

CALORIE DECLARATION AND HEALTHY CLAIMS IN FOOD SERVICE ESTABLISHMENTS REQUIREMENTS AND GUIDELINES

Prepared by:

Awareness and Applied Nutrition Unit
Food Safety Department, Dubai Municipality

Updated on 22th November, 2020



TABLE OF CONTENTS

1.1 Introduction.....	6
1.2 About this document	7
1.3 Purpose.....	7
1.4 Scope	8
1.5 Definition of Terms	10
2. Section One: Guidelines of the Calorie Declaration Initiative	14
2.1 Calorie Information	14
2.2 Statement of Calorie Information	15
2.3 Statement of Availability	15
2.4 Declaration Format	15
2.5 Calorie Declaration on Menus.....	16
2.5.1 Standard Menu Items	16
2.5.2 Variable Menu Items	16
2.5.3 Combination Meals	17
2.5.4 Multiple Serving Menu Items.....	17
2.5.5 Add-Ons or Extra Toppings	17
2.5.6 Self-Service and Foods on Display	18
2.5.7 Beverages, Not-Self-Service	18
3. Section 2: Rules and Requirements for food service establishments that have nutrient content declaration and/or healthy claims or other related statements.....	20
3.1 Rules and Requirements.....	20
3.2 Nutrient Conditions for Using “Healthy” Claim	21
3.3 Prohibited and Potentially Misleading Claims.....	22
3.4 Declaring Nutrition Information.....	22
3.5 Verification Inspection	23
Frequently Asked Questions	23
Annex.....	27
1. Recommended Standard Reference (Food and Nutrient Database)	28
2. Rounding Rules for Calorie and Other Nutrition Information	28
3. Calculating the Percent Daily Value (%DV) of Calories and Other Nutrients.....	28



4.	Template for Manual Computation of Calories and/or Other Nutrients	31
5.	Examples of Calorie Declaration on a Menu	32
6.	Calorie Declaration Program Participation Process Flow Chart	34
7.	Calorie Declaration Program Participation Requirements.....	35
8.	Eat Healthy, Live Healthy Info Sheet (Program Criteria).....	36
9.	Protein Information Sheet for Establishments Using Whey or Protein Powder.....	39

1. Preliminary Provisions

1.1 Introduction

Obesity is a global public health concern leading to increased risk of diabetes, heart disease, stroke, some cancers, and other health problems among children and adults alike. A 2-3 fold increase in the prevalence of overweight and obesity has been noticed in the UAE between 1989 and 2017, and consumption of foods with poor nutritional value has been identified as a major contributor to the growing obesity epidemic.

Dubai Municipality has undertaken several programs and initiatives that would help residents pursue a healthy lifestyle such as Eat Healthy, Live Healthy which identifies food establishments offering healthy options and certifies the dishes based on established criteria. The latest initiative of this program is the introduction of calorie declaration in food service businesses. Over 1 billion food decisions are made each year by people who eat from Dubai's food outlets and calorie labeling will allow consumers to make informed decisions about the food they purchase. Better availability of nutritious food would mean that food service businesses could positively impact the health of both residents as well as the several million tourists who visit Dubai each year.

The Food Safety Department will assist food businesses in this mission to improve the nutritional quality of the foods they produce. This guideline is the first step towards helping restaurants and similar food establishments comply with the new requirements. Through its digital platforms, Dubai Municipality will support the food service establishments in calculation of nutritional values.

This guideline is a live document and evolves constantly to accommodate the changes necessary to support the food business and industry to adapt to new regulations and to address the health of consumers in Dubai.

1.2 About this document

This document is divided into two sections and intended to help regulated food service establishments and operators understand and implement the menu labelling requirements. It also includes frequently asked questions and answers about the implementation of the calorie declaration.

Section 1 of this document is a list of guidelines for food service establishments that want to participate in the Calorie Declaration Initiative. The requirements are not mandatory unless the establishments are certified under the scheme. However, for the establishments that are certified, the listed requirements would be mandatory.

Section 2 discusses the mandatory requirements for food service establishments with any of the specified existing conditions below in their commercial communications, whether in the labeling, presentation or advertising of foods produced, with or without a “healthy” concept, full “healthy” menu or partial “healthy” menu. It shall also apply to foods intended for supply to the food service establishments.

- Calorie and/or other nutrient declaration
- Healthy claim and other related claims

1.3 Purpose

The purpose of this document is to provide a common set of requirements for providing information to consumers with regards to calories; nutritional and health related claims; and any other information associated with the food in the form of a “claim,” health claim or nutrition claim as defined in this document. It also provides authorized officers of the Food Safety Department and persons engaged in food business a common set of comprehensive advice and guidance on the application of the requirements and recommended ways for compliance, with a view to improving consistency in its interpretation and application by all stakeholders.

