

Disney Nutrition Guidelines Criteria

EUROPE, MIDDLE EAST AND AFRICA

AT A GLANCE:

The Nutrition Guidelines criteria were developed with the help of nutrition experts and informed by best-in-class science-based resources.

The criteria assess food items and meals based on the following:

DO THEY CONTRIBUTE TO A NUTRITIOUS DIET?

— fruit, vegetables, whole grain, low fat dairy or lean protein?

DO THEY ENCOURAGE KID-APPROPRIATE PORTIONS?

— calorie criteria

DO THEY LIMIT “NUTRIENTS TO AVOID”?

— sodium, sugar, saturated fat, trans fat





APPROVED FOOD GROUPS:

Fruits and vegetables – all.

Low-fat dairy – milk, yoghurt, 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.

FOOD CATEGORY	 COMPLETE MEAL	 MAIN DISH	 SIDE DISH (beans, pulses, prepared vegetables)	 SIDE DISH (breads, rice, noodles, pasta)
SERVING SIZE	Maximum per meal	Per listed serving	Per listed serving	Per listed serving
CALORIES	≤ 600 kcal	≤ 350 kcal	≤ 170 kcal	≤ 340 kcal
TOTAL FAT (G)	≤ 3.9 g per 100 kcal (≤ 35% of kcal)	≤ 3.3 g per 100 kcal (≤ 30% of kcal)	-	≤ 3.3 g per 100 kcal (≤ 30% of kcal)
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	-	-	≤ 15 g per 100 g	≤ 5 g per 100 g
ADDED SUGAR (G)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	-	-
SODIUM (MG)	≤ 740 mg	≤ 600 mg	≤ 300 mg per 100 g	≤ 350 mg per 100 g
SALT (G)	≤ 1.9 g	≤ 1.5 g	≤ 0.8 g per 100 g	≤ 0.9 g per 100 g

MEALS AND MEAL COMPONENTS:

All Meals and Dishes: Main ingredient by weight must NOT be sugar. Dietary fibre recommended, in addition to natural flavours, colours, and sweeteners.

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 meal 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 exceed saturated fat grams per serving by no more than 3 grams per serving. Must meet all other requirements.




Complete Meal: A Complete Meal includes a main dish, side dish, beverage, and dessert where available. Complete meals must contain three, 30 gram portions of food from three or more approved food groups. If meal comes with a beverage, beverage must be compliant (water-based beverage, low fat milk, 100% juice). Only calories and added sugar count towards the complete meal limits.

Main Dish: Main dishes are commonly identified as centre-of-the-plate items. Must be understood to be a breakfast, lunch, or dinner. Includes 2 or more approved food groups. Meal kits consisting of products individually available must adhere to the Nutrition Guidelines for each product.

Side Dishes: Side Dishes are secondary to main dishes. Includes 1 or more approved food groups. Side dishes that are part of a meal kit consisting of products individually available must adhere to the Nutrition Guidelines for each product.

Side Dishes- Beans, Pulses & Prepared Vegetables: Examples include prepared potatoes (not crisps/chips), canned vegetables, beans, and pasta.

Side Dishes- Bread, Rice, Noodles, Pasta: Examples include stand alone bread, rice noodles, pasta, and polenta.

FOOD CATEGORY	 SHAPED AND PREPARED NUGGETS/MEATBALLS	 COOKED, CURED, AND SLICED	 RAW AND COOKED
SERVING SIZE	Per listed serving	Per listed serving	Per listed serving
CALORIES	≤ 250 kcal	≤ 80 kcal	≤ 240 kcal
TOTAL FAT (G)	≤ 3.9 g per 100 kcal (≤ 35% of kcal)	≤ 15% by weight	≤ 15% by weight
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	-	-
ADDED TRANS FAT (G)	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 2.5 g per 100 cal (≤ 10% of kcal)	-	-
ADDED SUGAR (G)	-	-	-
SODIUM (MG)	≤ 680 mg	≤ 240 mg max	≤ 350 mg max
SALT (G)	≤ 1.7 g	≤ 0.6 g max	≤ 0.9 g max



MEATS, POULTRY, FISH AND SOY:

All Meats: All meat products should be at least 50% lean meat. Main ingredient by weight must NOT be sugar. Meat is considered a centre-of-the-plate item. Larger portions are allowed, but they may not exceed the guidelines. Vegetable proteins (e.g., soy) are acceptable to reduce fat content per government guidelines. Products may not exceed sodium limit by more than 10% for safety.

Shaped and Prepared Nuggets/Meatballs: Lean meat only. Whole grain breading recommended. Natural flavours and colours preferred.

Cooked, Cured, and Sliced: Includes all delicatessen meats. Lean meat preferred. Natural flavours, and colours preferred.

