sources of saturated fat in the meal AND the meal contains 0.5 oz of cheese or more, then the meal may exceed saturated fat grams per serving by no more than 3 grams per serving. Must meet all other requirements.

All Meals: Minimum portion size is conformance with governing food regulation. Dietary fiber recommended, in addition to natural flavors, colors, and sweeteners.





Complete Meal: Must contain three or more 40-gram portions of food from approved food groups*.

Mini Meal: Mini Meals are multi-component meals with 2 or more approved food groups*.

Main Dishes: Must be in a form understood to be a breakfast, lunch, or dinner. Includes 2 or more approved food groups*. Side dishes that are part of a meal kit consisting of products individually available must adhere to the Nutrition Guidelines for each product.

Side Dishes: Includes 1 or more approved food groups*, excluding lean protein. Meal kits consisting of products individually available must adhere to the Nutrition Guidelines for each product.

UNITED STATES & CANADA

FOOD CATEGORY	 SHAPED AND PRE-MADE NUGGETS / MEATBALLS	 SAUSAGES AND HOT DOGS	 COOKED, CURED, AND SLICED	 RAW AND COOKED
SERVING SIZE	Max per listed serving	Max per 1 oz serving	Max per 1 oz serving	Max per listed serving
CALORIES	≤ 250 cal	≤ 80 cal per oz	≤ 80 cal per oz	≤ 250 cal per oz
FAT (G)	-	-	≤ 15% fat by weight	≤ 15% fat by weight
SAT FAT (G)	≤ 1.1 g per 100 cal (≤ 10% of cal)	≤ 1.5 g	-	-
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
SUGAR (G)	≤ 1.1 g per 100 cal (≤ 10% of cal)	-	-	-
SODIUM (MG)	≤ 480 mg	≤ 200 mg max	≤ 350 mg max	≤ 350 mg

MEATS, POULTRY, FISH, AND SOY:

All Meats: Clean ingredient statement, natural flavors, and colors preferred. Vegetable proteins (e.g. soy) are acceptable to reduce fat content per government guidelines.

Shaped and Pre-made Nuggets / Meatballs: Lean meat only.

Sausages and Hot Dogs: Lean meat preferred.

Cooked, Cured and Sliced: Lean meat only.

Raw and Cooked: Fresh or prepared (e.g. seasoned); 85% meat or leaner.

UNITED STATES & CANADA



BREAKFAST CEREALS



SANDWICH BREAD



SOUPS AND SAUCES



CHEESE

FOOD CATEGORY

SERVING SIZE	Max per 28 g serving	2 slices	Max per listed serving	Per listed serving
CALORIES	≤ 130 cal	≤ 150 cal	≤ 200 cal	≤ 110 cal
FAT (G)	-	-	-	-
SAT FAT (G)	≤ 1.1 g per 100 cal (≤ 10% of cal)	≤ 1.1 g per 100 cal (≤ 10% of cal)	≤ 1.1 g per 100 cal (≤ 10% of cal)	-
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
SUGAR (G)	< 10 g	≤ 5 g	Tomato based: ≤ 12 g; Non-tomato based: ≤ 6 g	≤ 3 g
SODIUM (MG)	≤ 200 g	≤ 240 mg	≤ 480 mg	≤ 200 mg

GRAINS, SANDWICH BREAD, AND SOUPS:

Breakfast Cereal: Whole grain recommended. Unsweetened dried fruit inclusion is encouraged. Sugars coming from the fruit are excluded from the total sugar requirement. On-package where possible recommend that cereal be served with fat free or low fat milk and fruit.

Sandwich Bread: First ingredient must be whole grain. Target 1-6 grams of fiber.

Soups and Sauces: Applies to all soups and meal sauces. Vegetable-based sauce, whole grain starch, and fiber recommended in addition to natural flavors, colors, and sweeteners.

DAIRY-BASED PRODUCTS:

Cheese: Applies to real cheese only; not cheese sauce or cheese-flavored snacks. Cheese should be portion-controlled. Recommend light or reduced fat, in addition to natural flavors and colors.

UNITED STATES & CANADA

FOOD CATEGORY	 YOGURT / YOGURT DRINKS			 MILK / SOY BEVERAGES	 FRUIT / VEGETABLE JUICE	 WATER-BASED BEVERAGES
	SERVING SIZE	< 4 oz	4 - 5.9 oz	≥ 6 oz	Max 8 oz	Max 8 oz
CALORIES	≤ 30 cal per oz	≤ 120 cal	≤ 170 cal	≤ 150 cal	≤ 140 cal	≤ 20 cal
FAT (G)	-	-	-	≤ 1% milk fat	-	-
SAT FAT (G)	1 g	1.5 g	2 g	≤ 2 g	0 g	0 g
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g	0 g	0 g
SUGAR (G)	≤ 4 g per oz	≤ 15 g	≤ 23 g	≤ 3 g per oz (≤ 24 g max)	No added sugar	≤ 5 g
SODIUM (MG)	-	-	-	-	No added sodium	-

DAIRY-BASED PRODUCTS:

Yogurt / Yogurt Drinks: 1% milk or fat-free, milk-based products preferred. Containers between 4-6 oz will be calculated proportionally from the 6 oz guideline. Dairy desserts are considered treats. Natural flavors, colors, and sweeteners are recommended.

BEVERAGES:

All Beverages: No added caffeine or stimulants.

Milk / Soy Beverages: 1% milk or fat-free milk-based products only. Powdered flavorings evaluated as prepared. Preparation directions on packages must provide direction only with 1% or fat-free milk.

Fruit / Vegetable Juice: 100% juice or pure juice diluted with water only. Carbonation is allowed. No added sugar or sweeteners. Added sugar is only allowed for cranberry juice, up to 5 grams per serving. Portion-controlled recommended. High juice content preferred.

Water-based Beverages: Carbonation is allowed. Powdered / sugar flavorings evaluated as prepared. Tea and coffee for brewing is allowed. All concepts must be pre-approved by your regional compliance lead. Ready-to-drink tea and coffee is not permitted.

UNITED STATES & CANADA



SNACKS



NUTS AND SEEDS



GRANOLA BARS

FOOD CATEGORY	SNACKS	NUTS AND SEEDS	GRANOLA BARS	
SERVING SIZE	Max per listed serving	Max per listed serving	Max per listed serving	Max per listed serving
CALORIES	≤ 150 cal	≤ 170 cal	≤ 150 cal	151-190 cal
FAT (G)	-	-	-	-
SAT FAT (G)	≤ 1.1 g per 100 cal (≤ 10% of cal)	-	≤ 1.1 g per 100 cal (≤ 10% of cal)	≤ 1.1 g per 100 cal (≤ 10% of cal)
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
SUGAR (G)	≤ 6.25 g per 100 cal (≤ 25% of cal)	≤ 1.1 g per 100 cal (≤ 10% of cal) Added sugar only	≤ 10 g	≤ 12 g
SODIUM (MG)	≤ 220 mg	≤ 220 mg	220 mg	220 mg

SNACKS:

Treats: Not Permitted. Year-round desserts and confectionery products, such as brownies, baking decorations, frosting, cake, candy, chocolate, custard, dessert pudding, doughnut, gelatin, ice cream, sugar and sweets hard candy, sweet roll, and treat cookies are considered treats and are not permitted.