The ultimate objective of this document is to provide consumers with accurate and reliable calorie and other nutrition information in order to help them make well-informed food choices and improve their health and wellbeing.

1.4 Scope

The guidelines, in its primary focus, apply to:

1.4.1 All prepared and non-prepackaged foods sold in food service establishments such as , but not limited to:

- Restaurants
- Cafeterias
- Cafés and coffee shops
- Bakeries with dine-in and/or display
- Supermarkets and departmental stores with food service counters for hot and cold foods
- Food kiosks
- Ice cream shops
- Food carts and food trollies
- Catering facilities that offer direct sales to consumers
- Food counters inside petrol stations
- Workplace cafeterias, work accommodation and university residence canteens
- Food counters inside recreational facilities such as cinemas and sports complex
- Clubs

1.4.2 Food items listed on the menu, in print, digital or online, menu board and other materials.

1.4.3 Any food sold, displayed or listed in the establishment and provided to consumers for ordering.

1.4.4 The requirements also apply to service providers that support the food industry. Examples of the type of businesses include:

- Training centers
- Consulting agencies
- Food laboratories
- Specialist consultants such as dietitians, nutritionists and chefs

1.5.5 This document **does not cover**:



- Products manufactured and packaged commercially where other national, local or international food labeling standards apply
- Packaged foods registered in the ZAD system (formerly FIRS) and for which label assessment has been completed
- Foods served in transportation carriers such as planes
- Foods sold in food service establishments that are located in child care centers
- Alcoholic beverages

1.5 Definition of Terms

Calorie Declaration or Labeling: Display of the total amount of calories of a food or menu item, including any add-ons such as garnishing, dressing and other condiments or meal component in the case of combo meals, on the menu, menu board, display label and/or a declaration sheet.

Claim: Any representation, including pictorial, graphic or symbolic representation, in any form which states, suggests or implies that a food has particular characteristics relating to its origin, nutritional properties, nature, processing, composition, or any other quality.

Combination Meals: Standard menu items that consist of more than one food item and listed as single menu item. Some combination meals may include a variable menu item.

Customary Market Tests: Foods that appears on the menu or menu board for less than 90 consecutive days in order to test consumer acceptance of that product.

Custom Orders: Food orders that are prepared in a specific manner based on an individual customer request, which requires a deviation from the usual preparation of a standard menu item.

Daily Specials: Menu items that are prepared and offered for a sale on a particular day, are not routinely listed on a menu or menu board, or offered for sale by the food establishment and are promoted as a special menu item for that day.

Food Calorie: A unit of energy provided by food.

Foods on Display: Type of foods that the consumer can see before selecting.

Food Service Establishment: Any establishment or operation where food is prepared and/or served directly for consumption by consumers. This includes but is not limited to restaurants (stand-alone, chain and hotel), cafés, cafeterias, canteens, coffee shops, bakeries, pastry shops, ice cream shops, juice bars, catering facilities, supermarkets, convenience stores, and non-fixed food service operations like food stands/kiosks, food trucks, food carts and food trolleys.

General Use Condiments: Condiments that are available for general use, such as flasks of olive oil or vinegar on the table.

Kilocalorie (commonly referred to as Calorie): A unit of energy of one thousand calories. It is the amount of heat required to raise the temperature of one kilogram of water by one degree Celsius.

Health Claim: Any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health. This would include claims such as “calcium helps maintain normal bones”.

Menu: A list of food and/or beverages offered to consumers. This includes paper menus, menu boards, drive-thru menus, online menus or menu applications.

Multiple Serving Menu Items: Standard menu items that come in multiple servings, which may be sold whole, or per individual unit.

Non-prepackaged Food: Food that is prepacked for direct sale, food that is loose, and food that is packaged at the request of the consumer.

Nutrition Claim: Any representation which states, suggests or implies that a food has particular nutritional properties including but not limited to the energy value and the content of protein, fat, and carbohydrates, as well as the content of vitamins and minerals. It includes nutrient content claim, nutrient comparative claim, and non-addition claim.

- Nutrient content claim is a nutrition claim that describes the level of a nutrient contained in a food. (Examples: “source of calcium”; “high in fiber, and low in fat”.)
- Nutrient comparative claim is a claim that compares the nutrient levels and/or energy value of two or more foods. (Examples: “reduced”; “less than”; “fewer”; “increased”; “more than”.)
- Non-addition claim means any claim that an ingredient has not been added to a food, either directly or indirectly. The ingredient is one whose presence or addition is permitted in the food and which consumers would normally expect to find in the food.

