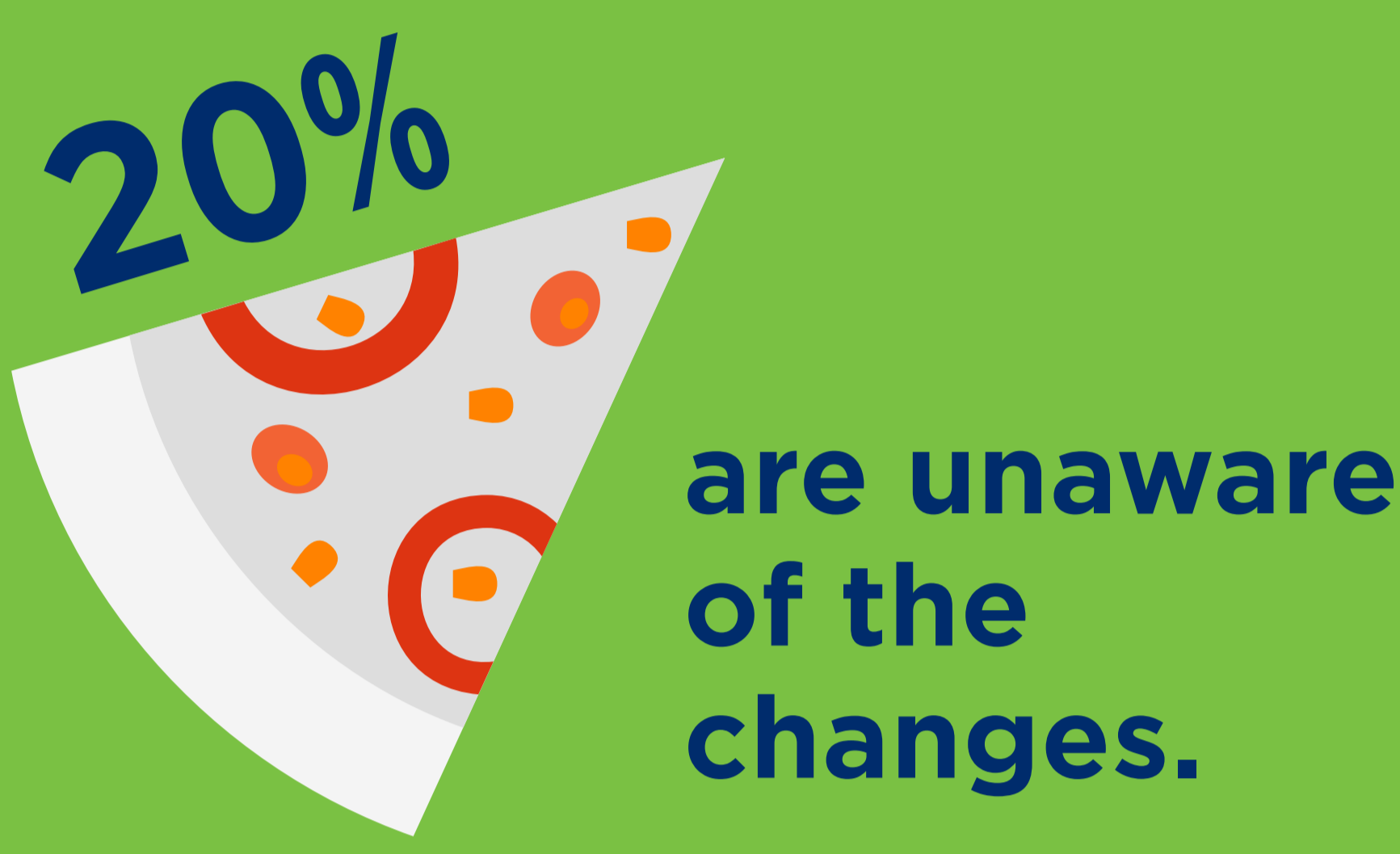
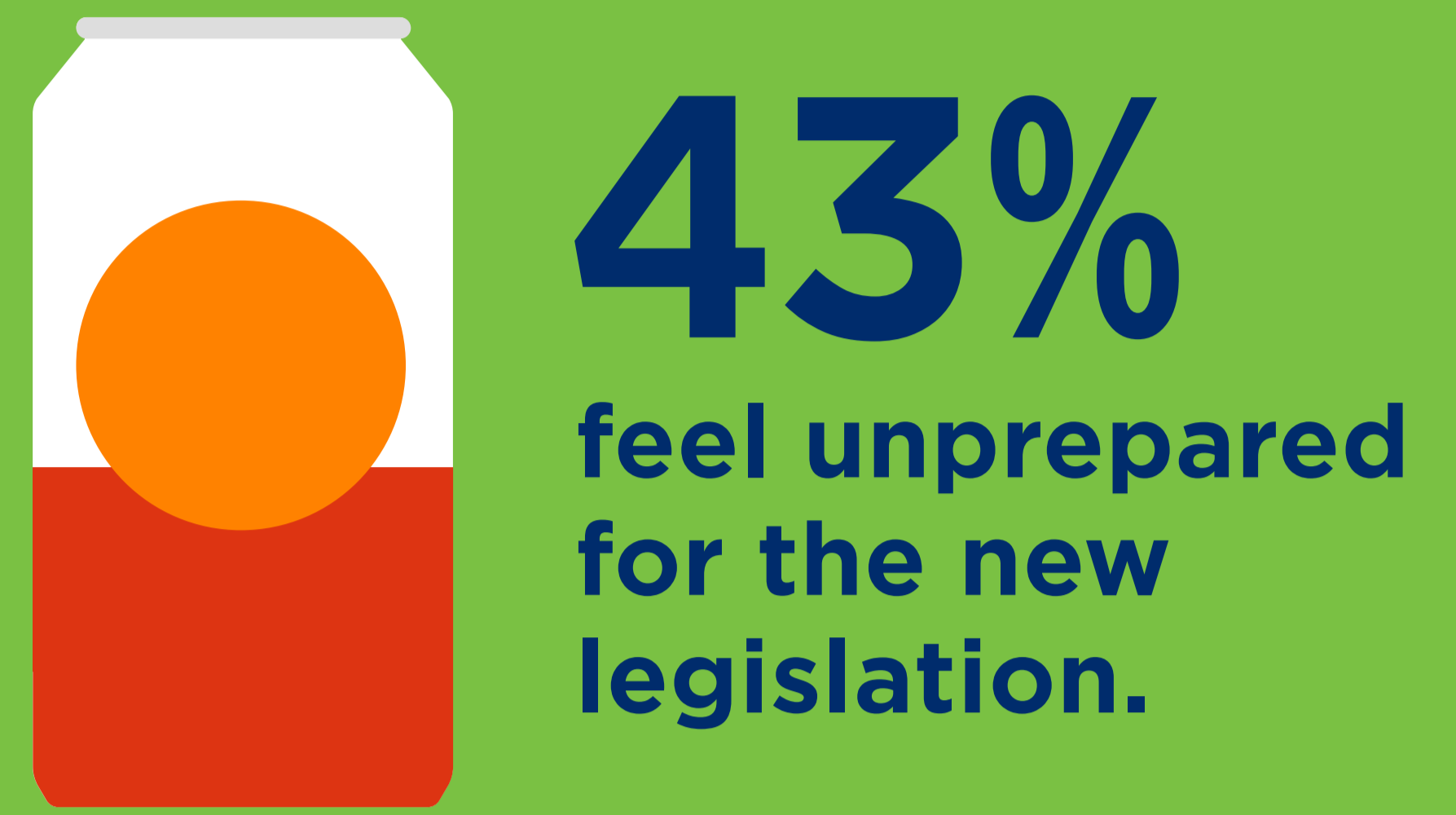