Snacks: Chips are allowed if total fat is lower than 35% of calories. Dried fruit without added sugar is allowed to exceed the total sugar value. Dried fruits that contain added sugars must meet the snacks criteria with the exception of dried cranberries, blueberries, and cherries. These three dried fruits can have up to 14 g total sugar per 1/4 cup serving. Calorie cap stands at 150 cal per serving. Recommended whole grains, vegetable or fruit ingredients, and natural flavors, colors, and sweeteners.

Nuts and Seeds: Nuts with dried fruit may use dried fruit sugar limits (see Snacks category). Trail mix or blends with chocolate, yogurt, or other non-fruit or non-nut add-ins are considered snacks. Nut butters are considered condiments. Recommend plain or lightly salted options and portion-controlled amounts.

Granola Bars: Must have whole grain in the ingredient statement. The first ingredient CANNOT be sugar. Meal replacement bars are not permitted. Natural flavors and colors recommended.

EUROPE, MIDDLE EAST, AND AFRICA

EUROPE, MIDDLE EAST, AND AFRICA (EMEA)

FOOD CATEGORY	 COMPLETE MEAL	 MAIN DISH	 SIDE DISH (beans, pulses, prepared vegetables)	 SIDE DISH (breads, rice, noodles, pasta)
SERVING SIZE	Maximum per meal	Per listed serving	Per listed serving	Per listed serving
CALORIES	≤ 600 kcal	≤ 350 kcal	≤ 170 kcal	≤ 340 kcal
TOTAL FAT (G)	≤ 3.9 g per 100 kcal (≤ 35% of kcal)	≤ 3.3 g per 100 kcal (≤ 30% of kcal)	-	≤ 3.3 g per 100 kcal (≤ 30% of kcal)
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	-	-	≤ 15 g per 100 g	≤ 5 g per 100 g
ADDED SUGAR (G)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	-	-
SODIUM (MG)	≤ 740 mg	≤ 600 mg	≤ 300 mg per 100 g	≤ 350 mg per 100 g

MEALS AND MEAL COMPONENTS:

All Meals and Dishes: Main ingredient by weight must NOT be sugar. Dietary fibre recommended. Natural flavours, colours, and sweeteners are also recommended.

Note on Cheese: If cheese is the only source of saturated fat in the food AND is compliant with the nutrition criteria for the cheese category, then saturated fat will not be included in the calculation of the meal category saturated fat limit. If there are multiple sources of saturated fat in the food AND the food contains 15 grams of cheese or more, then the food may exceed saturated fat grams per serving by no more than 3 grams per serving. Must meet all other requirements.

Complete Meal: Includes a main dish, side dish, beverage, and dessert where available. Complete meals must contain three, 30 gram portions of food from three or more approved food groups. If meal comes with a beverage, beverage must be compliant (water-based beverage, low fat milk, 100% juice). Only calories and added sugar count towards the Complete Meal limits.




Main Dish: Main dishes are commonly identified as centre-of-the-plate items. Must be understood to be a breakfast, lunch, or dinner. Includes two or more approved food groups. Meal kits consisting of products individually available must adhere to the Nutrition Guidelines for each product.

Side Dishes: Side Dishes are secondary to main dishes. Includes one or more approved food groups. Side dishes that are part of a meal kit consisting of products individually available must adhere to the Nutrition Guidelines for each product.

Side Dishes- Beans, Pulses & Prepared Vegetables: Examples include prepared potatoes (not crisps/chips), canned vegetables, beans, and pasta.

Side Dishes- Bread, Rice, Noodles, Pasta: Examples include stand alone bread, rice noodles, pasta, and polenta.

EUROPE, MIDDLE EAST, AND AFRICA (EMEA)

FOOD CATEGORY	 SHAPED AND PREPARED NUGGETS/MEATBALLS	 COOKED, CURED, AND SLICED	 RAW AND COOKED
SERVING SIZE	Per listed serving	Per listed serving	Per listed serving
CALORIES	≤ 250 kcal	≤ 80 kcal	≤ 240 kcal
TOTAL FAT (G)	≤ 3.9 g per 100 kcal (≤ 35% of kcal)	≤ 15% by weight	≤ 15% by weight
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	–	–
ADDED TRANS FAT (G)	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 2.5 g per 100 cal (≤ 10% of kcal)	–	–
ADDED SUGAR (G)	–	–	–
SODIUM (MG)	≤ 680 mg	≤ 240 mg max	≤ 350 mg max

MEATS, POULTRY, FISH AND SOY:

All Meats: All meat products should be at least 50% lean meat. Main ingredient by weight must NOT be sugar. Meat is considered a centre-of-the-plate item. Larger portions are allowed, but they may not exceed the guidelines. Vegetable proteins (e.g., soy) are acceptable to reduce fat content per government guidelines. Products may not exceed sodium limit by more than 10% for safety.

Shaped and Prepared Nuggets/Meatballs: Lean meat only. Whole grain breading recommended. Natural flavours and colours preferred.

Cooked, Cured, and Sliced: Includes all delicatessen meats. Lean meat preferred. Natural flavours, and colours preferred.

Raw and Cooked: All burgers raw or prepared including beef, chicken, pork, sausages, fish and shellfish. Fresh or prepared (e.g., seasoned). 85% meat or leaner. Oily fish (e.g., salmon) may exceed the total fat limit. Natural seasoning preferred.

EUROPE, MIDDLE EAST, AND AFRICA (EMEA)

FOOD CATEGORY	 PLAIN MILK	 FLAVOURED MILK	 CHEESE	 YOGHURT & OTHER DAIRY PRODUCTS
SERVING SIZE	Max per 250 ml serving	Max per 250 ml serving	Per listed serving	200 g (scaled by portion size)
CALORIES	-	≤ 170 kcal	Soft: ≤ 130 kcal Hard: ≤ 85 kcal	≤ 100 kcal per 100 g (≤ 170 kcal max per LSS*)
TOTAL FAT (G)	Fat free, reduced fat and whole milk allowed	≤ 2% Milk Fat	-	-
SAT FAT (G)	Naturally occurring	-	-	≤ 2 g per 100 g; ≤ 4 g max
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	-	≤ 13.5 g per 100 ml; ≤ 27 g max	≤ 3 g	≤ 13.5 g per 100 g; ≤ 27 g max
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	-	-	≤ 240 mg	-
SALT (G)	-	-	≤ 0.6 g	-

DAIRY:

All Dairy, Cheese, Yoghurt, and Other Dairy Products: All dairy products must be at least 50% dairy. Main ingredient by weight must NOT be sugar.