Standard Menu Items: Foods that are routinely included on a menu or menu board or routinely offered as food on display. It also includes combination meals, variable menu items, food on display, and self-service food.

Self Service Foods: Foods that are available at a salad bar, buffet line, cafeteria line, or similar self-service facility and that the customers serve themselves. Self-service foods also include self-service beverages and grab-and-go foods

Temporary Menu Items: Foods that appear on a menu or menu board for less than a total of 60 calendar days per year.

Variable Menu Items: Standard menu items which come in different flavors, varieties, or combinations that are listed as single menu items (e.g. smoothies).

2. Section One: Guidelines of the Calorie Declaration Initiative

2. Section One: Guidelines of the Calorie Declaration Initiative

This section aims to provide an information base to assist in the right application of the calorie labeling of different menu types in food service establishments mentioned in the Scope, and other relevant information important to the proper implementation of the Calorie Declaration Initiative.

2.1 Calorie Information

2.1.1 Food establishments are required to do a calorie assessment of foods based on the quantity of ingredients and the serving size.

2.1.2 The maximum allowable variance percentage of calorie information is 20%.

2.1.3 Final values have to be rounded off as per the rounding rules mentioned in the UAE standard for the Requirements of Nutritional Labeling (UAE.S GSO 2233 :2019 (E)). *(A copy of the rounding rules is furnished in the Annex.)*

2.1.4 Calorie content and nutrient values can be obtained in different ways by using:

- Nutrient databases
- Published cookbooks that contain nutritional information for the recipe
- Laboratory analysis
- Nutrition facts label
- Consultants and specialists

2.1.5 Calorie information can be computed using any nutrition software, food service operations software with nutritional analysis feature or recognized software programs.

2.1.6 Calorie information can also be manually calculated with a standard food/nutrient database. *(A template called DM Nutritional Analysis Excel Sheet is provided in the Annex.)*

2.2 Statement of Calorie Information

2.2.1 Statement of information about the total daily calorie allowance should be mentioned on the menu, menu board, digital menu, or on a signage visible to consumers if the calorie information is communicated through other methods mentioned in the Declaration Format, above the Statement of Availability. This is particularly important as to enable the consumers to understand, in the context of total daily diet, the significance of the provided calorie information.

2.2.2 The Statement of calorie information Statement shall read: “2000 calories a day is used for general nutrition advice for youth and adults (ages 13 and older) while 1500 calories for children (ages 4 to 12), but individual needs vary.”

2.3 Statement of Availability

2.3.1 The Statement of Availability shall read “Additional nutrition information is available upon request” and this statement should appear at the top or at the bottom of the first menu page underneath the statement of calorie information where standard menu items are listed. If using digital menus, it can be added somewhere where the consumer can see it immediately.

2.3.2 This statement is mandatory for any food service establishment that has implied healthy claims or any nutrition or health claims on their menu.

2.4 Declaration Format

Calorie declaration can be done in different methods depending on the establishment’s method of displaying the information of their food or menu items.

2.4.1 Calories can be displayed on such but not limited to:

- Printed, digital or online menu
- In-store or drive-thru menu board
- Display tag or shelf label
- Tray mat
- Packaging

- Declaration sheet or menu insert
- Nutrition information table, chart or booklet

2.5 Calorie Declaration on Menus

Below are the declaration or labeling rules that should be followed accordingly.

2.5.1 Standard Menu Items

For standard menu items, food establishments are required to:

2.5.1.1 Display the calorie information with the term “Calories” or “Cal” after it, adjacent to the name or price of the menu item in a font size no smaller than that of the name or price of the menu item.

2.5.1.2 If an optional column format is used, the term “Calories” or “Cal” is placed as a heading above the column.

2.5.1.3 Exempt Foods

Foods that are exempt from calorie declaration requirements include:

- Custom orders
- Daily specials
- Customary market tests
- Temporary menu items
- Buffet self-service style
- General use condiments
- Alcohol beverages

2.5.1.4 However, as this document is not intended to be used as flexible guideline, it will be the food establishment’s choice if they want to declare the calories of any menu items that fall under the Exempt Foods.

2.5.2 Variable Menu Items

2.5.2.1 If the menu or menu board lists each option, then calories should be listed for each option.

2.5.2.2 If the menu or menu board lists two options for the variable menu item, then calories should be listed for each option, with a slash between the two declarations (e.g., Cal 400/550).

