## Disney Nutrition Guidelines Criteria

### Food Category

<table>
<thead>
<tr>
<th>Complete Meal</th>
<th>Finely Chopped</th>
<th>Side Dish (Beans, pulses, prepared vegetables)</th>
<th>Side Dish (Breads, rice, noodles, pasta)</th>
<th>Shaped and Prepared (Meatballs, nuggets)</th>
<th>Raw and Cooked</th>
<th>Breakfast Cereals</th>
<th>Sandwiches and Baked Bread</th>
<th>Soups and Sauces</th>
<th>Cheese</th>
<th>Yogurt and Other Dairy Products</th>
<th>Water-Based Beverages</th>
<th>Juice, Nectars</th>
<th>Chips and Crisps</th>
<th>Nuts and Seeds</th>
<th>Fruit-Based Snacks</th>
<th>Cereal-Based Savoury Snacks</th>
<th>Cereal-Based Sweet Snacks</th>
<th>Mini Meals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serving Size</strong></td>
<td>Max per meal</td>
<td>Per listed serving</td>
<td>Per listed serving</td>
<td>Per listed serving</td>
<td>Per listed serving</td>
<td>Max per 50 g serving</td>
<td>Per listed serving</td>
<td>Max per 250 ml serving</td>
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<tr>
<td><strong>Calories</strong></td>
<td>≤ 600 kcal</td>
<td>≤ 350 kcal</td>
<td>≤ 170 kcal</td>
<td>≤ 240 kcal</td>
<td>≤ 130 kcal</td>
<td>≤ 80 kcal</td>
<td>≤ 20 kcal</td>
<td>≤ 170 kcal</td>
<td>≤ 140 kcal</td>
<td>≤ 150 kcal</td>
<td>≤ 100 kcal</td>
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<td>≤ 150 kcal</td>
<td>≤ 100 kcal</td>
<td>≤ 150 kcal</td>
<td>≤ 250 kcal</td>
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<tr>
<td><strong>Total Fat (g)</strong></td>
<td>≤ 3.9 g per 100 kcal (≤ 35% of kcal)</td>
<td>≤ 3.3 g per 100 kcal (≤ 30% of kcal)</td>
<td>≤ 3.3 g per 100 kcal (≤ 30% of kcal)</td>
<td>≤ 2.5 g per 100 kcal (≤ 20% of kcal)</td>
<td>≤ 2.5 g per 100 kcal (≤ 20% of kcal)</td>
<td>≤ 1.5% by weight</td>
<td>≤ 2.5 g per 100 kcal (≤ 15% of kcal)</td>
<td>≤ 2.5 g per 100 kcal (≤ 15% of kcal)</td>
<td>≤ 2.5 g per 100 kcal (≤ 15% of kcal)</td>
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<tr>
<td><strong>Saturated Fat (g)</strong></td>
<td>≤ 1.1 g per 100 kcal (≤ 10% of kcal)</td>
<td>≤ 1.1 g per 100 kcal (≤ 10% of kcal)</td>
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<td><strong>Trans Fat (g)</strong></td>
<td>0 g</td>
<td>0 g</td>
<td>0 g</td>
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<tr>
<td><strong>Total Sugar (g)</strong></td>
<td>≤ 2.5 g per 100 kcal (≤ 10% of kcal)</td>
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<td><strong>Salt (g)</strong></td>
<td>≤ 1.9 g</td>
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### Valid as of December 2017

**Europe, Middle East and Africa**
**MEALS AND MEAL COMPONENTS:**

- **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 meat 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 contain saturated fats for grams per serving by no more than 3 grams per serving. Must meet all other requirements.

- **Integral:** Meats, poultry, fish, and soy:

  - **All Meats:** All meat products should be at least 50% lean meat.
  - **Note:** Main ingredient by weight must NOT be sugar.

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

- **Natural flavours, colours, and sweeteners recommended.**

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

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- **Whole grains preferred.**

- **Nuts and Seeds:** Nuts with dried fruit may use dried fruit sugar limits and are calculated under snack-food 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 sugar per 40 g serving. Trail mix or blends with chocolate, yogurt, or other non-fruit or non-nut-must add are considered Cassel Based Sensory Snacks. Not buttons are considered Condiments. 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 sugar per 40 g serving. Cassel can serve at least 75% at 70% fat serve. Natural flavours, colours, and sweeteners are recommended.

- **Approved Food Groups:**

  - **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.**

- **Grains, sandwich bread, and soups:**

  - All grains, soups, sandwich breads, chips/craps: Main ingredient by weight must NOT be sugar.