Plain/Flavoured Milk: Dairy and non-dairy based beverages include flavoured milk, smoothies, soy-and-rice based beverages. All plain milk passes. 2% milk fat or less for flavoured milk. No added caffeine or stimulants. Caloric and non-caloric sweeteners are allowed. Saturated fat in dairy alternatives, such as soy- and rice-based beverages is limited to 1.5 g or less per serving. Powdered flavourings evaluated as prepared. Preparation directions on package must provide direction with reduced-fat, low-fat, or fat free milk. No meal replacement products allowed. Fortified with vitamins A & D recommended. Natural sweeteners preferred.

Cheese: Applies to real cheese only; not cheese sauce or cheese-flavoured snacks. Cheese should be portion-controlled. Natural flavours and colours recommended.

Yoghurt and Other Dairy Products: Reduced-fat milk, milk-based products preferred. No meal replacement products allowed. Other dairy products are allowed and they must contain two or more of the following: 120 mg of calcium per 100 g (60g per 100 ml), 15% GDAs per 100 g of Vitamin D, 12% energy from protein, 0.375 µg (micrograms) of Vitamin B12, 0.21 mg per 100 mg of Vitamin B2. Low sugar is encouraged. Natural flavours, colours, and sweeteners are recommended.

* LSS: Listed Serving Size

EUROPE, MIDDLE EAST, AND AFRICA (EMEA)

FOOD CATEGORY	 BREAKFAST CEREAL	 SANDWICH AND SLICED BREAD	 SOUPS AND SAUCES	 CHIPS & CRISPS
SERVING SIZE	Max per 30 g serving	Per 2 slices	Per listed serving	Per listed serving
CALORIES	≤ 130 kcal	≤ 150 kcal	≤ 170 kcal	≤ 150 kcal
TOTAL FAT (G)	-	-	≤ 3.9 g per 100 kcal (≤ 35% of kcal)	≤ 3.9 g per 100 kcal (≤ 35% of kcal)
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 9 g	≤ 5 g	≤ 12 g	≤ 6.25 g per 100 kcal (≤ 25% of kcal)
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	≤ 135 mg	≤ 250 mg	≤ 600 mg	≤ 200 mg
SALT (G)	≤ 0.3 g	≤ 0.6 g	≤ 1.5 g	≤ 0.5 g

GRAINS, SOUPS, SANDWICH BREAD, AND CHIPS/CRISPS:

All Grains, Soups, Sandwich Breads, Chips/Crisps: Main ingredient by weight must NOT be sugar.

Breakfast Cereal: Whole grain options are preferred. Cereal with unsweetened dried fruit is encouraged. Sugars coming from the fruit are excluded from the total sugar requirement. Added sugars refer to sugars from ANY source that have been added during processing; this includes ANY sugar added to dried fruit inclusions. Where possible, on-package recommend that cereal be served with low-fat milk and fruit. Dietary fibre cereals recommended.

Soups and Sauces: Applies to all soups and meal sauces. Vegetable-based sauce, whole grain starch, and dietary fibre recommended.


Sandwich Bread: 1st ingredient must be whole grain. For all other bread refer to the Side Dish category. Dietary fibre recommended.

Chips and Crisps: Whole grain preferred. Natural flavours, colours, and sweeteners recommended. Consult with your regional compliance lead with questions.

COOKING FATS AND OILS:

Butter, margarines, and cooking oils not permitted for licensing or promotions.

EUROPE, MIDDLE EAST, AND AFRICA (EMEA)

FOOD CATEGORY	 WATER OR WATER-BASED	 FRUIT/VEGETABLE JUICE	 JUICE NECTARS	 FRUIT-BASED SNACKS
SERVING SIZE	Max per serving/ container	Max per 250 ml serving	Max per 250 ml serving	Per listed serving
CALORIES	≤ 20 kcal	≤ 140 kcal	≤ 130 kcal	≤ 100 kcal
TOTAL FAT (G)	-	-	-	-
SAT FAT (G)	-	-	-	≤ 1.5 g per 100 g
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 5 g	-	No artificial sweeteners	-
ADDED SUGAR (G)	-	No added sugar	-	No added
SODIUM (MG)	-	Fruit juice: No added Veg juice: ≤ 190 mg	No added	≤ 300 mg
SALT (G)	-	Fruit juice: No added Veg juice: ≤ 0.48 g	No added	≤ 0.75 g

BEVERAGES:


Note: Main ingredient by weight must NOT be sugar. Intense sweeteners are also commonly referenced as artificial sweeteners. Energy drinks are NOT allowed with any PPE.

Water-based beverages: Caffeinated tea (e.g., black tea, green tea, yerba mate, herbal teas containing guayusa, and yaupon) and coffee (decaf and caffeinated) for brewing at home may be allowed. For any caffeinated beverage, all concepts must be pre-approved by your regional compliance lead. In addition, design must use classic characters with adult-stylized or vintage art. Classic characters are defined as characters that have been in existence for at least 10 years so that they may reasonably be presumed to have some degree of adult fan base. New release titles and characters are not permitted. Ready-to-drink tea and coffee is not permitted. Carbonation is allowed. No added caffeine or stimulants (only naturally-occurring caffeine in cocoa is allowed, unless otherwise noted). Caloric and non-caloric sweeteners are allowed. Fruit squash/ fruit syrup evaluated as prepared. Added sugars refers to sugars from ANY source that have been added during processing. Natural flavours, colours, and sweeteners recommended. Sweetened with fruit juice recommended.

Fruit/Vegetable Juice: 100% juice or pure juice diluted with water. Pure juice diluted with water at any ratio are categorized under the 'juice' guidelines; the product name must conform with governing food regulations. No caffeine or stimulants of any kind other than what is naturally occurring in cocoa. Carbonation is allowed. Caloric and non-caloric sweeteners are allowed. Added sugar is allowed only for cranberry juice, up to 5 grams/serving. Portion-controlled recommended. High juice content preferred.

Juice Nectars: Juice Nectars are ONLY APPROVED for specific countries. Consult with your regional compliance lead for list and/or questions. All juice nectar concepts must be pre-approved by your regional compliance lead. The product name must conform with governing food regulations. Minimum 30% pure fruit juice/ pulp. High juice content preferred. Must be a good source of two or more vitamins minerals, and/or dietary fibre (three or more recommended) as defined by the local food regulations. Natural sweeteners are allowed. No added caffeine or stimulants other than naturally occurring in cocoa. No artificial flavors or sweeteners.

EUROPE, MIDDLE EAST, AND AFRICA (EMEA)

FOOD CATEGORY	 NUTS & SEEDS	 MINI MEALS	 CEREAL-BASED SAVOURY SNACKS	 CEREAL-BASED SWEET SNACKS
SERVING SIZE	Per listed serving	Per listed serving	Per listed serving	Per listed serving
CALORIES	170 kcal	≤ 250 kcal	≤ 150 kcal	≤ 150 kcal
TOTAL FAT (G)	-	-	-	-
SAT FAT (G)	< 3 g	≤ 5 g per 100 g	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 10 g per 100 g
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	-	≤ 7.5 g per 100 g	≤ 6.25 g per 100 kcal (≤ 25% of kcal)	≤ 6.25 g per 100 kcal (≤ 25% of kcal)
ADDED SUGAR (G)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	-	-	-
SODIUM (MG)	≤ 200 mg	≤ 400 mg	≤ 270 mg	≤ 135 mg
SALT (G)	≤ 0.5 g	≤ 1 g	≤ 0.68 g	≤ 0.3 g

SNACKS:

Note: Main ingredient by weight must NOT be sugar. Year-round desserts and confectionery products, such as brownies, baking decorations/frosting, cake, candy, chocolate, custard, dessert pudding, doughnut, gelatin, ice cream, sugar & sweets hard candy, sweet roll, treat cookies are not acceptable as snacks and are regarded as treats.