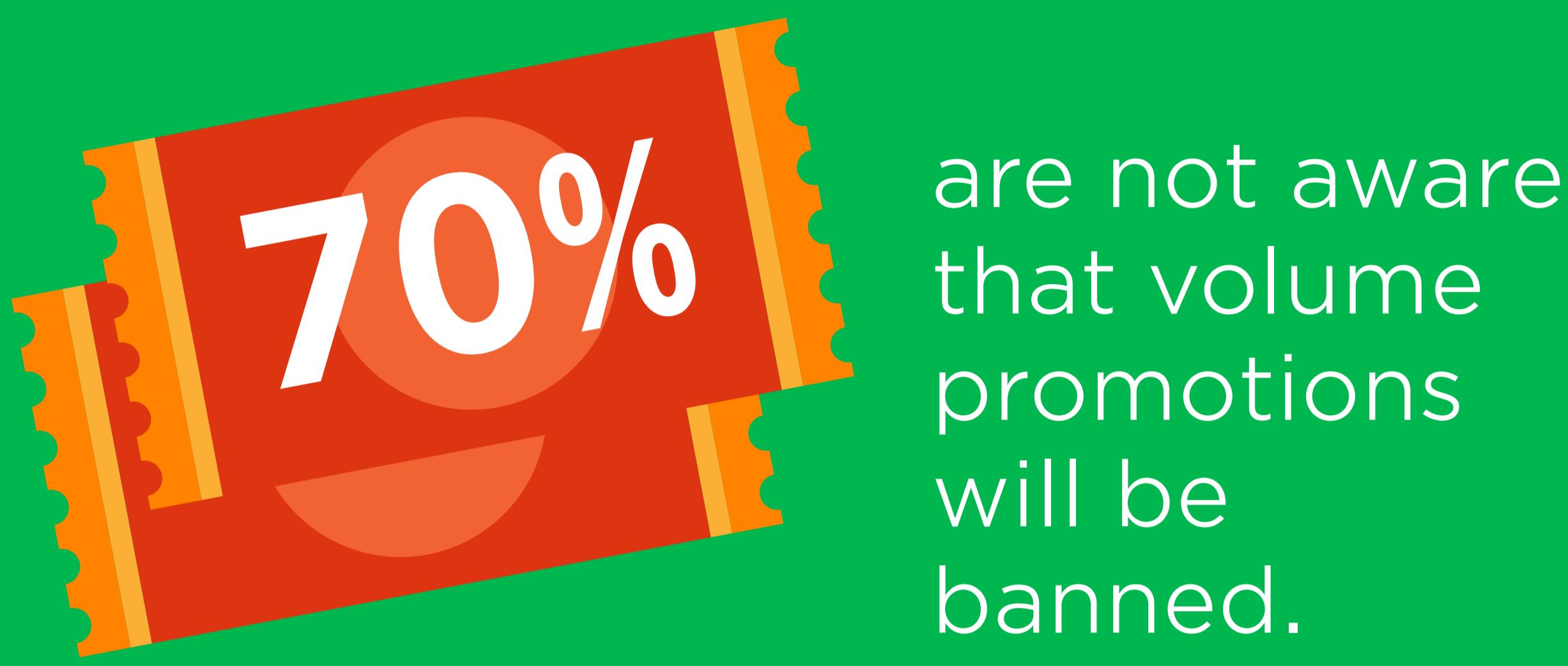