  - **Soups and Sauces:** Applies to all soups and meal sauces. Vegetable-based soups, whole grains, and dairy-free soups are recommended. 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 ingredients added after the cereal has been processed. The cereal must use classic characters with adult-styled 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. Here release titles and characters are not permitted. Ready-to-drink tea and coffee is not permitted. Carbonation is allowed. This allowed caffeine or stimulants (only naturally occurring caffeine in cocoa is allowed, unless otherwise noted). Caffeine and non-caloric sweeteners are allowed. Ready-to-drink tea and coffee is not permitted. Carbonation is allowed. Caffeine or stimulants are allowed. Added sugars are allowed only for cocoa or cocoa. Nuts and seeds are also commonly referenced as artificial sweeteners. Energy drinks are NOT allowed with any PPE.

- **Energy drinks:**

  - **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.

- **Coffee:**

  - **Note:** Main ingredient by weight must NOT be sugar. Year-round desserts and confectionery products, such as brownies, baking mixtures, frostings, cakes, chocolates, candies, dessert puddings, doughnuts, gelatin, ice cream, sugar, and sweets. American candy is recommended. Torani sugar-free syrups evaluated as prepared. Added sugars refer to sugars from any ingredient that have been added during processing. Nuts and seeds are also commonly referenced as artificial sweeteners. Energy drinks are NOT allowed with any PPE.

- **Water-based 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.

- **Juice nectars:**

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## Disney Nutrition Guidelines Criteria

<table>
<thead>
<tr>
<th>Food Category</th>
<th>Complete meal</th>
<th>Main dish</th>
<th>Side dish</th>
<th>Noodles, pasta</th>
<th>Sauce, cheese</th>
<th>Chips &amp; crisps</th>
<th>Fruit-based drinks</th>
<th>Cereal-based savoury snacks</th>
<th>Cereal-based sweet snacks</th>
<th>Milk &amp; yogurt-based drinks</th>
<th>Water or milk-based beverages</th>
<th>Water or water-based beverages</th>
<th>Beverages &amp; fruit-based savoury snacks</th>
<th>Beverages &amp; fruit-based sweet snacks</th>
<th>Beverages &amp; savoury snacks</th>
<th>Beverages &amp; sweet snacks</th>
<th>Beverages &amp; savoury &amp; sweet snacks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serving size</strong></td>
<td>1 meal</td>
<td>Per listed serving</td>
<td>Per listed serving</td>
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<tr>
<td><strong>Calories</strong></td>
<td>600 kcal per meal</td>
<td>350 kcal per 100 g</td>
<td>170 kcal per 100 g</td>
<td>340 kcal per 100 g</td>
<td>250 kcal per 100 g</td>
<td>240 kcal per 100 g</td>
<td>130 kcal per 100 g</td>
<td>170 kcal per 200 ml</td>
<td>110 kcal per 100 g</td>
<td>140 kcal per 200 ml</td>
<td>150 kcal per 30 g</td>
<td>170 kcal per 30 g</td>
<td>150 kcal per 30 g</td>
<td>150 kcal per 30 g</td>
<td>250 kcal per meal</td>
<td></td>
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<tr>
<td><strong>Total fat</strong></td>
<td>3.9 g (35% of kcal)</td>
<td>3.3 g (30% of kcal)</td>
<td>1.9 g (15% of kcal)</td>
<td>1.1 g (10% of kcal)</td>
<td>1.1 g (10% of kcal)</td>
<td>3.9 g (15% of kcal)</td>
<td>1.9 g (15% of kcal)</td>
<td>2.0 g (10% of kcal)</td>
<td>3.3 g (15% of kcal)</td>
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<td>5.0 g (10% of kcal)</td>
<td>2.5 g (10% of kcal)</td>
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<td>0.5 g (10% of kcal)</td>
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<tr>
<td><strong>Saturated fat</strong></td>
<td>1.1 g (10% of kcal)</td>
<td>1.1 g (10% of kcal)</td>
<td>1.1 g (10% of kcal)</td>
<td>1.1 g (10% of kcal)</td>
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<tr>
<td><strong>Total sugar</strong></td>
<td>16 g per 100 g</td>
<td>5 g per 100 g</td>
<td>2.5 g per 100 g</td>
<td>2.5 g per 100 g</td>
<td>90 g per 100 g</td>
<td>120 g per 100 g</td>
<td>135 g per 100 g</td>
<td>135 g per 100 g</td>
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<td><strong>Added sugars</strong></td>
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<tr>
<td><strong>Sodium</strong></td>
<td>740 mg sodium or 1.9 g salt per meal</td>
<td>600 mg sodium or 1.5 g salt per meal</td>
<td>300 mg sodium or 0.8 g salt per meal</td>
<td>350 mg sodium or 0.9 g salt per meal</td>
<td>680 mg sodium or 1.2 g salt per meal</td>
<td>240 mg sodium or 0.5 g salt per meal</td>
<td>350 mg sodium or 0.9 g salt per meal</td>
<td>250 mg sodium or 0.6 g salt per 2 slices</td>
<td>600 mg sodium or 1.5 g salt per 200 ml</td>
<td>240 mg sodium or 0.6 g salt per 2 slices</td>
<td>200 mg sodium or 0.5 g salt per 200 ml</td>
<td>200 mg sodium or 0.5 g salt per 200 ml</td>
<td>300 mg sodium or 0.8 g salt per meal</td>
<td>270 mg sodium or 0.5 g salt per 30 g</td>
<td>170 mg sodium or 0.3 g salt per 30 g</td>
<td>170 mg sodium or 0.3 g salt per 140 g</td>
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</tbody>
</table>