Nuts and Seeds: Nuts with dried fruit may use dried fruit sugar limits and are calculated under snack- fruit based guidelines. Added sugar is acceptable only for dried cranberries, blueberries, and cherries which require added sugar for palatability. Only these three dried fruits can have up to 14 g total sugar per 40 g serving. Trail mix or blends with chocolate, yoghurt, or other non-fruit or non-nut add-ins are considered Cereal Based Savoury Snacks. Nut butters are considered condiments.

Mini Meals: Mini Meals are a larger snack eaten between meal occasions. Includes 2 or more approved food groups.




Cereal-Based Snacks (Sweet and Savoury): Main ingredient by weight MUST be cereal. Whole grains and vegetable or fruit ingredients preferred. Natural flavours, colours, and sweeteners recommended.

Cereal-Based Sweet Snacks: Main ingredient by weight MUST be cereal. Must contain one or more of the following nutrients: ≥ 3 g fibre per 100 g, ≥ 15% whole grains by weight, 20% of energy from unsaturated fatty acids.

Fruit-Based Snacks: Only dried cranberries, blueberries, and cherries are allowed to contain added sugar for palatability. Only these three dried fruits can have up to 14 g total sugar per 40 g serving. Calorie cap stands at 170 kcal or 710 KJ per serve. Natural flavours, colours, and sweeteners are recommended.

JAPAN

JAPAN

FOOD CATEGORY	 COMPLETE MEAL	 MAIN DISH	 SIDE DISH	 STAPLE DISH
SERVING SIZE	Max per listed serving	Per 100 g serving	Per listed serving	Per 100 g serving
CALORIES	≤ 600 kcal	≤ 300 kcal	≤ 150 kcal	≤ 250 kcal
TOTAL FAT (G)	≤ 3.3 g per 100 kcal (≤ 30% of kcal)	≤ 3.9 g per 100 kcal (≤ 35% of kcal)	≤ 3.3 g per 100 kcal (≤ 30% of kcal)	≤ 3.3 g per 100 kcal (≤ 30% of kcal)
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	-	-	-	-
ADDED SUGAR (G)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	-
SODIUM (MG)	≤ 1,000 mg	≤ 800 mg	≤ 350 mg	≤ 450 mg

MEALS AND MEAL COMPONENTS:

All items: Whole grains and dietary fiber encouraged. Natural flavors, colors, and sweeteners recommended. Meal kits consisting of products individually available must adhere to the Nutrition Guidelines for each product. If working with these products, contact your regional compliance lead.

A Note on Cheese: If cheese is the only source of saturated fat in the food AND compliant with the nutrition criteria for the cheese category, then saturated fat will not be included in the calculation of the category saturated fat limit. If there are multiple sources of saturated fat in the food AND the food contains 15 grams of cheese or more, then the food may exceed saturated fat grams per serving by no more than 3 grams per serving. Must meet all other requirements.

Complete Meal: If meals come with beverages, beverage must be compliant (water-based beverage, milk, 100% juice). Only calories and added sugar count towards complete meal limits. Special occasion Adult Bento Boxes are approved only for Cherry Blossom, Girls Day, Golden Week and Halloween. These Bento Boxes may have a maximum of 800 kcal and 1200 mg sodium, all other criteria apply as noted. Includes 3 or more approved food groups.

Main Dish: Must be in a form understood to be a breakfast, lunch, or dinner. Includes 2 or more approved food groups.

Side Dish: Includes 1 or more approved food groups, excluding lean protein.

Staple Dish: Staple dishes may include rice, noodles, steam buns, rice balls, dumplings with meat, beans, or vegetables, where primary nutrition is derived from the staple ingredient. Staple items containing whole grain as their first stated ingredient can exceed fat grams/serving but must meet all other requirements.

JAPAN

FOOD CATEGORY	 SHAPED AND PREPARED NUGGETS/ MEATBALLS	 PROCESSED MEATS, SAUSAGES, HOT DOGS, AND CURED MEATS	 RAW AND COOKED	 SOY PRODUCTS
SERVING SIZE	Per listed serving	Per 50 g	Per listed serving	Per 100 g serving
CALORIES	≤ 250 kcal	≤ 130 kcal	≤ 250 kcal	≤ 200 kcal
TOTAL FAT (G)	≤ 15% by weight	≤ 20% by weight	≤ 15% by weight	≤ 10% by weight
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	-	-	-
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	-	-	-
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	≤ 700 mg	≤ 350 mg max	≤ 350 mg max	≤ 300 mg

MEATS, POULTRY, FISH AND SOY:

All Meats: Lean meats preferred. Vegetable proteins (e.g., soy) are acceptable to reduce fat content per government guidelines.





Shaped and Prepared Nuggets/Meatballs: Whole grain breading recommended. Natural flavors and colors preferred.

Processed Meats, Sausages, Hot Dogs, and Cured Meats: 100 g portion max, calorie and sodium limit stands. Natural additives preferred.

Raw and Cooked: Fresh or prepared (e.g. seasoned). 85% lean meat or leaner. Oily fish (e.g. salmon) may exceed total fat limit. Larger serving sizes are permitted (e.g., 120 g filet), however, the product may not exceed nutrition criteria. Natural seasoning preferred.

Soy Products: Reduced fat recommended. Consult with your regional compliance lead with questions.

JAPAN

FOOD CATEGORY	 PLAIN MILK	 FLAVORED MILK	 CHEESE	 YOGURT/ YOGURT DRINKS
SERVING SIZE	-	Max per 250 ml serving	Per listed serving	Per 100 g (to be scaled by portion size)
CALORIES	-	≤ 170 kcal	≤ 130 kcal	≤ 85 kcal per 100 g (≤ 170 kcal max per serving)
TOTAL FAT (G)	Naturally occurring	Reduced or less	-	Plain: Naturally occurring Flavored: ≤ 3 g per 100 g
SAT FAT (G)	Naturally occurring	-	-	-
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	-	≤ 3 g per 25 ml ≤ 24 g max total sugar as carbohydrates	≤ 3 g	≤ 3.5 g per 25 g; ≤ 14 g per 100 g; ≤ 25 g max total sugar as carbohydrates
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	-	-	≤ 200 mg	-

DAIRY:

All Dairy: Carbohydrates reflect sugars naturally present as lactose and added sugars. Natural flavors, colors, and sweeteners recommended.

