

Disney Nutrition Guidelines Criteria

FOOD CATEGORY	COMPLETE MEAL	MAIN DISH	RAW & COOKED	CURED & SLICED	NUGGETS & MEATBALLS	SIDE DISH (beans, pulses, prepared vegetables)	SIDE DISH (breads, rice, noodles, pasta)	SOUPS & SAUCES	SANDWICH BREADS	BREAKFAST CEREALS interim guidance	CHEESE		YOGHURT	FLAVOURED MILK	FRUIT/VEGETABLE JUICE	JUICE NECTARS	WATER-BASED BEVERAGES	SNACKS	NUTS & SEEDS	MINI MEALS
SERVING SIZE	Maximum per 100 grams	Maximum per 100 grams	Maximum per 100 grams	Maximum per 100 grams	Maximum per 100 grams	Maximum per 100 grams	Maximum per 100 grams	Maximum per 100 grams	Maximum per 100 grams	Maximum per 100 grams	Soft Hard	Maximum per 100 grams	Maximum per 100 grams or milliliters	Maximum per 100 milliliters	Maximum per 100 milliliters	Maximum per 100 milliliters	Maximum per 100 milliliters	Maximum per 100 grams	Maximum per 100 grams	Maximum per 100 grams
ENERGY	≤ 837 kJ ≤ 200 kcal	≤ 1046 kJ ≤ 250 kcal	≤ 1004 kJ ≤ 240 kcal	≤ 670 kJ ≤ 160 kcal	≤ 712 kJ ≤ 170 kcal	≤ 710 kJ ≤ 170 kcal	≤ 1017 kJ ≤ 243 kcal	≤ 289 kJ ≤ 69 kcal	≤ 1256 kJ ≤ 300 kcal	≤ 1812 kJ ≤ 433 kcal	≤ 1812 kJ ≤ 433 kcal	≤ 1184 kJ ≤ 283 kcal	≤ 710 kJ max per serving ≤ 170 kcal max per serving/package	≤ 710 kJ max per serving ≤ 170 kcal max per serving/package	-	≤ 210 kJ ≤ 50 kcal	≤ 35.5 kJ ≤ 8.5 kcal	≤ 2092 kJ ≤ 500 kcal	≤ 2373 kJ ≤ 567 kcal	≤ 710 kJ ≤ 170 kcal
TOTAL FAT (G)	≤ 8 g (≤ 35% of kcal)	≤ 8.3 g (≤ 30% of kcal)	≤ 15 g	≤ 15 g	-	-	-	≤ 2.7 g (≤ 35% of kcal)	-	-	-	-	-	-	-	-	-	≤ 17.5 g	-	-
SAT FAT (G)	≤ 2.2 g (≤ 10% of kcal)	≤ 2.8 g (≤ 10% of kcal)	-	≤ 5 g	≤ 1.9 g (≤ 10% of kcal)	≤ 1.5 g	≤ 2.7 g (≤ 10% of kcal)	≤ 0.8 g (≤ 10% of kcal)	≤ 3.3 g (≤ 10% of kcal)	≤ 4.8 g (≤ 10% of kcal)	≤ 15 g	≤ 16 g	≤ 2.5 g	≤ 2.5 g	-	-	-	≤ 5 g	≤ 10 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	-
TOTAL SUGAR (G)	≤ 18 g per meal	≤ 7.5 g	-	-	≤ 4.25 g (≤ 10% of kcal)	≤ 15 g	≤ 5 g	≤ 4.9 g	≤ 5 g	≤ 27 g	≤ 8 g	≤ 5 g	≤ 11.5 g	≤ 11.5 g	-	-	≤ 2.1 g	≤ 22.5 g (≤ 18% of kcal)	-	-
ADDED SUGAR (G)	≤ 5 g (≤ 10% of kcal)	≤ 6.25 g (≤ 10% of kcal)	-	-	-	-	-	-	-	-	-	-	-	-	No added	No artificial sweeteners	-	-	≤ 14.2 g (≤ 10% of kcal)	-
SODIUM (MG)	≤ 660 mg per meal	≤ 400 mg	≤ 400 mg	≤ 700 mg	≤ 600 mg	≤ 300 mg	≤ 350 mg	≤ 245 mg	≤ 450 mg	≤ 450 mg	≤ 855 mg	≤ 760 mg	≤ 160 mg	≤ 160 mg	Fruit juice: No added Veg juice: ≤ 76 mg	No added	-	≤ 600 mg	≤ 600 mg	-
SALT (G)	≤ 0.55 g	≤ 1 g	≤ 1 g	≤ 1.75 g	≤ 1.5 g	≤ 0.75 g	≤ 0.875 g	≤ 0.612 g	≤ 1.125 g	≤ 1.1 g	≤ 2.1 g	≤ 1.9 g	≤ 0.4 g	≤ 0.4 g	Fruit juice: No added Veg juice: ≤ 0.19 g	No added	-	≤ 1.5 g	≤ 1.5 g	-
OTHER	-	-	-	-	-	-	≥ 3 g fiber OR wholegrain as one of the first 3 ingredients	-	≥ 3 g fiber OR wholegrain as one of the first 3 ingredients	≥ 3 g fiber OR wholegrain as one of the first 3 ingredients	-	-	-	-	100% juice or pure juice diluted with water at any ratio	-	-	-	-	Each component of a mini meal must meet its specific meal occasion category criteria.