**Notes:**
- Sodium should be limited to 150 mg per serving when Disney-themed food is served with 250 ml of low-fat milk.
- Sugary beverages should not exceed 2% of the daily energy intake.
- Additional sodium, sugar, and fat guidelines are provided for specific food items.
MEALS AND MEAL COMPONENTS:

**Complete Meal:** A Complete Meal includes a main dish and side dish. If meals come with beverages, beverage must be Compliant. Individual food elements of a pre-bundled or pre-packaged meal or snack may not be calculated separately (e.g., sandwich and crisps/chips). Only calories and added sugar count towards Complete Meal limits. Meals should include 3 or more approved food groups (1 must be fruit or vegetable). If cheese is the only source of saturated fat in the meal or dish AND it 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 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.

**Mini Meal:** Includes 2 or more approved food groups. 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.

**Main Dish:** Includes 2 or more approved food groups.

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

**Soup and Pasta Sauce:** Recommend all kinds of soups and broths contain minimum 1 of the following: 30 g fruit, vegetable, meat, fish, milk or any combination of those (calculated as fresh portion) per portion. All fruit/vegetable based sauces (≥ 50 g fruit and/or vegetable per 100 g of finished product) that constitute a substantial component of the meal.

**Breakfast Cereal:** Recommend whole grain options.

**Dairy:**

- **Yogurt:** Low sugar varieties. Reduced fat varieties; whole milk (4%) is acceptable or as part of a range of milks available. Sugars include those naturally present. No meal replacement products allowed.

- **Flavoured Milk:** Maximum serving for a single serve container is 200 ml. Max sugar limit is 20 g per 200 ml.

- **Cheese:** criteria apply to real cheese only. Does not include cheese sauce or cheese-flavoured snacks.

**Snacks:**

- **Cereal-Based Sweet Snacks:** Fibre (≥ 3 g per 100 g) and/or whole grain (≥ 15% of total ingredients) and/or 20% kcals from UFA (unsaturated fatty acids) and ≥ 70% UFA/total fat.

- **Chips and Crisps:** Total Fat Guideline: Non-Compliant (Current Global): ≤ 6 g per Long Serving Size; Restricted (Current Global): > 6 g per Long Serving Size

- **Nuts and Seeds:** Nut and dried fruit blends may use sugar limit for the Fruit-based snacks category. Trail mix or blends with chocolate or non-fruit or nut add-ins must use Cereal Based Sweet Snacks category. Dried cranberries, blueberries, and tart cherries require added sugar for palatability. Only these 3 dried fruits can have up to 14 g total sugar per ¼ cup serving. Calorie limit stands.

- **All Snacks:** 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.

**Meat, Poultry and Fish:**

- **All Meats:** Vegetable proteins (e.g., soy) are acceptable to reduce fat content per government guidelines. Products can exceed sodium for safety and taste by no more than 10% and must be approved by Disney Food Team.

- **Shaped Prepared Nuggets, Meatballs, Raw and Cooked Meat:** Larger serving sizes are permitted (e.g., 4oz filet); however, the product may not exceed nutrition criteria as listed.

**Beverages:**

- **Water or Water-based Beverages:** No caffeine or stimulants of any kind other than what naturally occurs in cocoa. Calorie and non-calorie sweeteners are allowed. Carbonation is allowed. 100% caffeine-free teas are compliant. Any PPE, including new releases, may be used with these products.

- **Brew at Home Caffeinated Tea and Coffee:** Non 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 (not ready-to-drink) may be permitted with classic characters unless style is adult-oriented/vintage art. Promotions must be adult targeted (following Standards for Responsible Marketing). The same characters must not be used on both child-targeted caffeine-free teas and adult caffeinated teas/coffee at the same time. “Classic character” is defined here to mean 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. New releases should not be used. Energy drinks are NOT allowed with any PPE.

- **Juices:** No caffeine or stimulants of any kind other than what is naturally occurring in cocoa. Carbonation is allowed. Strongly recommend single serving containers are a max of 250 ml. Added sugar is allowed only for cranberry juice, up to 5 grams/serving.

**Juice Nectar:** Minimum of 30% pure fruit juice/pulp; must be good source of 2 vitamins, minerals or fibre. Must be at least a good source (as defined by the governing food regulations*) of TWO vitamins/minerals and/or fibre. If good source is not defined by local regulations refer to EU or US standards.