Milks: All plain milk passes. Lower fat recommended. Maximum for single serve container of flavored and/or sweetened milk is 250 mL. Reduced fat or less for flavored and/or sweetened milk. Milk-based tea and milk-based coffee may be categorized as flavored milk if leading ingredient is "milk" or "water, milk powder." No added caffeine or stimulants, unless otherwise noted. Caloric and non-caloric sweeteners are allowed. Natural sweeteners preferred. Powdered flavorings evaluated as prepared. Preparation directions on package must provide direction with lower-fat milk. No meal replacement products allowed. Fortified with Vitamins A & D recommended.

Cheese: Does not apply to cheese sauce or cheese-flavored snacks. Cheese should be portion-controlled.

Yogurt/Yogurt Drinks: Lower-fat milk based products preferred. No meal replacement products allowed. Caloric and non-caloric sweeteners are allowed. Probiotic drinks may contain up to 4.5 g sugars per 25 mL. When licensing probiotics, a light or reduced calorie probiotic must also be part of the licensed offering. Dairy desserts are considered treats.

JAPAN



BREAKFAST CEREAL



SANDWICH BREAD



SOUPS



SNACKS

FOOD CATEGORY

SERVING SIZE

Max per 30 g serving

Max 2 slices

Per listed serving

Per listed serving

CALORIES

≤ 130 kcal

≤ 160 kcal

≤ 150 kcal

≤ 150 kcal

TOTAL FAT (G)

≤ 3.3 g per 100 kcal (≤ 30% of kcal)

≤ 3.3 g per 100 kcal (≤ 30% of kcal)

≤ 3.3 g per 100 kcal (≤ 30% of kcal)

3.9 g per 100 kcal (≤ 35% of kcal)

SAT FAT (G)

0 g

0 g

0 g

0 g

ADDED TRANS FAT (G)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

–

1.1 g per 100 kcal (≤ 10% of kcal)

TOTAL SUGAR (G)

< 10 g

≤ 5 g

≤ 6.25 g per 100 kcal (≤ 25% of kcal)

≤ 6.25 g per 100 kcal (≤ 25% of kcal)

ADDED SUGAR (G)

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SODIUM (MG)

≤ 200 mg

≤ 250 mg

≤ 600 mg

≤ 220 mg

GRAINS, SANDWICH BREAD, AND SOUPS:

Breakfast Cereal: Whole grain options are recommended. Cereal with unsweetened dried fruit is encouraged. Sugars coming from the fruit are excluded from the total sugar requirement. Added sugars refer to sugars from ANY source that have been added during processing; this includes ANY sugar added to dried fruit inclusions. Where possible, on-package recommend that cereal be served with lower-fat milk and fruit. Dietary fiber cereals recommended.

Sandwich Bread: Recommend whole grain within first 3 ingredients of the product label. Other bread products (e.g., rolls, buns, bagels) can be considered a Staple Dish, Snack or part of a Mixed Dish, and should meet the corresponding criteria.

Soups: Applies to all dry, condensed, or boxes soups, as prepared. Up to 640 mg of sodium is allowed when soup is packaged as a Main Dish with 2 or more approved food groups. Whole grain starch and fiber preferred. Natural flavors, colors, and sweeteners recommended.

SNACKS:

Note: Year-round desserts and confectionery products, such as brownies, baking decorations/frosting, cake, candy, chocolate, custard, dessert pudding, doughnut, gelatin, ice cream, sugar & sweets hard candy, sweet roll, treat cookies are not acceptable as snacks and are regarded as treats.

Snacks: Snacks with 100% naturally occurring sugar, such as unsweetened dried fruit, may exceed the sugar limit. Dried fruits that contain added sugars must meet the snacks criteria with the exception of dried cranberries, blueberries, and cherries which require added sugar for palatability. Only these three dried fruits can have up to 14 g total sugar per 40g serving. Calorie cap stands at 150 kcal or 630 KJ per serve. Chips are allowed if total fat is lower than 35% of calories. Whole grains, and vegetable or fruit ingredients encouraged. Natural flavors, colors, and sweeteners recommended. Consult with your regional compliance lead with questions.

JAPAN

FOOD CATEGORY	 WATER-BASED BEVERAGES	 FRUIT/ VEGETABLE JUICE	 TEA AND COFFEE	 NUTS AND SEEDS
SERVING SIZE	Max per serving/container	Max per 250 ml serving	Max per 250 ml serving	Per listed serving
CALORIES	≤ 20 kcal	≤ 110 kcal	≤ 30 kcal	≤ 170 kcal
TOTAL FAT (G)	-	-	-	-
SAT FAT (G)	0 g	0 g	0 g	0 g
ADDED TRANS FAT (G)	-	-	-	-
TOTAL SUGAR (G)	≤ 5 g	No added sugar	≤ 5 g	-
ADDED SUGAR (G)	-	-	-	≤ 2.5 g per 100 kcal (≤ 10% of kcal)
SODIUM (MG)	-	No added sodium	-	≤ 220 mg

BEVERAGES:

Water or Water-based Beverages: Carbonation is allowed. No added caffeine or stimulants of any kind. Caloric and non-caloric sweeteners are allowed. Powdered/sugar flavorings evaluated as prepared. Added sugars refer to sugars from any source that have been added during processing. Natural flavors, colors, and sweeteners recommended. Sweeten with fruit juice encouraged.

Fruit/Vegetable Juice: 100% juice or pure juice diluted with water. Carbonation is allowed. No caffeine or stimulants. No added sugar or non-caloric sweeteners. Added sugar is allowed only for cranberry juice, up to 5 g per serving. Portion-controlled recommended. High juice content preferred.

Tea and Coffee: Coffee and tea for brewing and ready-to-drink are permitted. Only naturally occurring caffeine in coffee and tea is allowed. For ALL caffeinated teas and ALL coffee with or without milk the following apply: design must use classic characters with adult-stylized or vintage art. Classic characters are defined as characters that have been in existence for at least 10 years so that they may be reasonably presumed to have some degree of adult fan base. Where possible add "Otona" to product descriptor. New release titles and characters are not permitted. Only naturally occurring caffeine in coffee and tea is allowed. Milk-based tea and milk-based coffee are allowed (See Milk category). Caloric and non-caloric sweeteners are allowed. Consult with your regional compliance lead with questions. Natural flavors, colors, and sweeteners recommended.

NUTS AND SEEDS:

Nuts with dried fruit may use dried fruit sugar limits and are evaluated as a snack (see Snacks category). Trail mix or blends with chocolate, yogurt or other non-fruit or non-nut add-ins are considered Snacks. Nut butters are considered Condiments.

LATIN AMERICA

LATIN AMERICA

FOOD CATEGORY	 COMPLETE MEAL	 MAIN DISH	 SIDE DISH	 COMBO SNACKS
SERVING SIZE	Max per listed serving	Max per listed serving	Max per listed serving	Max per listed serving
CALORIES	≤ 600 kcal	≤ 350 kcal	≤ 200 kcal	≤ 250 kcal
TOTAL FAT (G)	≤ 3.3 g per 100 kcal (≤ 30% of kcal)	-	-	-
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	-	-	≤ 5 g	-
ADDED SUGAR (G)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	-	≤ 6.25 g per 100 kcal (≤ 25% of kcal)
SODIUM (MG)	≤ 740 mg	≤ 600 mg	≤ 250 mg	≤ 480 mg

MEALS AND MEAL COMPONENTS:

All items: Whole grain and dietary fiber encouraged. Natural flavors, colors, and sweeteners recommended.

