## Preventing The Health Harms of Products High In Fat, Sugar and Salt (HFSS)

S W A

- Confectionery
- Sweet Biscuits
- Crisps & Sav. Snax
- Cakes & Pastries
- Sugary Soft Drinks

What's Included?

Reduce over purchase / impulse buying & overall consumption. Improve health.

The Aim

What impact does HFSS have in addition to the cost of...DRS / MUP / Sugar Levy / OOH

The Cumulative Effect Of not being able to display:

- on Gondola end

- at Checkout

- at Front Door/
Floor Display

**Dual Stock** Scottish product and those for sale in the rest of UK!

Of potentially having to

£250m+ Sales Lost in Scottish Wholesale industry & the MARGIN those categories contribute to your Bottom Line! Of not being able to do Any Promotion or Marketing

at point of purchase. (Leaflets can be used for promotion but not displayed in-store)

Consider the impact...

Of sales of these Products/ Categories being HALVED!!

(FSS recommend 50% reduction in HFSS prdt.)

Of **NOT** being able to **Sample** your products to potential customers

Reformulating products will NOT Make a Difference

No nutritional benefit = No point in its sale

\*Food Standards Scotland - The Scottish Diet: It Needs To Change (2018 update).