

Heart Foundation Food Reformulation Programme Food Category – Definitions

This document provides a quick reference guide to definitions for each category/sub-category.

Category	Category/sub-category definitions
Beans in sauce	Baked beans
	Other beans in sauce Inclusions Chilli beans, Mexican beans, and similar products. Exclusions Baked beans.
Bread	Breads-leavened Products made by baking a leavened dough (leavened with yeast and/or chemically leavened), prepared from cereal flours or meals and water and bread mixes. Inclusions Loaf bread (e.g. white, rye, oat, wholemeal, multigrain, soy/linseed, other seed, omega-3 enriched, low GI, added vegetables e.g. pumpkin bread), un-iced fruit bread/rolls/buns, bread mixes, raisin toast, sourdough, baguettes, focaccia, bagels, bread rolls, damper, hot cross buns, English muffins, brioche. Includes gluten-free alternatives. Exclusions Savoury flavoured products (e.g. cheese and bacon or spinach or vegemite rolls/scrolls, garlic bread), flatbreads, breadcrumbs, individual ingredients for bread (e.g. flour, yeast), crumpets, scones, sweet breads including iced varieties, bread-like cakes (including but not limited to panettone and stolen), biscuits, crackers, and breadsticks.
	Flat Breads Products made by baking an unleavened or slightly leavened dough prepared from cereal flours or meals and water. Inclusions Flat bread, pita/pocket breads, Turkish bread, naan, Lebanese bread, chapatti, roti, tortilla, wraps, Lavash bread and pizza bases. Includes gluten-free alternatives. Exclusions Flat breads with toppings, completely leavened breads (e.g. loaf bread, sweet breads, focaccia, buns), sweetened flat bread, crispbreads and dough and mixes.
	Breakfast cereals with fruit Commercial breakfast cereals with added dried fruit.
Breakfast Cereals Commercial breakfast cereals made from flakes, puffed grains, processed grains, and fruit/flake mixtures with added ingredients, designed to be eaten cold, and not requiring further cooking or processing	Breakfast cereals without fruit Commercial breakfast cereals without dried fruit. May contain fruit pastes/ purees. Products may contain coconut.
	Plain puffed or flaked or extruded breakfast cereals Plain puffed or flaked or extruded breakfast cereals, made from rice, corn, wheat, or other grains, without other ingredients (e.g. fruit, nuts, coconut).
	All other ready-to-eat cereals All other breakfast cereals made from flakes, puffed grains, processed grains, and mixtures not included in other categories. Includes puffed or flaked or extruded breakfast cereals, made from rice, corn, wheat, or other grains with other ingredients (e.g. fruit, nuts, coconut).
	Plain cereal biscuits Cereal biscuits marketed as plain and designed to be consumed cold with milk. May be made from wheat or gluten-free alternative and may contain salt or sweeteners but no other added flavours.
Canned spaghetti	Inclusions Canned spaghetti (with and without accompaniments).
Cereal & Nut/Seed Bars	Baked or cold-formed snack bars, based on cereals and/or nuts and/or seeds and/or fruit, may contain chocolate or yoghurt chips/coating or other fillings and toppings.
	Inclusions Muesli bars, muesli slices, breakfast bars, granola bars, oat bars, nut bars, fruit-filled cereal bars and twists. May also include other ingredients including wheat, oats, puffed rice or other grains nuts, dried fruit, fruit puree, honey/sugars, yoghurt

