






















Disney Nutrition Guidelines Criteria

FOOD CATEGORY	 COMPLETE MEAL	 MAIN DISH	 SIDE DISH (beans, pulses, prepared vegetables)	 SIDE DISH (breads, rice, noodles, pasta)	 SHAPED AND PREPARED NUGGETS/ MEATBALLS	 COOKED, CURED AND SLICED	 RAW AND COOKED	 BREAKFAST CEREALS	 SANDWICH AND SLICED BREAD	 SOUPS AND SAUCES	 CHEESE	 YOGHURT AND OTHER DAIRY PRODUCTS	 PLAIN MILK	 FLAVOURED MILK	 WATER-BASED BEVERAGES	 FRUIT/ VEGETABLE JUICE	 JUICE NECTARS	 CHIPS & CRISPS	 NUTS & SEEDS	 FRUIT-BASED SNACKS	 CEREAL-BASED SAVOURY SNACKS	 CEREAL-BASED SWEET SNACKS	 MINI MEALS
SERVING SIZE	Maximum per meal	Per listed serving	Per listed serving	Per listed serving	Per listed serving	Per listed serving	Per listed serving	Max per 30 g serving	2 slices	Per listed serving	Per listed serving	200 g (scaled by portion size)	Max per 250 ml serving	Max per 250 ml serving	Max per serving/ container	Max per 250 ml serving	Max per 250 ml serving	Per listed serving	Per listed serving	Per listed serving	Per listed serving	Per listed serving	Per listed serving
CALORIES	≤ 600 kcal	≤ 350 kcal	≤ 170 kcal	≤ 340 kcal	≤ 250 kcal	≤ 80 kcal	≤ 240 kcal	≤ 130 kcal	≤ 150 kcal	≤ 170 kcal	Soft: ≤ 130 kcal Hard: ≤ 85 kcal	≤ 100 kcal per 100 g (≤ 170 kcal max per LSS*)	-	≤ 170 kcal	≤ 20 kcal	≤ 140 kcal	≤ 130 kcal	≤ 150 kcal	170 kcal	≤ 100 kcal	≤ 150 kcal	≤ 150 kcal	≤ 250 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)	≤ 3.9 g per 100 kcal (≤ 35% of kcal)	≤ 15% by weight	≤ 15% by weight	-	-	≤ 3.9 g per 100 kcal (≤ 35% of kcal)	-	-	Fat free, reduced fat and whole milk allowed	≤ 2% Milk Fat	-	-	-	≤ 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)	≤ 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)	-	≤ 2 g per 100 g; ≤ 4 g max	Naturally occurring	-	-	-	-	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	< 3 g	≤ 1.5 g per 100 g	≤ 1.1 g per 100 kcal (≤ 10% of kcal)	≤ 10 g per 100 g	≤ 5 g per 100 g
ADDED TRANS FAT (g)	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g
TOTAL SUGAR (g)	-	-	≤ 15 g per 100 g	≤ 5 g per 100 g	≤ 2.5 g per 100 cal (≤ 10% of kcal)	-	-	≤ 9 g	≤ 5 g	≤ 12 g	≤ 3 g	≤ 13.5 g per 100 g; ≤ 27 g max	-	≤ 13.5 g per 100 ml; ≤ 27 g max	≤ 5 g	-	No artificial sweeteners	≤ 6.25 g per 100 kcal (≤ 25% of kcal)	-	-	≤ 6.25 g per 100 kcal (≤ 25% of kcal)	≤ 6.25 g per 100 kcal (≤ 25% of kcal)	≤ 7.5 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)	-	-	-	-	-	-	-	-	-	-	-	-	-	No added sugar	-	-	≤ 2.5 g per 100 kcal (≤ 10% of kcal)	No added	-	-	-
SODIUM (mg)	≤ 740 mg	≤ 600 mg	≤ 300 mg per 100 g	≤ 350 mg per 100 g	≤ 680 mg	≤ 240 mg max	≤ 350 mg max	≤ 135 mg	≤ 250 mg	≤ 600 mg	≤ 240 mg	-	-	-	-	Fruit juice: No added Veg juice: ≤ 190 mg	No added	≤ 200 mg	≤ 200 mg	≤ 300 mg	≤ 270 mg	≤ 135 mg	≤ 400 mg
SALT (g)	≤ 1.9 g	≤ 1.5 g	≤ 0.8 g per 100 g	≤ 0.9 g per 100 g	≤ 1.7 g	≤ 0.6 g max	≤ 0.9 g max	≤ 0.3 g	≤ 0.6 g	≤ 1.5 g	≤ 0.6 g	-	-	-	-	Fruit juice: No added Veg juice: ≤ 0.48 g	No added	≤ 0.5 g	≤ 0.5 g	≤ 0.75 g	≤ 0.68 g	≤ 0.3 g	≤ 1 g

Clarifications and Additional Requirements

EUROPE, MIDDLE EAST AND AFRICA

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.

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.

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. 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.

* LSS: Listed Serving Size

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 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.

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

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.

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

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: 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.

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.

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, $\geq 15\%$ whole grains by weight, 20% of energy from unsaturated fatty acids.

Cereal-Based Snacks (Sweet and Savoury): Whole grains and vegetable or fruit ingredients preferred. Natural flavours, colours, and sweeteners recommended.

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

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.

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 JK per serve. Natural flavours, colours, and sweeteners are recommended.

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. All concepts must be pre-approved by your regional compliance lead. 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 the countries outlined below. 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.

Approved countries:

Africa (All)	Hungary	Poland
Albania	Italy	Romania
Bosnia & Bulgaria	Kosovo	Serbia
Croatia	(as part of Serbia)	Slovakia
Cyprus	Macedonia	Slovenia
Czech Republic	Middle East	Turkey
Greece	Moldova	Ukraine
Herzegovina	Montenegro	

MEATS, POULTRY, FISH, AND SOY:

All Meats: All meat products should be at least 50% lean meat. Meat is considered a centre-of-the-plate item. Lean meats preferred. 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.