Raw and Cooked: All burgers raw or prepared including beef, chicken, pork, sausages, fish and shellfish. Fresh or prepared (e.g., seasoned). 85% meat or leaner. Oily fish (e.g., salmon) may exceed the total fat limit. Natural seasoning preferred.

FOOD CATEGORY	 PLAIN MILK	 FLAVOURED MILK	 CHEESE	 YOGHURT & OTHER DAIRY PRODUCTS
SERVING SIZE	Max per 250 ml serving	Max per 250 ml serving	Per listed serving	200 g (to be scaled by portion size)
CALORIES	–	≤ 170 kcal	Soft: ≤ 130 kcal Hard: ≤ 85 kcal	≤ 100 kcal per 100 g (≤ 170 kcal max per LSS)
TOTAL FAT (G)	Fat free, reduced fat and whole milk allowed	≤ 2% Milk Fat	–	–
SAT FAT (G)	Naturally occurring	–	–	≤ 2 g per 100 g; ≤ 4 g max
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	–	≤ 13.5 g per 100 ml; ≤ 27 g max	≤ 3 g	≤ 13.5 g per 100 g; ≤ 27 g max
ADDED SUGAR (G)	–	–	–	–
SODIUM (MG)	–	–	≤ 240 mg	–
SALT (G)	–	–	≤ 0.6 g	–





DAIRY:

All Dairy, Cheese, Yoghurt, and Other Dairy Products: All dairy products must be at least 50% dairy. Main ingredient by weight must NOT be sugar.

Plain/Flavoured Milk: Dairy and non-dairy based beverages include flavoured milk, smoothies, soy-and-rice based beverages. All plain milk passes. 2% milk fat or less for flavoured milk. No added caffeine or stimulants. Caloric and non-caloric sweeteners are allowed. Saturated fat in dairy alternatives, such as soy- and rice-based beverages is limited to 1.5 g or less per serving. Powdered flavourings evaluated as prepared. Preparation directions on package must provide direction with reduced-fat, low-fat, or fat free milk. No meal replacement products allowed. Fortified with vitamins A & D recommended. Natural sweeteners preferred.

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

Yoghurt and Other Dairy Products: Reduced-fat milk, milk-based products preferred. No meal replacement products allowed. Other dairy products are allowed and they must contain two or more of the following: 120 mg of calcium per 100 g (60g per 100 ml), 15% GDAs per 100 g of Vitamin D, 12% energy from protein, 0.375 µg (micrograms) of Vitamin B12, 0.21 mg per 100 mg of Vitamin B2. Low sugar is encouraged. Natural flavours, colours, and sweeteners are recommended.

FOOD CATEGORY	 BREAKFAST CEREAL	 SANDWICH AND SLICED BREAD	 SOUPS AND SAUCES	 CHIPS & CRISPS
SERVING SIZE	Max per 30 g serving	2 slices	Per listed serving	Per listed serving
CALORIES	≤ 130 kcal	≤ 150 kcal	≤ 170 kcal	≤ 150 kcal
TOTAL FAT (G)	-	-	≤ 3.9 g per 100 kcal (≤ 35% of kcal)	≤ 3.9 g per 100 kcal (≤ 35% of kcal)
SAT FAT (G)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 1.1 g per 100 kcal (≤ 10% of kcal)
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 9 g	≤ 5 g	≤ 12 g	≤ 6.25 g per 100 kcal (≤ 25% of kcal)
ADDED SUGAR (G)	-	-	-	-
SODIUM (MG)	≤ 135 mg	≤ 250 mg	≤ 600 mg	≤ 200 mg
SALT (G)	≤ 0.3 g	≤ 0.6 g	≤ 1.5 g	≤ 0.5 g

GRAINS, SOUPS, SANDWICH BREAD, AND CHIPS/CRISPS:


All Grains, Soups, Sandwich Breads, Chips/Crisps: Main ingredient by weight must NOT be sugar.

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 source that have been added during processing; this includes ANY sugar added to dried fruit inclusions. Where possible, on-package recommend that cereal be served with low-fat milk and fruit. Dietary fibre cereals recommended.

Soups and Sauces: Applies to all soups and meal sauces. Vegetable-based sauce, whole grain starch, and dietary fibre recommended.

Sandwich Bread: 1st ingredient must be whole grain. For all other bread refer to the Side Dish category. Dietary fibre recommended.

Chips and Crisps: Whole grain preferred. Natural flavours, colours, and sweeteners recommended. Consult with your regional compliance lead with questions.