	<p>or chocolate. Includes products marketed as ‘protein bars’ / ‘energy bars’ / ‘low carb bars’ where protein powder/blends is added as an ingredient but is not the principle ingredient.</p> <p>Exclusions Fruit bars / leathers / chews / strings / straps, bliss balls and energy balls. Also excludes products marketed as ‘protein bars’, ‘energy bars’, ‘low carb bars’, where protein powder/blend is the principal ingredient, as well as formulated supplementary sports foods. Excludes products that contain less than 10% of energy content from added sugar.</p>
Cheese	Cheddar and cheddar-style
	Mozzarella
	Processed cheeses
Cooking sauces	<p>Sauce-type products which are major components of a meal and are designed to be added to foods during preparation, rather than at the table. Products within this category are designed to be mixed with rice or pasta or noodles, and/or meat and vegetables before consumption and can be simmered, baked or stir fried with the added ingredients. Includes thick cooking sauces and pastes.</p> <p>Excludes gravies and finishing sauces, pesto, tomato paste, condiment-style sauces and powdered recipe bases.</p>
	<p>Asian-style cooking sauces (sodium)</p> <ol style="list-style-type: none"> 1. Asian-style sauce excluding Teriyaki, Honey Soy and other sauces that have soy sauce or other high-sodium sauce as a characterising ingredient. 2. Teriyaki, Honey Soy and other sauces that have soy sauce or other high sodium sauce as a characterising ingredient.
	<p>Asian-style cooking sauces (sugar)</p> <ol style="list-style-type: none"> 1. Asian-style sauce excluding Honey Soy, Sweet & Sour and other savoury cooking sauces that have honey or other sweet ingredient as a characterising ingredient. 2. Honey Soy, Sweet & Sour and other savoury Asian-style cooking sauces that have honey or other sweet ingredient as a characterising ingredient
	<p>Pasta, Indian-style and other cooking sauces (Sodium) All Pasta, Indian-style and other cooking sauces.</p>
	<p>Pasta, Indian-style and other cooking sauces</p> <ol style="list-style-type: none"> 1. Tomato-based pasta sauces 2. Non-tomato-based sauces
Crumbed and battered proteins	<p>Meat, poultry and seafood which have been coated with a crumb or batter made from flour or flour-alternative. Including chilled and frozen varieties.</p> <p>Meat (e.g. beef, veal, lamb) and poultry (e.g. chicken, turkey) which have been coated with a crumb or batter.</p> <p>Inclusions Schnitzels, Kiev’s nuggets, crumbed chicken, crumbed burger patties and crumbed/battered rissoles. May be whole or in pieces, fresh or frozen. Includes gluten-free varieties.</p> <p>Exclusions Marinated or seasoned products without crumbing or batter, products with savoury additives (e.g. chicken parmigiana, ready meal with schnitzel with vegetables), potato-based dishes, meatloaf, plain (not crumbed/battered) patties, vegan/vegetarian alternatives, crumbed or battered cheeses, seafood, nuts or other non-meat protein sources.</p>

	<p>Fish and Seafood which have been coated with a crumb or batter made from flour or flour-alternative. Including chilled and frozen varieties.</p> <p>Fish Inclusions Crumbed or battered fish (e.g. fish fingers, fish fillets, salt and pepper variants). May be whole, in pieces, or as formed products. Includes gluten-free varieties.</p> <p>Exclusions Squid, calamari, shellfish, molluscs and other forms of seafood. Marinated or seasoned products without crumbing or batter, products with added savoury sauce or savoury additives (e.g. ready meal of battered fish with vegetables), potato- or other vegetable-based dishes (e.g. croquettes and fish cakes), vegan/vegetarian alternatives, crumbed or battered cheeses, meats, nuts or other non-seafood protein sources.</p> <p>Seafood Inclusions Crumbed or battered squid, prawns and calamari (e.g. crumbed calamari, crumbed prawns, salt and pepper variants). May be whole, in pieces or as formed products; fresh or frozen. Includes gluten-free varieties.</p> <p>Exclusions Fish or fish variants. Marinated or seasoned products without crumbing or batter, products with added savoury sauce or savoury additions (e.g. ready meal of curried prawns and rice), potato- or other vegetable-based dishes (e.g. prawn croquettes), vegan/vegetarian alternatives, crumbed or battered cheeses, meats, nuts or other non-seafood protein sources.</p>
Edible Oil Spreads	Margarine/oil-based spreads
Flavoured Milk	<p>Flavoured Dairy Ready-to-Drink Milks with added sugar or combination of non-nutritive sweetener and added sugar. Includes fresh/UHT flavoured dairy milk (e.g. cow, sheep, goat milk), flavoured dairy liquid breakfast beverages.</p> <p>Inclusions All flavoured ready-to-drink dairy milks and liquid breakfast beverages with added sugar or combination of non-nutritive sweetener and added sugar. Includes those containing caffeine, flavoured energy (i.e. guarana) milks, high protein variants, lactose free, ready-to-drink protein shakes.</p> <p>Exclusions Plant-based milks such as soy and oat milk. Powdered drinks (e.g. NESQUICK, Milo), smoothies, meal replacements, oral nutrition supplements (e.g. Sustagen, Ensure), probiotic drinks (e.g. kefir, Yakult) and bubble tea.</p> <p>Flavoured Plant-Based Ready-to-Drink Beverages Inclusions Flavoured (e.g. chocolate, vanilla, strawberry) ready-to-drink soy, oat, nut, rice, coconut or other plant-based beverages. Includes all fat varieties (e.g. full fat, reduced fat), with added sugar or combination of non-nutritive sweetener and added sugar. Includes plant-based liquid breakfast beverages (e.g. UP & GO Dairy Free), those containing caffeine, high protein variants, and plant-based protein shakes.</p> <p>Exclusions Plain plant-based beverages (e.g. original/plain soy milk), powdered drinks (e.g. NESQUICK, Milo), oral nutrition supplements (e.g. Sustagen, Ensure), smoothies, meal replacements, probiotic drinks (e.g. kefir) and bubble tea.</p>
Gravies & Finishing sauces	<p>Gravies and finishing sauce products which are designed to be served over food upon serving or as it finishes cooking. Target is per 100ml of product for ready to serve sauces; and per 100ml of dry or condensed sauce that has been made up / diluted in accordance with the on-pack instructions.</p> <p>Inclusions Ready-to-serve liquid gravies, powdered gravies, sauces used in cooking and positioned as a finishing sauce to be served over the food upon serving or as it finishes cooking (e.g. red wine sauce, mushroom sauce, white sauce, cheese sauce and Hollandaise sauce). Includes both shelf stable and chilled varieties.</p> <p>Exclusions Salad dressings, mayonnaises, béarnaise and hollandaise sauces if positioned for use as a condiment (used in small amount to augment a food). Mustards, pesto, tomato paste, passata, condiment style sauces (e.g. tomato, barbeque, hoisin and sweet chilli sauces), ready meals containing gravies or finishing sauces and stocks (e.g. vegetable or chicken stock), curry pastes, rubs, marinades, Asian-style and other savoury sauces. Condiment sauces in meal kits (e.g. taco salsa). Recipe bases / meal base concentrates, dry flavouring sachets.</p>