A Note on Cheese: If cheese is the only source of saturated fat in the meal or dish AND compliant with the nutrition criteria for the cheese category, then saturated fat will not be included in the calculation of the meal category saturated fat limit. If there are multiple sources of saturated fat in the meal or dish AND the meal or dish contains 15 grams of cheese or more, then the meal or dish may exceed saturated fat grams per serving by no more than 3 grams per serving. Must meet all other requirements.

Complete Meal: Includes three or more approved food groups. If meals come with beverages, beverage must be compliant (water-based beverage, low fat milk, 100% juice). Only calories and added sugar count towards complete meal limits.

Main Dish: Must be in the form understood to be a breakfast, lunch, or dinner. Must contain two or more approved food groups. Meal kits that consist of products individually available must adhere to the Nutrition Guidelines for each product.

Side Dish: Minimum portion size in conformance with governing food regulations. Includes one or more approved food groups, excluding lean protein. Side dishes that are part of meal kits that consist of products individually available must adhere to the Nutrition Guidelines for each product.

Combo Snacks: Includes two or more approved food groups.

LATIN AMERICA

FOOD CATEGORY	 SHAPED AND PREPARED NUGGETS/ MEATBALLS	 PROCESSED MEATS, SAUSAGES, HOT DOGS, AND CURED MEATS	 RAW AND COOKED	 NUTS AND SEEDS
SERVING SIZE	Per listed serving	Per 50 g serving	Per listed serving	Max per listed serving
CALORIES	≤ 300 kcal	≤ 110 kcal	≤ 250 kcal	≤ 170 kcal
TOTAL FAT (G)	-	-	≤ 15% by weight	-
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 2 g	-	≤ 3 g
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 5 g	-	-	≤ 2.5 g per 100 kcal (≤ 10% of kcal)
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	≤ 500 mg	≤ 350 mg max	≤ 350 mg	≤ 200 mg

MEATS, POULTRY, FISH AND SOY:

All Meats: Lean meats preferred. Vegetable proteins (e.g., soy) are acceptable to reduce fat content per government guidelines. Consult with your regional compliance lead if higher levels of sodium and functional additives are needed to ensure the integrity and safety of the food.

Shaped and Prepared Nuggets/Meatballs: Whole grain breading encouraged. Natural flavors and colors recommended.





Processed Meats, Sausages, Hot Dogs, and Cured Meats: 100 gram portion maximum, calorie, and sodium limit stands. Natural additives preferred.

Raw and Cooked: Fresh or prepared (e.g. seasoned), 85% lean meat or leaner. Oily fish (e.g., salmon) may exceed total fat limit. Larger serving sizes are permitted (e.g., 120 g filet), however, the product may not exceed nutrition criteria. Natural seasoning preferred.

NUTS AND SEEDS:

Nuts with dried fruit may use dried fruit sugar limits (see Snacks category). Trail mix or blends with chocolate, yogurt or other non-fruit or non-nut add-ins are considered Snacks. Nut butters are considered Condiments.

LATIN AMERICA

FOOD CATEGORY	 PLAIN MILK	 FLAVORED MILK	 CHEESE	 YOGURT PRODUCTS/ FERMENTED DAIRY
SERVING SIZE	Max per 250 ml serving	Max per 250 ml serving	Per listed serving	Max per serving (to be scaled by portion size) ≤ 50 g > 50 g
CALORIES	≤ 170 kcal	≤ 170 kcal	≤ 130 kcal	≤ 60 kcal ≤ 170 kcal
TOTAL FAT (G)	-	Prefer lower fat options	-	-
SAT FAT (G)	-	≤ 3.5 g	≤ 5 g	≤ 1.5 g ≤ 2.5 g
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	27 g max* see Dairy notes in Clarifications section	≤ 27 g max* see Dairy notes in Clarifications section	≤ 3 g	≤ 6.75 g ≤ 13 g per 100 g; ≤ 27 g max
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	-	-	≤ 300 mg	-

DAIRY:

All Dairy: Carbohydrates reflect sugars naturally present as lactose and added sugars. Natural flavors, colors, and sweeteners recommended.

Plain Milk: *Total Sugar maximum must be reduced to ≤ 24 g per serving by December 31, 2018. All plain milk passes. Reduced fat or lower recommended.

Flavored Milk: *Total Sugar maximum must be reduced to ≤ 24 g per serving by December 31, 2018. Maximum single serve container of flavored milk is 250 ml. Reduced fat or less for flavored milk is preferred. Powdered and syrup flavorings evaluated as prepared. Preparation directions on package with lower-fat milk are preferred. No added caffeine or stimulants, unless otherwise noted. Caloric and non-caloric sweeteners are allowed. No meal replacement products allowed. Fortified with vitamins A & D recommended. Natural sweeteners preferred.

Cheese: Does not apply to cheese sauce or cheese-flavored snacks. Cheese should be portion-controlled. Light or reduced fat cheese is preferred.

Yogurt Products/Fermented Dairy: No meal replacement products allowed. Caloric and non-caloric sweeteners are allowed. Probiotic drinks may contain up to 4.5 g sugars per 25 ml. When licensing probiotics, offering a light or reduced calorie probiotic is preferred. Reduced fat recommended.

LATIN AMERICA



BREAKFAST CEREAL



SANDWICH BREAD



SOUPS



SNACKS

FOOD CATEGORY

SERVING SIZE

Max per 30 g serving

Max per 2 slices

Per listed serving

Max per listed serving

CALORIES

≤ 130 kcal

≤ 160 kcal

≤ 170 kcal

≤ 150 kcal

TOTAL FAT (G)

-

-

-

-

SAT FAT (G)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

ADDED TRANS FAT (G)

0 g

0 g

0 g

0 g

TOTAL SUGAR (G)

< 10 g

≤ 5 g

≤ 6.25 g per 100 kcal (≤ 25% of kcal)

≤ 6.25 g per 100 kcal (≤ 25% of kcal)

ADDED SUGAR (G)

-

-

-

-

SODIUM (MG)

≤ 200 mg

≤ 250 mg

≤ 600 mg

≤ 200 mg

GRAINS, SANDWICH BREAD, AND SOUPS:

Breakfast Cereal: Cereal with unsweetened dried fruit is encouraged. Sugars coming from the fruit are excluded from the total sugar requirement.

Added sugars refer to sugars from ANY source that have been added during processing; this includes ANY sugar added to dried fruit inclusions.

Where possible, on-package recommend that cereal be served with lower-fat milk and fruit. Whole grains, dried fruit inclusions, and dietary fiber recommended.

Sandwich Bread: Recommend whole grain within first 3 ingredients on the product label. Other bread products (e.g., bagels) are evaluated as side dishes. Whole grain preferred.




Soups: Applies to all dry, condensed, or boxed soups, as prepared. Vegetable-based sauce, whole grain starch, and fiber recommended. Natural flavors, colors, and sweeteners recommended.