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

Shaped and Prepared Nuggets/Meatballs: Lean meat only. Whole grain breading recommended. 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.

GRAINS, SANDWICH BREAD, AND SOUPS:

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

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

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

APPROVED FOOD GROUPS:

Fruits and vegetables – all.

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.

COOKING FATS AND OILS

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

Valid for March 2015 - December 2019

Disney Nutrition Guidelines Criteria



FOOD CATEGORY	COMPLETE MEAL	MAIN DISH	SIDE DISH (canned veggies, baked beans, canned pasta)	SIDE DISH (bread, rice, potatoes, noodles, pasta)	SHAPED PREPARED NUGGETS AND MEATBALLS	COOKED, CURED AND SLICED	RAW AND COOKED	BREAKFAST CEREAL	SANDWICH BREAD	SOUPS & PASTA SAUCE	CHEESE	YOGHURT OR YOGHURT-BASED DRINKS	PLAIN MILK	FLAVOURED MILK	WATER OR WATER-BASED BEVERAGES	JUICES	JUICE NECTARS (Africa, Middle East, Italy, Greece, and Poland)	CHIPS & CRISPS	NUTS & SEEDS	FRUIT-BASED SNACKS	CEREAL-BASED SAVORY SNACKS	CEREAL-BASED SWEET SNACKS	MID-DAY SNACK/ MINI-MEAL
SERVING SIZE	1 meal	Per listed serving	Per listed serving	Per listed serving	Per listed serving	30 g	Per listed serving	30 g	2 slices	200 ml	30 g	200 g (to be scaled by portion size)	-	200 ml	200 ml	200 ml	200 ml	30 g	30 g	Per listed serving	30 g	30 g	Per listed serving
CALORIES	600 kcal per meal	350 kcal per LSS	170 kcal per LSS	340 kcal per LSS	250 kcal per LSS	80 kcal per 30 g	240 kcal per LSS	130 kcal per 30 g	150 kcal per 2 slices	170 kcal per 200 ml	Soft: 130 kcal per 30 g Hard: 85 kcal per 30 g	100 kcal per 100 g (max 170 kcal per LSS)	-	170 kcal per 200 ml	20 kcal per serving	140 kcal per 200 ml	130 kcal per 200 ml	150 kcal per 30 g	170 kcal per 30 g	170 kcal per LSS	150 kcal per 30 g	150 kcal per 30 g	250 kcal per meal
TOTAL FAT	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)	3.9 g per 100 kcal (35% of kcal)	15% by serving size weight	15% by serving size weight	-	-	3.9 g per 100 kcal (35% of kcal)	-	-	Fat free, low fat and whole milk allowed	Reduced fat only	-	-	-	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)	1.1 g per 100 kcal (10% of kcal)	-	-	6% of kcal	1.1 g per 100 kcal (10% of kcal)	1.1 g per 100 kcal (10% of kcal)	-	2 g per 100 g: scaled 0.2 g per 10 g	Naturally occurring to allow whole fat milk	5 g per 200 ml	-	-	-	1.1 g per 100 kcal (10% of kcal)	< 3 g per 30g	< 1.5 g per 100g	1.1 g per 100 kcal (10% of kcal)	10 g per 100 kcal (25% of kcal)	5 g per 100 g
TOTAL SUGAR (G)	-	-	15 g per 100 g	5 g per 100 g	2.5 g per 100 kcal (10% of kcal)	-	-	9 g per 30 g	5 g per 2 slices	12 g per 200 ml	3 g per 30 g	13.5 g per 100 g: scaled 3.4 g per 25 g	-	13.5 g per 100 ml	5 g per 200 ml	No added sugar or intense sweeteners	No artificial sweeteners	6.25 g per 100 kcal (25% of kcal)	-	-	6.25 g per 100 kcal (25% of kcal)	6.25 g per 100 kcal (25% of kcal)	7.5 g per 100 g
ADDED SUGAR	2.5 g per 100 cal (10% of kcal)	2.5 g per 100 cal (10% of kcal)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.5 g per 100 kcal (10% of kcal)	No added	-	-	-
SODIUM (MG)	740 mg sodium or 1.9 g salt per meal	600 mg sodium or 1.5 g salt per LSS	300 mg sodium or 0.8 g salt per 100 g	350 mg sodium or 0.9 g salt per 100 g	680 mg sodium or 1.2 g salt per LSS	240 mg sodium or 0.6 g salt per 30 g	350 mg sodium or 0.9 g salt per LSS	135 mg sodium or 0.3 g salt per 30 g	250 mg sodium or 0.6 g salt per 2 slices	600 mg sodium or 1.5 g salt per 200 ml	240 mg sodium or 0.6 g salt per 30 g	-	-	-	-	Fruit juice: no added Veg juice: 190 mg sodium or 0.5 g salt per 200 ml	No added	200 mg sodium or 0.5 g salt per 30 g	200 mg sodium or 0.5 g salt per 30 g	300 mg sodium or 0.8 g salt per 100 g	270 mg sodium or 0.5 g salt per 30 g	135 mg sodium or 0.3 g salt per 30 g	400 mg sodium or 1 g salt per LSS



Clarifications and Additional Requirements

EUROPE, MIDDLE EAST AND ASIA
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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 wholegrain (15% of total ingredients) and/or 20% kcals from UFA (unsaturated fatty acids) and $\geq 70\%$ 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 $\frac{1}{4}$ 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.

MEATS, 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., 4-oz 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. Caloric and non-caloric 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: No 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-orientated/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.