Non-alcoholic Beverages Ready-to-drink non-dairy beverages with caloric sweeteners.	<p>Carbonated Soft drinks and Energy Drinks Ready-to-drink, non-dairy, sweetened drinks marketed as soft drinks or energy drinks.</p> <p>Flavoured water, flavoured mineral water, soda water and iced tea Ready-to-drink, non-dairy beverages with caloric sweeteners, excluding soft drinks, fruit drinks and energy drinks.</p> <p>Fruit drinks Ready-to-drink fruit drink (carbonated or still), containing less than 96% fruit juice, with added sugar.</p>
Pizza	<p>Commercially produced pizza dough, with toppings (vegetable, cheese, meat, fish or alternatives) which only requires cooking or re-heating (i.e. no construction). Includes chilled and frozen varieties.</p> <p>Inclusions Pizzas, calzones, pizza pockets, can be slices or whole.</p> <p>Exclusions Pastry-based dishes, pizza toppings, pizza-flavoured foods (e.g. pastries, biscuits), pizzas from takeaway or fast-food restaurants.</p>
Powdered meal bases	<p>Inclusions Products that require reconstitution or the addition of liquids.</p>
Processed Meats	<p>Meat and poultry preserved by smoking, curing, salting or chemical preservatives. Excludes sausages sold raw.</p> <p>Ham Inclusions Packaged or deli ham, including leg ham, shaved ham, lite ham, Champagne ham and flavoured varieties (e.g. honey ham).</p> <p>Exclusions Sausages, fresh ham – raw, uncured, requiring cooking, ‘Protected Designation of Origin’ (e.g., prosciutto, some pancetta), traditional specialty guaranteed products (e.g. Parma ham), specialty products produced using traditional methods such as immersion and dry cured processes (e.g. cured tongue), canned processed meats (e.g. spam), vegetarian/ vegan alternatives, bacon, processed deli meats, Frankfurters and saveloys.</p> <p>Bacon Cured and smoked pork, turkey, or chicken product generally containing meat, sugar, mineral salts, antioxidant nitrite and water. Includes all fat varieties.</p> <p>Inclusions Packaged or deli bacon sold in all forms (e.g. rashers, diced). Includes all types of injection cured bacon (e.g. sliced back, streaky, bacon joints).</p> <p>Exclusions Dry and immersion cured pancetta and bacon, ham, ‘Protected Designation of Origin’ traditional specialty guaranteed products, speciality products produced using traditional methods, sausages, canned processed meats, vegetarian/vegan alternatives, processed deli meats, Frankfurters and saveloys.</p> <p>Frankfurters, saveloys and precooked sausages Inclusions Frankfurters, hot dogs, saveloys, cocktail sausages and precook sausages.</p> <p>Exclusions Ham, bacon, processed deli meats, canned processed meats, kabana, kransky, chorizo, Polish sausage, fresh sausages, vegetarian/vegan alternatives, sausage rolls, coated processed meats and meats in pastry or bread.</p>