FOOD CATEGORY	 WATER OR WATER-BASED	 FRUIT/ VEGETABLE JUICE	 JUICE NECTARS	 FRUIT-BASED SNACKS
SERVING SIZE	Max per serving/ container	Max per 250 ml serving	Max per 250 ml serving	Per listed serving
CALORIES	≤ 20 kcal	≤ 140 kcal	≤ 130 kcal	≤ 100 kcal
TOTAL FAT (G)	-	-	-	-
SAT FAT (G)	-	-	-	≤ 1.5 g per 100 g
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	≤ 5 g	-	No artificial sweeteners	-
ADDED SUGAR (G)	-	No added sugar	-	No added
SODIUM (MG)	-	Fruit juice: No added Veg juice: ≤ 190 mg	No added	≤ 300 mg
SALT (G)	-	Fruit juice: No added Veg juice: ≤ 0.48 g	No added	≤ 0.75 g





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.

Water-based beverages: 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 may be allowed. For any caffeinated beverage, all concepts must be pre-approved by your regional compliance lead. In addition, design must use classic characters with adult-stylized 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. New release titles and characters are not permitted. Ready-to-drink tea and coffee is not permitted. Carbonation is allowed. No added caffeine or stimulants (only naturally-occurring caffeine in cocoa is allowed, unless otherwise noted). Caloric and non-caloric sweeteners are allowed. Fruit squash/ fruit syrup evaluated as prepared. Added sugars refers to sugars from ANY source that have been added during processing. Natural flavours, colours, and sweeteners recommended. Sweetened with fruit juice recommended.

Fruit/Vegetable Juice: 100% juice or pure juice diluted with water. Pure juice diluted with water at any ratio are categorized under the 'juice' guidelines; the product name must conform with governing food regulations. No caffeine or stimulants of any kind other than what is naturally occurring in cocoa. Carbonation is allowed. Caloric and non-caloric sweeteners are allowed. Added sugar is allowed only for cranberry juice, up to 5 grams/serving. Portion-controlled recommended. High juice content preferred.

Juice Nectars: Juice Nectars are ONLY APPROVED for specific countries. Consult with your regional compliance lead for list and/or questions. All juice nectar concepts must be pre-approved by your regional compliance lead. The product name must conform with governing food regulations. Minimum 30% pure fruit juice/ pulp. High juice content preferred. Must be a good source of two or more vitamins minerals, and/or dietary fibre (three or more recommended) as defined by the local food regulations. Natural sweeteners are allowed. No added caffeine or stimulants other than naturally occurring in cocoa. No artificial flavors or sweeteners.

FOOD CATEGORY	 NUTS & SEEDS	 MINI MEALS	 CEREAL-BASED SAVOURY SNACKS	 CEREAL-BASED SWEET SNACKS
SERVING SIZE	Per listed serving	Per listed serving	Per listed serving	Per listed serving
CALORIES	170 kcal	≤ 250 kcal	≤ 150 kcal	≤ 150 kcal
TOTAL FAT (G)	-	-	-	-
SAT FAT (G)	< 3 g	≤ 5 g per 100 g	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 10 g per 100 g
ADDED TRANS FAT (G)	0 g	0 g	0 g	0 g
TOTAL SUGAR (G)	-	≤ 7.5 g per 100 g	≤ 6.25 g per 100 kcal (≤ 25% of kcal)	≤ 6.25 g per 100 kcal (≤ 25% of kcal)
ADDED SUGAR (G)	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	-	-	-
SODIUM (MG)	≤ 200 mg	≤ 400 mg	≤ 270 mg	≤ 135 mg
SALT (G)	≤ 0.5 g	≤ 1 g	≤ 0.68 g	≤ 0.3 g

SNACKS:

Note: Main ingredient by weight must NOT be sugar. 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.

Nuts and Seeds: Nuts with dried fruit may use dried fruit sugar limits and are calculated under snack- 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 total sugar per 40 g serving. Trail mix or blends with chocolate, yoghurt, or other non-fruit or non-nut add-ins are considered Cereal Based Savoury Snacks. Nut butters are considered condiments.

Mini Meals: Mini Meals are a larger snack eaten between meal occasions. Includes 2 or more approved food groups.

Cereal-Based Snacks (Sweet and Savoury): Main ingredient by weight MUST be cereal. Whole grains and vegetable or fruit ingredients preferred. Natural flavours, colours, and sweeteners recommended.

Cereal-Based Sweet Snacks: Main ingredient by weight MUST be cereal. Must contain one or more of the following nutrients: ≥ 3 g fibre per 100 g, ≥ 15% whole grains by weight, 20% of energy from unsaturated fatty acids.

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 total sugar per 40 g serving. Calorie cap stands at 170 kcal or 710 KJ per serve. Natural flavours, colours, and sweeteners are recommended.

COOKING FATS AND OILS:

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