DRAFT

Children's Menu Development Guiding Principles

CDG offers a menu that children will enjoy but we do have a responsibility to offer credible choices that promote a healthy and balanced diet.

As such this policy has been developed to enable brands to share this principle and voluntarily commit to the policy criteria and commitments.

Please note these are terms relating to dishes specifically developed for children.

CDG promotes the offering adult dishes in child size portions and those dishes are exempt of this policy.

This policy will be reviewed and amended on an annual basis.

Supplier relations

The brand recognises and approves of Appendix 3 of the CDG Food Policy as such when requesting samples or development for products specifically for a children's menu, it will ensure this is briefed clearly to the supplier and request that it complies with Appendix 3.

Menu Build

Added sugar

- The brand commits to keeping added sugar levels of dishes to a minimum whilst ensuring product quality and taste.
- Ketchup will only be available on request and not automatically added to children's dishes
- Carbonated drinks are not available on children's menus and the added sugar content of non-carbonated drinks such as fruit juices and juice drinks will be reviewed to ensure that they are well within the acceptable targets. Low sugar or no added sugar drinks such as squashes and milk are available.

5 a Day

- The brand commits to providing at least 1 starter containing a minimum of 1 portion (80g) of vegetables.
- The brand commits to providing at least each main course containing or be accompanied with a minimum of 1 portion (80g) of vegetables or side salad.
- The brand commits to providing at least 1 dessert option containing a minimum of 1 portion (80g) of fruit.

- The brand commits to providing drink options include pure fruit juices and fruit smoothies which contribute to 5 a day.

Fish

- The brand commits to providing one main course dish with oily fish options such as salmon

Allergens

- The brand understands that for children who suffer with allergies and of particular dietary choices that availability is often limited and so will look to produce dishes to cater for this market.

- As such the brand commits to providing a minimum of one main course dish that is suitable for those with the following dietary requirements following;
  - Milk allergy or lactose intolerance.
  - Coeliac disease and wheat allergy
  - Nut & Peanut Allergy
  - Lacto-ovo vegetarians

Artificial colours and flavours

- These are not permitted on children's menus.

Nutritional content

CDG is aware that addressing childhood obesity is increasingly important. With the wider food industry, we need to positively contribute towards tackling this through offering credible healthier choices and clear and accessible customer information.

We understand that many customers including children come to our restaurants for a special occasion or treat, however CDG believes it still has a responsibility to ensure that the food it serves is safe, wholesome and nutritionally sound i.e. levels of salt, total sugars, added sugar, total and saturated fat, and energy (kcal) are kept to minimum wherever possible.

Below are stipulated the key nutritional values that are required for all dishes to comply with. The standards are built using recommended typical values for children aged between 7-11 years old.

With the view that the brand commits to ensuring that the nutritional contents of a dish are evaluated by third party analysis before the menu is released onto the market.

Nutrient	***Recommended standards***
Energy	< 600 calories (per main meal)

Salt	Max 0.6g salt (per complete main meal) All products to meet 2017 salt reduction targets
Total Fat	<21g/ portion (per main meal) <21g/portion (per dessert)
Saturated Fat	<6g/portion (per main meal) <6g/portion (per main meal)
Total Sugars	Savoury Dishes <10g/portion* Desserts <27g/portion

** Currently CDG does not have data on sugar levels in children's meals. This figure has been determined through research on counterpart products available in the restaurant business. To be reviewed when analytical data is available.*

Responsible Advertising & Marketing to Children

CDG is committed to marketing and advertising their food and drink in a responsible way. This commitment is shown through adherence to stringent Codes of Practice which exist at global, regional and national levels.

There are two advertising codes in use in the UK (broadcast and non-broadcast advertising). Both codes include general rules that state advertising must be responsible, must not mislead, or offend and specific rules that cover advertising to children.

The Advertising Standards Authority (ASA) is the UK independent regulator for advertising across all media. The ASA responds to complaints and proactively checks the media to take action against companies who do not comply with the Codes of Practice.

In relation to marketing and advertising to children, CDG observes the following principles across all marketing channels including company websites, texts, emails and social media.

Communications should:

- Encourage healthier eating and lifestyles wherever possible

Communications should not:

- take advantage of children's natural sense of loyalty
- encourage excessive consumption
- encourage children to eat and drink frequently throughout the day
- suggest confectionery or snacks should replace whole balanced meals

- ask them to persuade their parents or other adults to buy on their behalf (pester power)
- undermine parental authority
- imply children will be unpopular of disloyal if they don’t buy the product

CDG is committed to:

- no advertising or marketing activity to be directed to children below the age of 6 years.
- no advertising or marketing of products to children under the age of 12 years except for products which fulfil specific nutrition criteria based on accepted scientific evidence and/or applicable to national dietary guidelines.
- no communications related to products in primary schools except where specifically requested by or agreed with the school administration for educational purposes.