Make sure you are prepared for HFSS

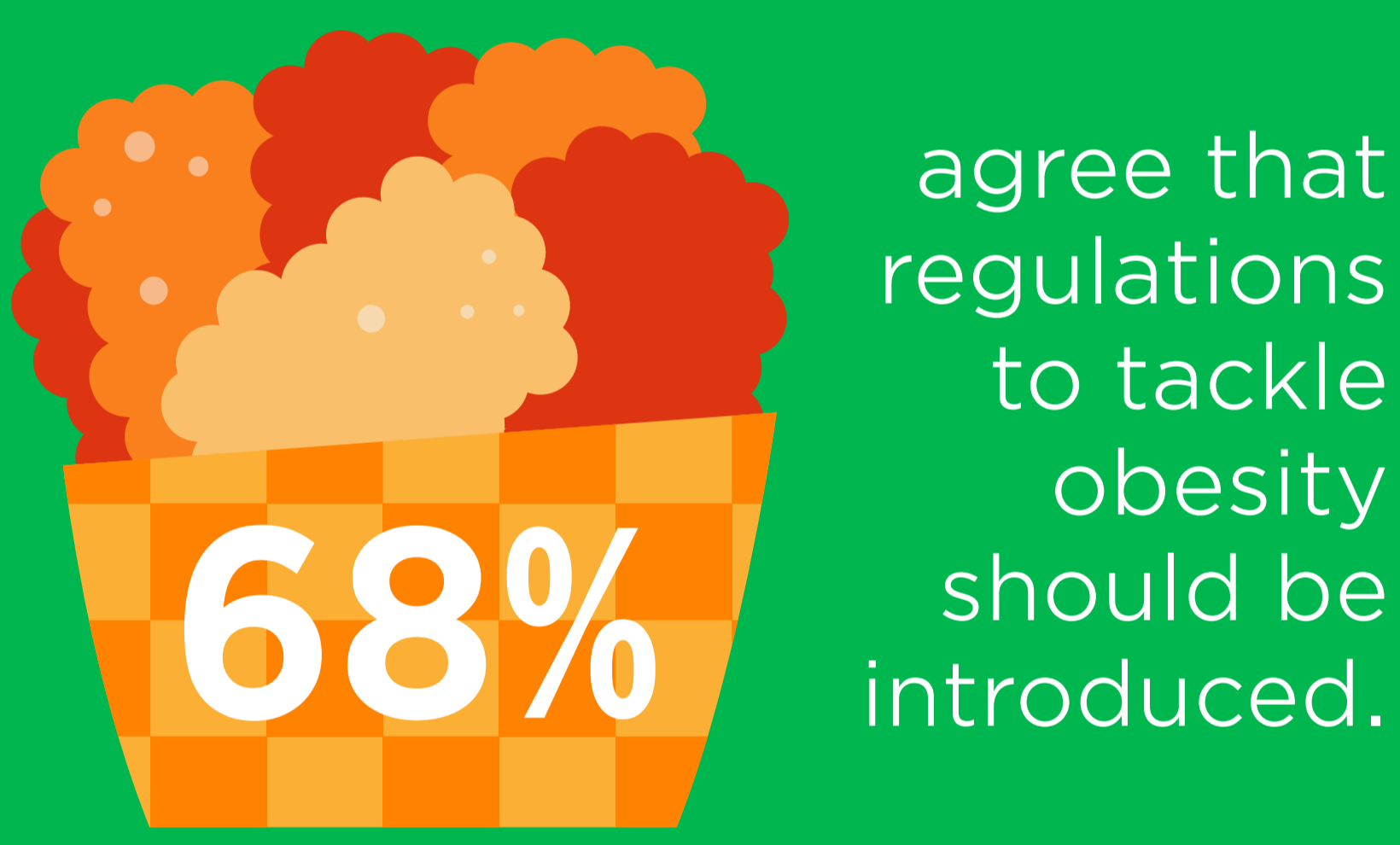
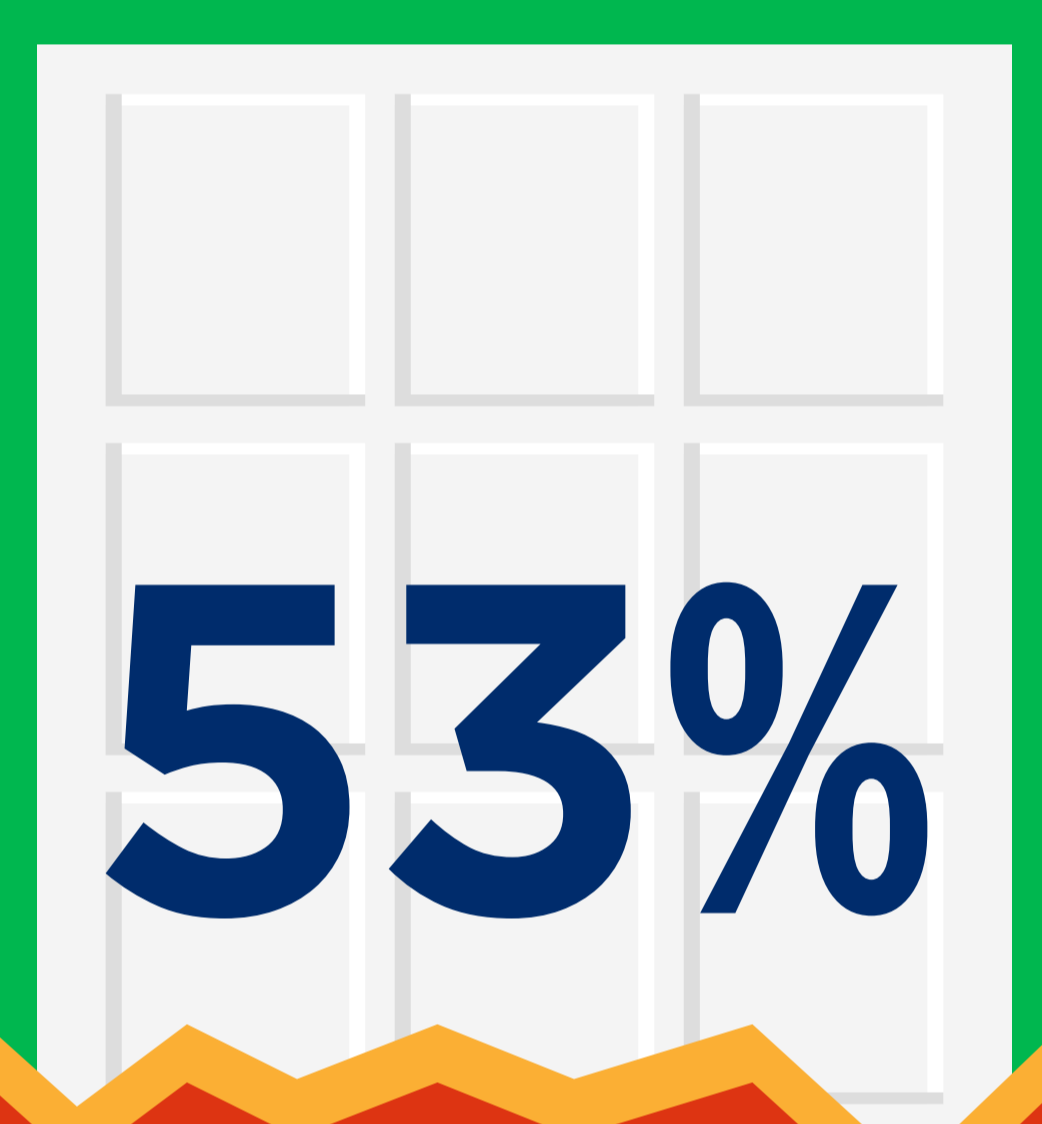
