

HFSS toolkit

Published: 16 April 2026 | Updated: 21 April 2026

Topics

[Diet & health](#)

This toolkit brings together key resources to help you navigate regulations relating to food and drink high in fat, salt and sugar (HFSS) and understand how to apply nutrient profiling.

Nutrient profiling

The 2004/5 nutrient profiling model underpins regulations across the UK, setting out which products are subject to promotions and advertising restrictions. Details are given below:

[Government Nutrient Profiling Technical Guidance 2004/5 Model](#)

[Government guidance on calculating fruit, veg and nuts score](#)

[FDF 2004/5 NPM calculator \(.xlsx\)](#) - **Members only**

[University of Leeds 2004/5 NPM Calculator](#)

[Nutrient Profiling Model Q&A](#) - **Members only**

[GS1 & FDF webinar on how to calculate your HFSS score](#)

2018 Nutrient Profiling Model

In January 2026, the government published the [outcome](#) of its 2018 consultation on a revised nutrient profiling model.

This new model is not included in any policy to date, but Government has consulted on updating the Less Healthy Food Advertising Regulation (UK) and the HFSS Promotions Regulation (England) with the 2018 model in the future.

[Consultation on applying the 2018 NPM to regulation](#) and [FDF Response \(MEMBER ONLY\)](#)

2018 Nutrient Profiling Model – [Technical Guidance including on free sugars](#)

[Technical guidance on fruit / vegetable / nuts / seeds](#)

[Worked Examples](#)

[FDF 2018 NPM Calculator](#) (MEMBERS ONLY)

Less Healthy Food Advertising Restrictions (UK)

Regulation on the advertising of 'less healthy' food and drink came into force on 5th January 2026. It sets strict rules around advertising of certain products online, on TV and in on demand programming. This regulation is currently underpinned by the 2004/5 nutrient profiling model.

[CAP guidance](#) (published 4 December 2025) and [secondary Q&A document](#)

[Health and Care Act](#) - Schedule 18 of the Act sets out the provisions for further HFSS advertising restrictions in the UK.

[Final secondary legislation](#) (published 3 December 2024)

[DHSC Category Guidance](#) and [BRC Category Guidance](#)

[Consultation on a draft SI on the brand advertising exemption](#) plus [FDF consultation response](#) [MEMBER ONLY].

[Final SI on brand advertising exemption](#) and [Government response to consultation](#)

[House of Commons research briefing on advertising HFSS food and drink](#)

Childrens Advertising Restrictions (UK)

The 2004/5 nutrient profiling model is currently used to restrict advertising in children's media, including on TV online, in cinemas, in print media, and in outdoor settings. The rules came into force for TV in 2007, and for all other media in 2017.

[Current Rules](#) - summary of current UK advertising rules as they relate to HFSS food and drink. - **Members only**

The [UK Code of Broadcast Advertising \(BCAP Code\)](#) applies to the content and scheduling of TV and radio ads.

The [UK Code of Non-broadcast Advertising & Direct and Promotional Marketing \(CAP Code\)](#) applies to ads across other media including newspapers, magazines, billboards, cinema, posters, leaflets, mailings, e-mails, texts and on UK based company websites (including social media and advergames).

[Additional local authority rules](#) - A number of local authorities in England have implemented additional measures to restrict HFSS advertising. This FDF summary links to more information. - **Members only**

HFSS promotional restrictions (England)

Restrictions on the retail placement (in store and online) of HFSS products came into force in October 2022 in England. This was followed by restrictions on HFSS price promotions in October 2025. This policy currently uses the 2004/5 nutrient profiling model.

[HFSS Regulations - What you need to know](#)

[The Food \(Promotion and Placement\) \(England\) Regulations 2021](#)

[The Food \(Promotion and Placement\) \(England\) \(Amendment\) Regulations 2022](#)

[Government guidance](#)

[Changes made to Government guidance May 23](#)

[BRC category guidance](#)

[ACS assured advice on HFSS promotional restrictions](#)

[FDF Q&A](#) - **Members only**

[Summary of evidence on the impact of HFSS restrictions so far in England](#) - **Members only**

Devolved governments - HFSS promotional restrictions

The Welsh Government implemented regulation restricting the promotion and placement of HFSS products from 26 March 2026. The Scottish Government will implement restrictions on 1 October 2026. Measures are consistent with those in place in England.

Wales

[Welsh Government Guidance](#)

[The Food \(Promotion and Presentation\) \(Wales\) Regulations 2025](#) - Regulation came into force 26 March 2026

Scotland

[The Food \(Promotion and Placement\) \(Scotland\) Regulations 2025](#)

[Scottish Government Implementation Guidance](#)

[Free recording of Reformulation for Health Webinar summarising the regulations \(May 2026\)](#)

In this toolkit:

- [Nutrient profiling](#)
- [Less Healthy Food Advertising Restrictions \(UK\)](#)
- [Children's Advertising Restrictions \(UK\)](#)
- [HFSS Promotional Restrictions \(England\)](#)
- [Devolved governments - HFSS promotional restrictions](#)
- [Wales](#)
- [Scotland](#)
- [Webinars](#)

- [Back to top](#)

Webinars



[Ensuring compliance with HFSS Regulations across the UK](#)

[Watch this webinar to ensure you are compliant with current and future regulation on your high fat, salt and sugar products.](#)

[View webinar](#)



[Navigating HFSS regulations across the UK](#)

[This webinar, recorded on 25 June 2024, shares insight from policy makers, and industry experts with extensive experience in interpreting regulation in this area.](#)

[View webinar](#)



What's next for advertising and promotion of HFSS products across the UK?

This webinar, recorded on 25th July 2023, includes presentations from speakers with extensive experience in helping companies interpret HFSS regulation.

[View webinar](#)