Clarifications and Additional Requirements

DAIRY:

Yoghurt and other dairy products: Only products meeting the standard of identity or conforming government regulations for yoghurt may be classified as such. All other dairy products must be 50% dairy. 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. For Africa, the following nutrient adjustments apply per 100 g/ or mL: Saturated fat: ≤ 2.6 g, Total Sugar ≤ 13.5 g, Added Sugar: no limit; Sodium ≤ 300mg.

Flavoured Milk: Dairy and non-dairy based beverages include flavoured milk, smoothies, soy-and-rice based beverages. All plain milk passes. Dairy alternatives must follow these additional standards per 100 mL: ≤ 1.5 g saturated fat, ≥ 12% energy from protein, ≥ 60 mg of calcium, ≥ 38 mg vitamin D. No added caffeine or stimulants. Caloric and non-caloric sweeteners are allowed. Powdered flavourings evaluated as prepared.

Products with sugar as the leading ingredient are considered treats. Preparation directions on package must provide direction with reduced-fat, low-fat, or fat free milk. No meal replacement products allowed.

Cheese: Applies to real cheese only; not cheese sauce or cheese-flavoured snacks.

MEALS AND MEAL COMPONENTS:

Complete Meal: A Complete Meal includes a main dish, with at least two side items, such as a side dish and beverage where available. Complete meals are multi-component meals that must contain three 40-gram portions of food from three or more approved food groups. Maximum calories per portion or per meal is 600 kcal. 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 small meal or larger snack eaten between meal occasions. Mini meals are multi-component and must contain two 40-gram portions of food from two 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 and contain two 40-gram portions of food from two or more approved food groups. Maximum calories per portion or individual package is 350 kcal. Main dishes that are part of a meal kit 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: Desserts, ice cream, cakes and confectionery products where the leading ingredient is added sugar are considered treats. Refer to Licensed Treat Addendum for details.

Snacks maximum calories per portion or individual package is 150 kcal.

Snacks are recommended to contain an approved food group.

Products containing dried fruits with no source of added sugar are allowed to exceed the total sugar limit.

Added sugar for palatability in certain dried fruits (e.g., cranberries, blueberries) may be considered on a case-by-case basis; consult with regional compliance lead.

Sugar-free chewing gum is permitted with dental accreditation on oral health benefits.

Nuts and Seeds: Maximum calories per portion or individual package is 170 kcal. Nuts with dried fruit may use dried fruit sugar limits and are evaluated as snacks.

Trail mix or blends with chocolate, yoghurt, or other non-fruit or non-nut add-ins are considered snacks. Nut butters are considered condiments.

GRAINS, SANDWICH BREAD, SOUPS, AND CONDIMENTS:

Soups and Sauces: Applies to all soups and meal sauces. Maximum calories per portion or individual package is 170 kcal.

Breakfast Cereal: Cereal with unsweetened dried fruit is encouraged. Maximum calories per portion or individual package is 130 kcal. Naturally occurring fruit sugars are excluded from the total sugar requirement. Where possible, on-package recommend that cereal be served with fruit and fat-free or low-fat milk.

Sandwich Bread: Must have > 3g fiber or wholegrain as one of first 3 ingredients.

For all other bread refer to the Side Dish category.

Condiments: Licensing condiments is not a customary practice but may be permitted on a case-by-case basis. Condiments must be lower in fat, sugar and/or salt as compared with leading SKU for same company. Products where the leading ingredient is sugar are considered treats. Preserves or fruit spreads that are predominately fruit are allowed; nut butters without mix-ins (e.g. honey, chocolate) are allowed.

MEATS, POULTRY, FISH, AND SOY:

All Meats: Meat is considered a centre-of-the-plate item. First ingredient must be meat or plant-based protein. Lean meats preferred. Larger portions are allowed, but they may not exceed the guidelines. Maximum calories per portion or individual package is 170 kcal. Meat substitutes/plant proteins are permitted.

Cooked, Cured, and Sliced: Natural flavours, and colours preferred. Oily fish (e.g., salmon) may exceed the total fat limit.

Raw and Cooked: Fresh or prepared (e.g., seasoned). 85% meat or leaner. Oily fish (e.g., salmon) may exceed the total fat limit. Meat substitutes/plant proteins (e.g., soy pulses) can have up to 100 mg of additional sodium (~0.2 g additional salt).

*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.

Protein – lean meat, poultry, fish, dry beans, eggs, and nuts.

BEVERAGES:

Water-based beverages: Maximum calories per portion or individual package is 20 kcal. Cola and soda, including full sugar, diet, light and zero products are not permitted. Products where the leading ingredient by weight is added sugar are considered treats. 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. Caloric and non-caloric sweeteners are allowed. Fruit squash/fruit syrup evaluated as prepared.

Fruit/Vegetable Juice: 100% juice or pure juice diluted with water at any ratio. The product name must conform with governing food regulations. No added caffeine or stimulants. Carbonation is allowed. Non-caloric sweeteners are allowed. Added sugar for palatability (e.g., for cranberry juice) may be allowed on a case-by-case basis.

Juice Nectars: Juice Nectars are ONLY APPROVED for the countries outlined below. All juice nectar concepts must be pre-approved by regional compliance lead. The product name must conform with governing food regulations. Minimum 30% pure fruit juice/ pulp. Must be a good source of two or more vitamins minerals, and/or dietary fiber as defined by the local food regulations. Natural flavors or sweeteners are allowed. No added caffeine or stimulants. No artificial flavors or sweeteners.

Approved countries:

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