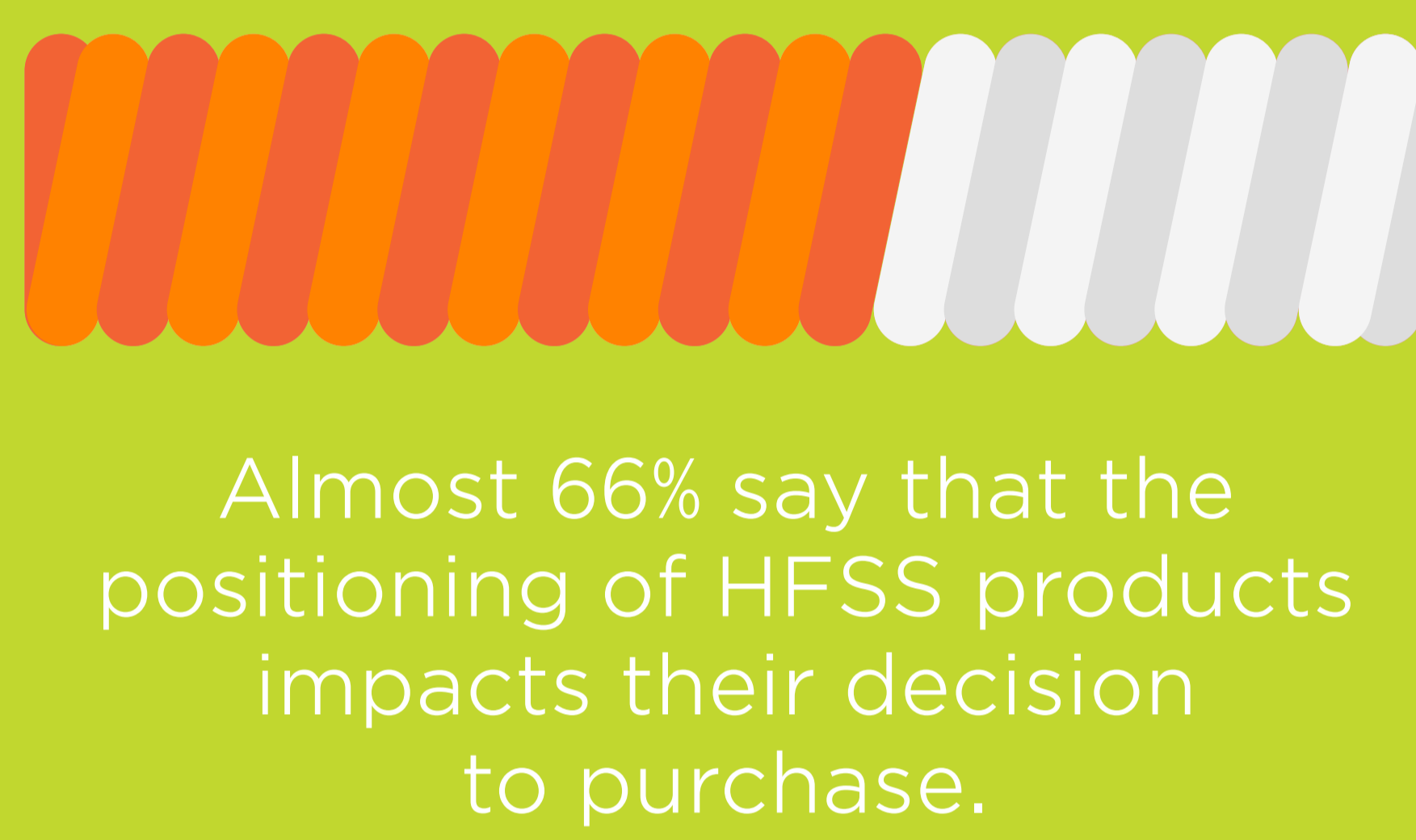
While industry and consumers realise the need for the new legislation aimed at tackling obesity, 43% of businesses don't feel prepared.