SNACKS:

Note: Year-round desserts and confectionery products, such as brownies, baking decorations/frosting, cake, candy, chocolate, custard, dessert pudding, doughnut, gelatin, ice cream, sugar & sweets hard candy, sweet roll, treat cookies are not acceptable as snacks and are regarded as treats.

All Snacks: Snacks with 100% naturally occurring sugar, such as unsweetened dried fruit, may exceed the sugars limit. Dried fruits that contain added sugars must meet the snacks criteria with the exception of dried cranberries, blueberries, and cherries which require added sugar for palatability. Only these three dried fruits can have up to 14 g total sugar per 40 g serving. Calorie cap stands at 150 kcal per serve. Chips are allowed if total fat is lower than 35% of calories. Whole grains and vegetable or fruit ingredients recommended. Natural flavors, colors, and sweeteners recommended.

LATIN AMERICA

FOOD CATEGORY	 WATER-BASED BEVERAGES	 FRUIT/ VEGETABLE JUICE	 JUICE NECTAR
SERVING SIZE	Max per serving/container	Max per 250 ml serving	Max per 250 ml serving
CALORIES	≤ 20 kcal	≤ 130 kcal	≤ 110 kcal
TOTAL FAT (G)	-	-	-
SAT FAT (G)	-	-	-
ADDED TRANS FAT (G)	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 5 g	-	≤ 13 g per 100 ml
ADDED SUGAR (G)	-	No added sugar	No artificial sweeteners
SODIUM (MG)	-	No added sodium	No added sodium

BEVERAGES:

Water or Water-based Beverages: Carbonation is allowed. No added caffeine or stimulants, unless otherwise noted. Calorie and non-calorie sweeteners are allowed. Powdered/sugar flavorings evaluated as prepared. Added sugars refer to sugars from ANY source that have been added during processing. Tea and coffee for brewing is allowed. All concepts must be pre-approved by your regional compliance lead. Design must use classic characters with adult-stylized or vintage art. Classic characters are defined as characters that have been in existence for at least 10 years so that they may reasonably be presumed to have some degree of adult fan base. New release titles or characters are not permitted. Ready-to-drink tea and coffee is not permitted. Natural flavors, colors, and sweeteners encouraged.

Fruit/Vegetable Juice: 100% juice or pure juice with water. Pure juice drinks diluted with water at any ratio are categorized under the 'juice' guidelines; the product name must conform with governing food regulations. Carbonation is allowed. No added caffeine or stimulants. No added sugar or non-caloric sweeteners. Portion-controlled recommended. High juice content preferred.

Juice Nectar: All juice nectar concepts must be pre-approved by your regional compliance lead. The product name must conform with governing food regulations. Minimum 30% pure fruit juice/pulp. Must be a good source of two or more vitamins, minerals and/or dietary fiber as defined by the local governing food regulations. Juice Nectar single serve bottle is limited to 250 ml. Natural sweeteners are allowed. No artificial flavors or non-caloric sweeteners. No added caffeine or stimulants, unless otherwise noted. High juice content preferred.

MEXICO

MEXICO



COMPLETE MEAL



MAIN DISH



SIDE DISH



COMBO SNACKS

FOOD CATEGORY

SERVING SIZE

Max per listed serving

Max per listed serving

Max per listed serving

Max per listed serving

CALORIES

≤ 600 kcal

≤ 350 kcal

≤ 200 kcal

≤ 250 kcal

TOTAL FAT (G)

≤ 3.3 g per 100 kcal (≤ 30% of kcal)

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SAT FAT (G)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

≤ 1.1 g per 100 kcal (≤ 10% of kcal)

ADDED TRANS FAT (G)

0 g

0 g

0 g

0 g

TOTAL SUGAR (G)

–

–

≤ 5 g

–

ADDED SUGAR (G)

≤ 2.5 g per 100 kcal (≤ 10% of kcal)

≤ 7.5 g

–

≤ 6.25 g per 100 kcal (≤ 25% of kcal)

SODIUM (MG)

≤ 740 mg

≤ 600 mg

≤ 250 mg

≤ 480 mg

MEALS AND MEAL COMPONENTS:

All items: Whole grain and dietary fiber encouraged. Natural flavors, colors, and sweeteners recommended.

A Note on Cheese: If cheese is the only source of saturated fat in the meal or dish AND compliant with the nutrition criteria for the cheese category, then saturated fat will not be included in the calculation of the meal category saturated fat limit. If there are multiple sources of saturated fat in the meal or dish AND the meal or dish contains 15 grams of cheese or more, then the meal or dish may exceed saturated fat grams per serving by no more than 3 grams per serving. Must meet all other requirements.

Complete Meal: Includes three or more approved food groups. If meals come with beverages, beverage must be compliant (water-based beverage, low fat milk, 100% juice). Only calories and added sugar count towards complete meal limits.

Main Dish: Must be in the form understood to be a breakfast, lunch, or dinner. Must contain two or more approved food groups. Meal kits that consist of products individually available must adhere to the Nutrition Guidelines for each product.

Side Dish: Minimum portion size in conformance with governing food regulations. Includes one or more approved food groups, excluding lean protein. Side dishes that are part of meal kits that consist of products individually available must adhere to the Nutrition Guidelines for each product.

Combo Snacks: Includes two or more approved food groups.

MEXICO

FOOD CATEGORY	 SHAPED AND PREPARED NUGGETS/ MEATBALLS	 PROCESSED MEATS, SAUSAGES, HOT DOGS, AND CURED MEATS	 RAW AND COOKED	 NUTS AND SEEDS
SERVING SIZE	Per listed serving	Per 50 g serving	Per listed serving	Max per listed serving
CALORIES	≤ 300 kcal	≤ 110 kcal	≤ 250 kcal	≤ 170 kcal
TOTAL FAT (G)	-	-	≤ 15% by weight	-
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 2 g	-	≤ 3 g
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 5 g	≤ 2.5 g	-	≤ 2.5 g per 100 kcal (≤ 10% of kcal)
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	≤ 500 mg	≤ 350 mg	≤ 350 mg	≤ 200 mg

MEATS, POULTRY, FISH AND SOY:

All Meats: Lean meats preferred. Vegetable proteins (e.g., soy) are acceptable to reduce fat content per government guidelines. Consult with your regional compliance lead if higher levels of sodium and functional additives are needed to ensure the integrity and safety of the food.

Shaped and Prepared Nuggets/Meatballs: Whole grain breading encouraged. Natural flavors and colors recommended.





Processed Meats, Sausages, Hot Dogs, and Cured Meats: 100 gram portion max, calorie and sodium limit stands. Natural additives preferred.

Raw and Cooked: Fresh or prepared (e.g. seasoned). 85% lean meat or leaner. Oily fish (e.g., salmon) may exceed total fat limit. Larger serving sizes are permitted (e.g., 120 g filet), however, the product may not exceed nutrition criteria. Natural seasoning preferred.