Ready Meals	<p>Meals sold as ready-to-eat. May require re-heating or added accompaniments (e.g. potato, rice, noodles, pasta). Includes chilled, frozen and canned varieties.</p> <p>Inclusions Frozen, fresh, chilled or canned complete meals of all cuisines made from meat, poultry, fish, Quorn, tofu or vegetables (e.g. frozen lasagne, frozen risotto, fresh pastas with sauces, butter chicken with rice, vegetable curries, dhal), shelf-stable rice/pasta with meat/poultry/ fish/ vegetables and/or sauce served as a meal (e.g. quinoa and bean salads in shelf-stable container) and canned meals with meat or alternative (e.g. canned Irish stew, beef stroganoff) and other dishes that can be consumed as a meal and do not require preparation.</p> <p>Exclusions Meals requiring reconstitution (powdered or dry sachets), kit meals (e.g. taco kits, sushi kits), any meals requiring the addition of fresh ingredients (e.g. vegetables, meat, meat alternatives), soups, pizzas and dishes requiring preparation (e.g. Mac &cheese, 2 Minute Noodles).</p>
Sausages (fresh)	<p>Minced meat, poultry or a combination of meat and poultry, encased in a skin, sold raw and requiring cooking before eating.</p> <p>Inclusions Fresh, chilled and frozen sausages and chipolatas, sold in raw form, made from beef, veal, lamb, kangaroo, chicken, turkey, pork or other meats. Raw Polish sausage.</p> <p>Exclusions Rissoles, burger patties, crumbed or battered meats, vegetarian/ vegan alternatives, sausage rolls, ham, bacon, deli meats, Frankfurters, saveloys, hot dogs and other pre-cooked sausages, sausage meat products (e.g. stuffing, turkey roll or chicken roll).</p>
Savoury biscuits	<p>Plain savoury crackers and biscuits Plain, savoury grain-based crackers and biscuits which are shelf-stable and ready-to-eat. Includes pepper varieties, but not those identified as salt flavoured.</p> <p>Inclusions Wholemeal/wholegrain/plain crackers and biscuits with a flaky texture (e.g. SAO, Jatz, Savoy), crispbreads (e.g. Ryvita, Cruskits), other varieties (e.g. water/wafer crackers), all with either pepper flavouring (only) or without flavourings. Includes crackers made from any type of flour (e.g. wheat, rice). Plain products seasoned with salt.</p> <p>Exclusions Breadsticks, croutons, sweet biscuits, combinations of savoury biscuits/crackers with toppings (e.g. cheese, dip, vegetables, canned seafood), plain or flavoured rice cakes (e.g. SunRice rice cakes), savoury crackers with cheese, salt, or other savoury flavourings. Note: rice crackers that are advertised as ‘plain’ are excluded if they contain any added seasoning/flavouring (other than salt).</p> <p>Flavoured or salted savoury grain-based biscuits, crackers and cakes which are shelf-stable and ready-to-eat.</p> <p>Inclusions Savoury crackers with cheese (e.g. Shapes), salt (e.g. rosemary & sea salt, garlic & sea salt crostini, Grissini or other biscuits), or other savoury flavourings. Flavoured rice, corn or other crackers, biscuits (e.g. Country Cheese, Sakata, Delites) and ‘grain-cakes’ (e.g. flavoured rice cakes, flavoured corn thins).</p> <p>Exclusions Croutons, breadsticks, sweet biscuits, savoury biscuits/crackers with toppings (e.g. cheese, dip, vegetables, canned seafood) and plain puffed/popped ‘grain-cakes’, plain wholemeal /wholegrain/plain crackers and plain biscuits, plain crispbreads (e.g. Ryvita, Cruskits), other varieties (e.g. water/wafer crackers). Excludes products where salt (alone) is used as a ‘seasoning’/ lightly salted products.</p>