We are working with industry to make it easier and more efficient to get HFSS compliant ahead of the October deadline.

How ready are businesses ahead of HFSS?

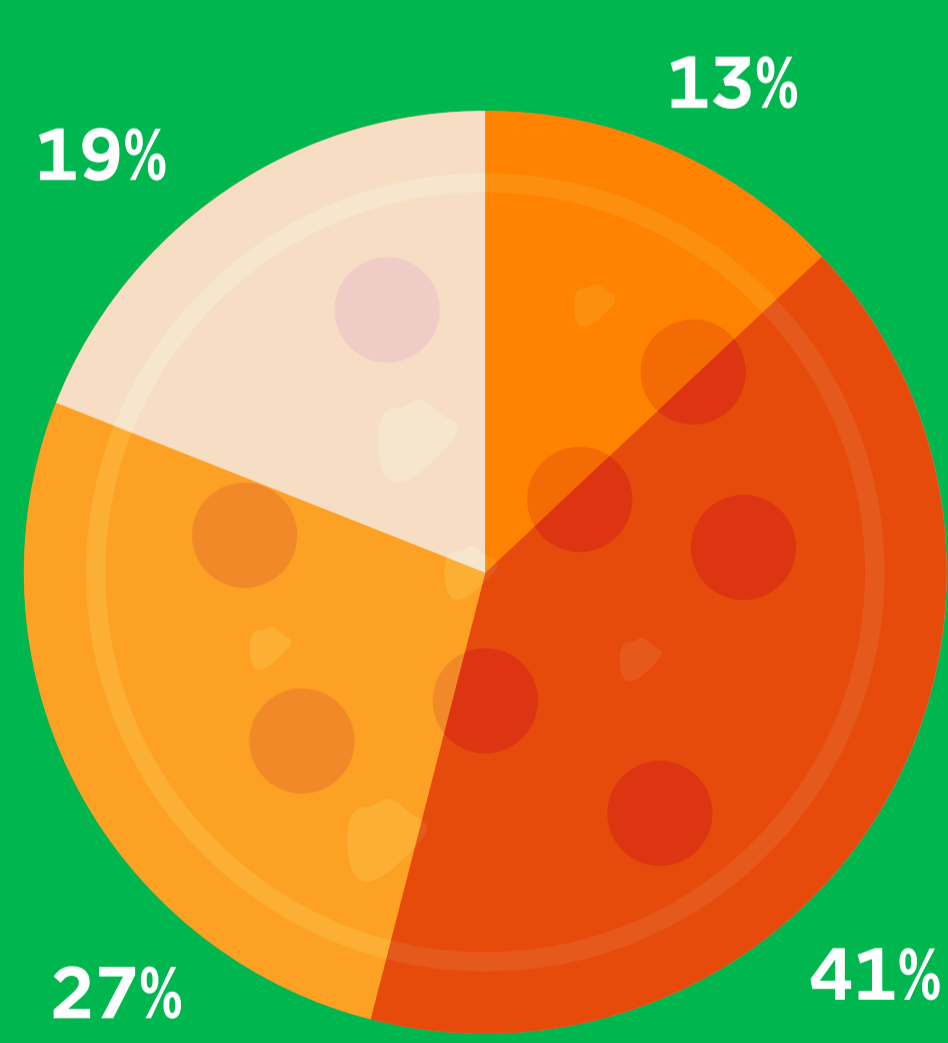


Consumer attitudes towards HFSS

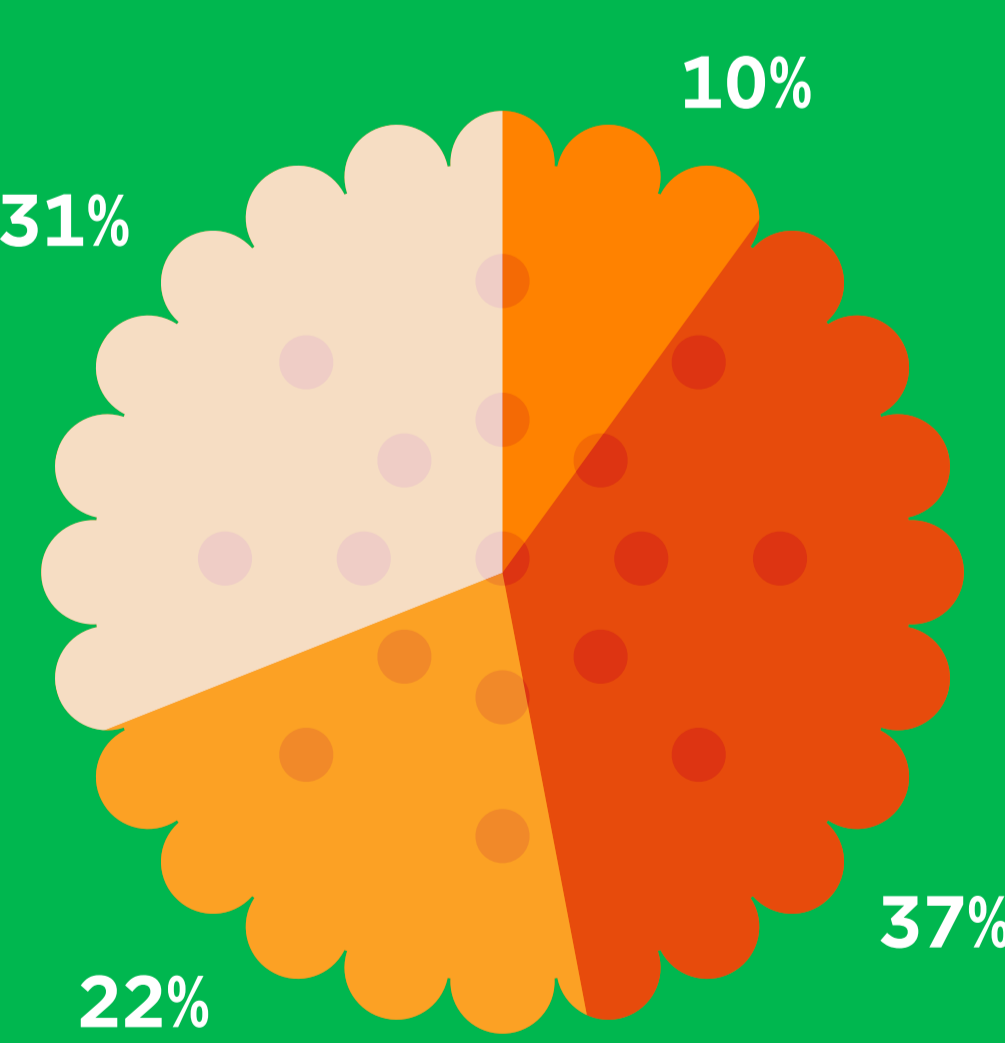


How are businesses getting on auditing their products?

