



CONVENIENCE STORE HFSS CHECKLIST

IF YOU'RE SELLING WALL'S ICE CREAM, IT'S WORTH CHECKING WHETHER YOU NEED TO COMPLY WITH HFSS LEGISLATION RESTRICTION ON THE LOCATION OF PRODUCTS AND THEREFORE MAKE SOME CHANGES TO YOUR STORE.

YOU ONLY NEED TO COMPLY WITH THE LEGISLATION IF YOU WOULD ANSWER YES TO ALL OF THE FOLLOWING QUESTIONS:

DOES YOUR STORE NEED TO COMPLY?

YES NO

DOES YOUR STORE HAVE OVER 50 EMPLOYEES?

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IS YOUR STORE OVER 2000sq FT?

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DO YOU SELL ICE CREAM ONLINE?

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IF ALL TICK BOXES ARE GREEN, YOU DO NOT NEED TO FOLLOW THE NEW HFSS LEGISLATION.
IF ALL YOUR BOXES WERE NOT, MOVE TO THE NEXT SET OF QUESTIONS.

IS YOUR STORE HFSS COMPLIANT?

YES NO

ARE HFSS WALL'S OR BEN & JERRY'S ICE CREAMS ON AISLE UNITS WITHIN 2M OF DESIGNATED QUEUING AREAS?

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ARE HFSS WALL'S OR BEN & JERRY'S ICE CREAMS DISPLAYED ON OR BEHIND A CHECKOUT FACILITY?

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ARE HFSS WALL'S OR BEN & JERRY'S ICE CREAMS DISPLAYED ON END OF AISLE UNITS?

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ARE HFSS WALL'S OR BEN & JERRY'S ICE CREAMS DISPLAYED WITHIN A 2.4M RADIUS FROM THE STORE ENTRANCE?

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IF ALL THE BOXES TICKED ARE GREEN YOUR STORE IS HFSS COMPLIANT!

PLEASE SEE WALL'S HFSS COMPLIANT RANGE BELOW.

THESE SKUS ARE ALLOWED WITHIN THE RESTRICTED ZONES



Twister Pineapple



Twister Zinger



Solero Exotic



Calippo Orange



Calippo Cola

Mini Milk Vanilla



Mini Milk Strawberry



Ben & Jerry's Lighten Up! Chocolate Cookie Dough



Ben & Jerry's Lighten Up! Vanilla Brownie



ALL OTHER WALL'S AND BEN & JERRY'S ICE CREAMS ARE NOT HFSS COMPLIANT