

The Grocer

Special editorial feature: HFSS

Publishing: 9 April 2022
Advertising deadline: 25 March 2022
Submissions deadline: 25 March 2022

Feature One

ian.quinn@thegrocer.co.uk

Will HFSS items face taxes on top of restrictions? The government's National Food Strategy is out at the end of March – and, if Henry Dimbleby's proposals are anything to go by, it could see a tax on HFSS items as well as a restriction on promotions. What impact will this have? What is the thinking behind this move? What can we learn from the soft drinks levy, and what will be different on this occasion?

Feature Two

Jimmy.Nicholls@thegrocer.co.uk

Will HFSS legislation put the brakes on unhealthy NPD? Buyers are reportedly shunning new products that fall foul of HFSS regulations – even in the case of challenger brands, who aren't subject to the regulation. Treat products are struggling to get a place on the shelves, while non-HFSS products are being favoured. So what is the thinking behind this? What kind of products are struggling to get on the shelves? Which categories are feeling the effects of this mindset the most? How is this impacting on innovation pipelines and suppliers' priorities for the future?