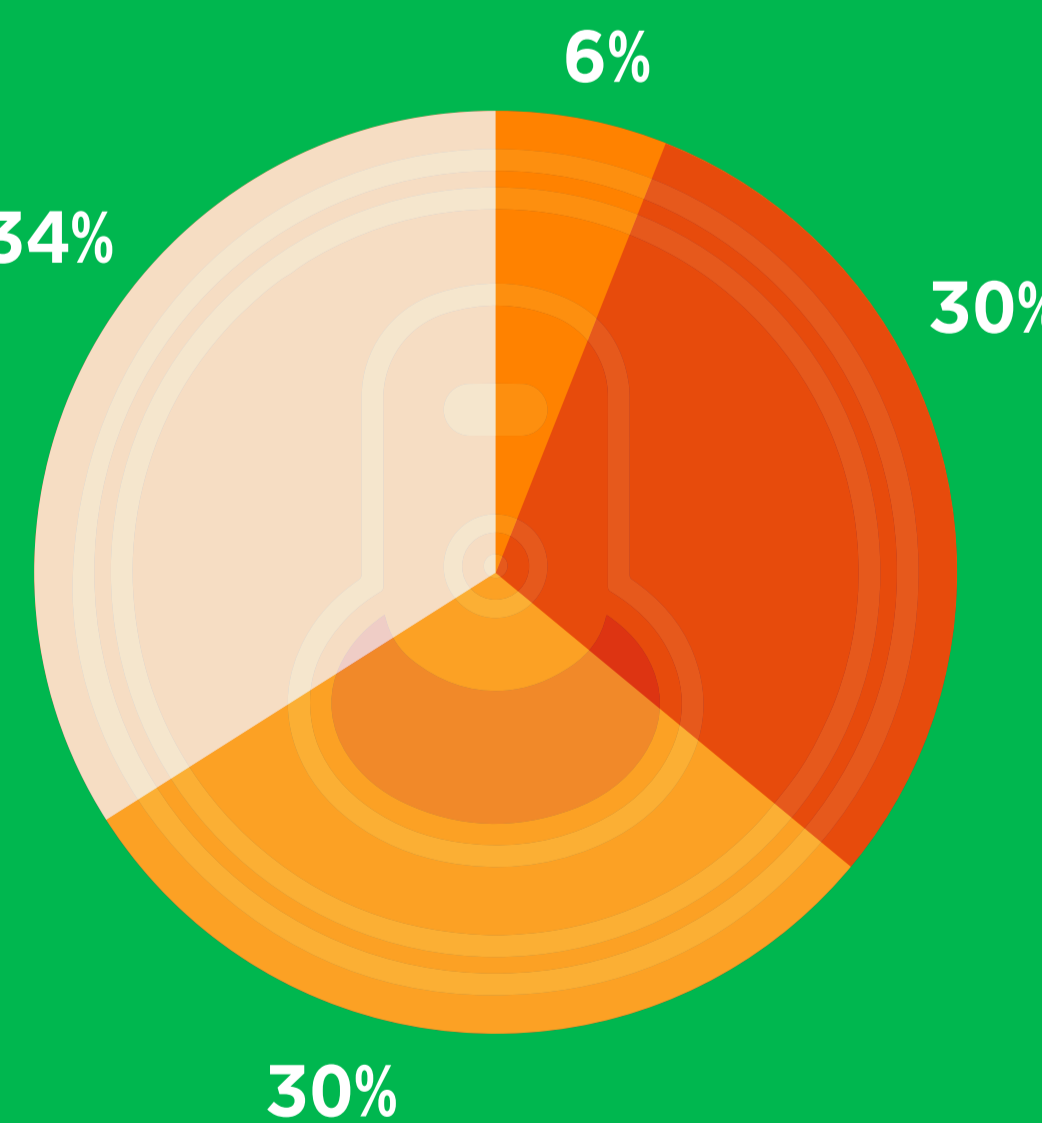
Enterprise business



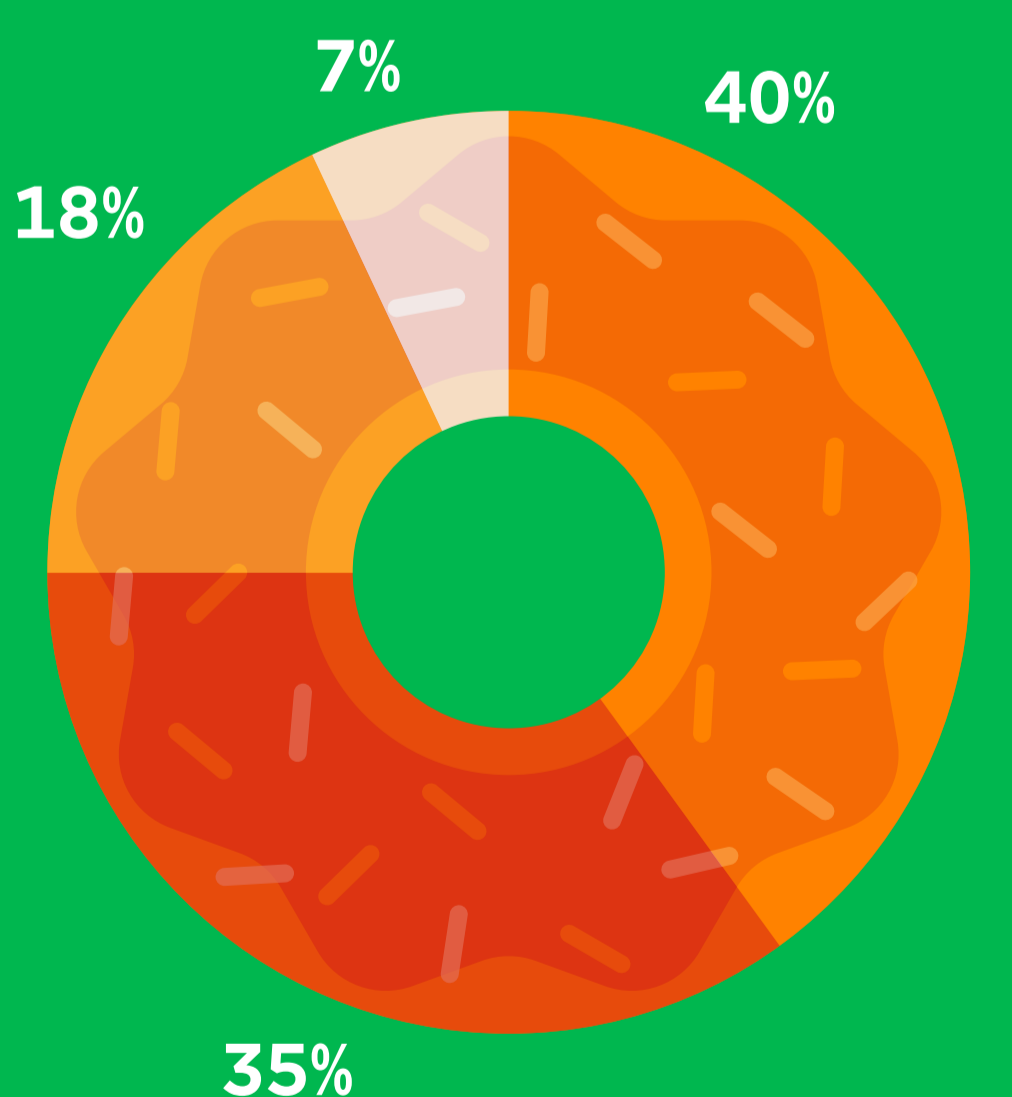
Large business



Medium business



Small business



Completed Planned Not considered Not sure

How can we help?

To help beat the October deadline, we have joined forces with the UK retail industry to create a free way for manufacturers and suppliers to capture and share HFSS information.

Our productDNA platform is designed and built for the industry using GS1 standards, enabling suppliers to easily capture, manage and share HFSS attributes with multiple retailers at once.

With over 75% of grocery retailers, including Sainsbury's, Tesco, Waitrose and Partners, Ocado, Asda and Morrisons already using the product data sharing platform, productDNA is answering the data compliance challenge created by the HFSS legislation.

For more information, visit www.gs1uk.org/hfss or scan the QR code.