SNACKS:

Nuts and Seeds: Nuts with dried fruit may use dried fruit sugar limits and are evaluated as a snack (see Snacks category). Trail mix or blends with chocolate, yogurt or other non-fruit or non-nut add-ins are considered Snacks. Nut butters are considered Condiments.

MEXICO

FOOD CATEGORY	 PLAIN MILK	 FLAVORED MILK	 CHEESE	 YOGURT PRODUCTS/ FERMENTED DAIRY
SERVING SIZE	Max per 250 ml serving	Max per 250 ml serving	Per listed serving	Max per serving (to be scaled by portion size) ≤ 50 g > 50 g
CALORIES	≤ 170 kcal	≤ 170 kcal	≤ 130 kcal	≤ 60 kcal ≤ 170 kcal
TOTAL FAT (G)	Low-fat or skim	Low-fat or skim	-	-
SAT FAT (G)	-	≤ 3.5 g	≤ 5 g	≤ 1.5 g ≤ 2.5 g
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 27 g max* see Dairy notes in Clarifications section	≤ 27 g max* see Dairy notes in Clarifications section	≤ 3 g	≤ 6.75 g ≤ 13.5 g per 100 g; ≤ 27 g max
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	-	-	≤ 300 mg	-

DAIRY:

All Dairy: Carbohydrates reflect sugars naturally present as lactose and added sugars. Natural flavors, colors, and sweeteners recommended.

Plain Milk: *Total Sugar maximum must be reduced to ≤ 24 g per serving by December 31, 2018. All plain milk passes. Reduced fat or lower recommended.

Flavored Milk: *Total Sugar maximum must be reduced to ≤ 24 g per serving by December 31, 2018. Maximum single serve container of flavored milk is 250 ml. Reduced fat or less for flavored milk. Powdered and syrup flavorings evaluated as prepared. Preparation directions on package must provide direction with lower-fat milk. No added caffeine or stimulants, unless otherwise noted. Caloric and non-caloric sweeteners are allowed. No meal replacement products allowed. Fortified with vitamins A & D recommended. Natural sweeteners preferred.

Cheese: Does not apply to cheese sauce or cheese-flavored snacks. Cheese should be portion-controlled. Light or reduced fat cheese is preferred. Natural flavors and colors recommended.

Yogurt/Yogurt Drinks: No meal replacement products allowed. Caloric and non-caloric sweeteners are allowed. Probiotic drinks may contain up to 4.5 g sugars per 25 ml. When licensing probiotics, a light or reduced calorie probiotic must also be part of the licensed offering. Reduced fat recommended. Natural flavors, colors, and sweeteners recommended.

MEXICO



BREAKFAST CEREAL



SANDWICH BREAD



SOUPS



SNACKS

FOOD CATEGORY	BREAKFAST CEREAL	SANDWICH BREAD	SOUPS	SNACKS
SERVING SIZE	Max per 30 g serving	Max per 2 slices	Per listed serving	Max per listed serving
CALORIES	≤ 130 kcal	≤ 160 kcal	≤ 170 kcal	≤ 150 kcal
TOTAL FAT (G)	-	-	-	-
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 9 g	≤ 5 g	≤ 6.25 g per 100 kcal (≤ 25% of kcal)	≤ 6.25 g per 100 kcal (≤ 25% of kcal)
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	≤ 150 mg	≤ 225 mg	≤ 600 mg	≤ 200 mg

GRAINS, SANDWICH BREAD, AND SOUPS:

Breakfast Cereal: Cereal with unsweetened dried fruit is encouraged. Sugars coming from the fruit are excluded from the total sugar requirement. Added sugars refer to sugars from ANY source that have been added during processing; this includes ANY sugar added to dried fruit inclusions. Where possible, on-package recommend that cereal be served with lower-fat milk and fruit. Whole grains, dried fruit inclusions, and dietary fiber recommended.

Sandwich Bread: Recommend whole grain within first 3 ingredients on the product label. Other bread products (e.g., bagels) are evaluated as side dishes.


Soups and Sauces: Applies to all dry, condensed, or boxed soups, as prepared. Vegetable-based sauce, whole grain starch, and fiber recommended. Natural flavors, colors, and sweeteners recommended.

SNACKS:

Note: Year-round desserts and confectionery products, such as brownies, baking decorations/frosting, cake, candy, chocolate, custard, dessert pudding, doughnut, gelatin, ice cream, sugar & sweets hard candy, sweet roll, treat cookies are not acceptable as snacks and are regarded as treats.

All Snacks: Snacks with 100% naturally occurring sugar, such as unsweetened dried fruit, may exceed the sugars limit. Dried fruits that contain added sugars must meet the snacks criteria with the exception of dried cranberries, blueberries, and cherries which require added sugar for palatability. Only these three dried fruits can have up to 14 g total sugar per 40 g serving. Calorie cap stands at 150 kcal per serve. Chips are allowed if total fat is lower than 35% of calories. Whole grains and vegetable or fruit ingredients recommended. Natural flavors, colors, and sweeteners recommended.

MEXICO

FOOD CATEGORY	 WATER-BASED BEVERAGES	 FRUIT/ VEGETABLE JUICE	 JUICE NECTARS
SERVING SIZE	Max per serving/container	Max per 250 ml serving	Max per 250 ml serving
CALORIES	≤ 20 kcal	≤ 130 kcal	≤ 104 kcal
TOTAL FAT (G)	-	-	-
SAT FAT (G)	-	-	-
ADDED TRANS FAT (G)	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 5 g	-	≤ 13 g per 100 ml
ADDED SUGAR (G)	-	No added sugar	No artificial sweeteners
SODIUM (MG)	-	No added sodium	No added sodium

BEVERAGES:

Water or Water-based Beverages: Carbonation is allowed. No added caffeine or stimulants. Calorie and non-calorie sweeteners are allowed. Powdered/sugar flavorings evaluated as prepared. Added sugars refer to sugars from ANY source that have been added during processing. Tea and coffee for brewing is allowed. All concepts must be pre-approved by your regional compliance lead. Design must use classic characters with adult-stylized or vintage art. Classic characters are defined as characters that have been in existence for at least 10 years so that they may reasonably be presumed to have some degree of adult fan base. New release titles or characters are not permitted. Ready-to-drink tea and coffee is not permitted. Natural flavors, colors, and sweeteners encouraged.

Fruit/Vegetable Juice: 100% juice or pure juice with water. Pure juice drinks diluted with water at any ratio are categorized under the 'juice' guidelines; the product name must conform with governing food regulations. Carbonation is allowed. No added caffeine or stimulants. No added sugar or non-caloric sweeteners. Portion-controlled recommended. High juice content preferred.

Juice Nectar: All juice nectar concepts must be pre-approved by your regional compliance lead. The product name must conform with governing food regulations. Minimum 30% pure fruit juice/pulp. Must be a good source of two or more vitamins, minerals and/or dietary fiber as defined by the local governing food regulations. Juice Nectar single serve bottle is limited to 250 ml. Natural sweeteners are allowed. No artificial flavors or non-caloric sweeteners. No added caffeine or stimulants (only naturally occurring caffeine in cocoa is allowed). High juice content preferred.