	<p>Plain corn, rice and other ‘grain-cake’ biscuits Plain, savoury corn, quinoa or rice-based cakes which are shelf-stable and ready-to-eat.</p> <p>Inclusions Puffed/ popped grain cakes (grain-varieties listed in definition) without added flavourings (e.g. SunRice rice cakes, Real Foods corn thins, SunRice rice and quinoa cakes). Includes products with salt added as a ‘seasoning’ sprinkled on top.</p> <p>Exclusions Plain or flavoured crackers (e.g. rice crackers, corn-based crackers, flavoured grain-based crackers) and flavoured cakes (e.g. flavoured rice cakes, flavoured corn Thins). Excludes plain and ‘unseasoned’ rice cakes.</p>
Savoury snacks	<p>Potato & other vegetable crisps Potato and other vegetable slices, that are generally deep fried, and then flavoured (e.g. using salts, seasonings, herbs or spices). Includes all flavours except salt and vinegar.</p> <p>Inclusions Potato and other vegetable crisps (e.g. beetroot crisps, sweet potato crisps).</p>
	<p>Extruded/pelleted snacks Starch-rich materials (e.g. corn, wheat, rice, potato, legume flour) that are generally transformed into hot melt fluids and then expanded or puffed to form a ready-to-eat snack that is baked or fried. Includes all flavours except salt and vinegar.</p> <p>Inclusions Extruded and pellet snacks (e.g. Potato Hoops, Cheese Puffs, Bacon Balls, Grainwaves, Twisties, Burger Rings, Cheezels, pork rind snacks, prawn crackers).</p>
	<p>Sheeted/reformed snacks Starch rich flour (e.g. grain, potato, other vegetable, legume flour) used to make a dough, which is then sheeted to thin, uniform dimensions and cut to form the snack and fried. Includes all flavours except salt and vinegar.</p> <p>Inclusions Corn-based snacks (e.g. Dorito’s), other grain-based snacks, reformed potato snacks (e.g. Pringles), other vegetable reformed snacks (e.g. cassava crisps) and legume-based snacks (e.g. quinoa, lentil, chickpea crisps).</p>
	<p>Salt and vinegar snacks All salt & vinegar flavoured variants of the snack products described above.</p> <p>Inclusions All snacks flavoured with salt and vinegar flavouring.</p>
	<p>Popcorn Corn or maize kernels that have been heated until they burst open and puff out. Flavoured (e.g. using salts, seasonings, sugar, syrups). Sold as ready-to-eat or popping corn. Includes all flavours except salt and vinegar.</p> <p>Inclusions Savoury, sweet popcorn</p>
Savoury pies	Mince/Steak
	Mince & cheese/steak & cheese
Soups	<p>Savoury, primarily liquid dish, containing meat, poultry, fish, vegetables or other ingredients in stock or water. May be chilled or shelf-stable, ready for consumption or requiring reconstitution.</p> <p>Inclusions Chilled soups, ready-to-eat soups, frozen soups, dry packet soup mixes requiring reconstitution and canned soups (including ready-to-eat and condensed, requiring reconstitution).</p> <p>Exclusions Products designed to be added to soup (e.g. lentil soup mix, soup beans, pasta or noodles for soups, canned or fresh meats for use in soups, e.g. beef soup bones) and miso.</p>
	Tomato sauce/Ketchup - Canned/glass packaging
	Tomato Sauce/Ketchup - Plastic packaging
Table sauce* (Tomato Sauce/Ketchup)	<p>*If the sauce nutrition information is expressed as per 100mL, apply the product’s specific gravity value to convert the nutrition information from millilitres to grams, to enable comparison to the per 100g nutrient target.</p>

Yoghurt and Dairy Foods	Sweetened dairy-based yoghurts and dairy foods, liquid or semi-solid. Inclusions Sweetened yoghurts made with dairy milk (with added sugar, honey, juice concentrate or other kilojoule-containing sweetener) with or without non-nutritive sweetener, added cereals/grains, nuts, fibre, vitamins and minerals or confectionery. Dairy yoghurt drinks, fermented milk (milk kefir). Dairy foods (e.g. Calci-Yum). Exclusions Custards, fromage frais (e.g. Fruche). Natural, plain yoghurts or other unsweetened yoghurts. Yoghurts sweetened with only non-nutritive sweeteners. Yoghurts made with plant-based milk alternatives (e.g. nuts, oat, coconut, rice, soy).
	Sweetened plant-based yoghurts, liquid or semi-solid. Inclusions Sweetened yoghurts made with plant-based milk alternatives (e.g. nuts, oat, coconut, rice, soy) with added sugar, honey, juice concentrate or other kilojoule-containing sweetener, with or without non-nutritive sweetener, added cereals/grains, nuts, fibre, vitamins and minerals or confectionery. Plant-based yoghurt drinks. Exclusions Natural, plain yoghurts or other unsweetened yoghurts. Yoghurts sweetened with only non-nutritive sweeteners. Yoghurts made with dairy milk.