2.5.2.3 If the menu or menu board lists more than two options for a variable menu item, then calories should be listed as a range (e.g., Cal 850-1150).

2.5.3 Combination Meals

Calories may be listed using the suitable condition mentioned for variable menu items depending on the options for each combination.

2.5.4 Multiple Serving Menu Items

For multi-serving foods, calories could be declared in two options.

2.5.4.1 Per discrete serving unit (e.g., slice of pizza), as long as the number of discrete units are also listed and the menu item is usually prepared and served in individual units or portions (e.g., Pepperoni pizza: 100 Cal/slice, 8 slices per pizza).

2.5.4.2 Per entire menu item, if the standard menu item is not normally prepared and served in individual units or portions, the calories should be declared for the entire standard menu item as well as providing the suggested number of servings and the number of calories per serving (e.g., 800 Cal/Nachos Dip Dish, 4 servings).

2.5.5 Add-Ons or Extra Toppings

2.5.5.1 Calories should be declared separately for each add-on or topping listed on the menu or menu board, indicating that the calories for each add-on or topping are added to the calorie information of the basic preparation of the standard menu item.

If add-ons or toppings have the same calorie value, a single calorie declaration could be used or it can be grouped in one value.

2.5.5.2 If there are only two sizes of the menu item, calories should be listed for each add-on or topping using a slash (e.g., adds 150/250 Cal); or if there are more than two sizes, calories should be listed as a range (e.g., adds 100-250 Cal).

2.5.6 Self-Service and Foods on Display

Calorie information per serving or per item for self-service and foods on display, including grab-and-go foods, should be listed on:

2.5.6.1 A sign adjacent to and clearly associated with the food;

2.5.6.2 A sign attached to the sneeze guard; or

2.5.6.3 A sign or placard listing the calorie declaration for several food items along with the names of the food items, so long as the sign or placard is located where a customer can see the name, calorie information and serving size or unit while making a selection.

For grab-and-go foods, calories may also be declared on:

2.5.6.4 The food packaging itself (calories should be declared for the entire package as that is how the food is normally prepared and offered for sale); or

2.5.6.5 A Nutrition Facts label that meets Dubai Municipality requirements and that is visible to the consumer before selecting the food.

2.5.7 Beverages, Not-Self-Service

2.5.7.1 Calories for self-service beverages should be declared based on the volume of the cup, served without ice.

2.5.7.2 The size of the cup should be described in milliliters. (e.g., Small (140 Cal/250ml))

2.5.7.3 If the food service establishment uses a standard beverage fill (liquid first then the ice) or standard ice fill (ice first then the liquid), calories should be declared based on the measured amount of liquid used in the beverage fill or in the ice-fill standard.

3. Section Two: Rules and Requirements for Food Service Establishments That Have Nutrient Content /or Healthy Claims or Other Related Statements

3. Section 2: Rules and Requirements for food service establishments that have nutrient content declaration and/or healthy claims or other related statements

The requirements listed in this section are intended for the food service establishments that have the specified existing conditions as identified in part 1 of this document.

3.1 Rules and Requirements

3.1.1 Any food or menu item bearing the calorie and/or other nutrient content claim shall be substantiated with supporting documents such as lab analysis, nutritional analysis or nutrition calculation.

3.1.2 All food claims shall be substantiated. The food service establishment shall be able to justify the claims made and, when required, provide Dubai Municipality the documentation and evidence in support of the claim particularly, the health claim which outweighs any opposing evidence or opinion.

3.1.3 The Statement of Availability mentioned in part 2.3 of this document is required for any food establishment that is using the term “healthy” or related terms, claiming healthy menus, healthy meals, or claiming any nutrition or health claims on their menu items.

3.1.4 All foods or menu items for which claims are made shall comply with the UAE standard for the Permitted Health and Nutrition Claims Made on Food and Their Conditions of Use (UAE.S. GSO 2333:2019) or alternately the international standard of the [EU Regulation on nutrition and health claims made on foods](#).

- Claims about the food or an ingredient therein that suggest that a nutrient or an ingredient is absent or present in a certain amount (e.g. high in oat bran) are nutrient content claims and shall comply with the regulations in the UAE standard.

3.1.5 Health claims, whenever used, shall be supported by a sound and sufficient body of scientific evidence to substantiate the claim, provide truthful and non-misleading information in order to help consumers in make informed choices.

3.1.6 Nutrition and health claims shall not be permitted for foods for infants and young children except where specifically provided for in UAE relevant legislations and standards.

3.1.7 The use of the term “healthy” or related terms (such as “health,” “healthful,” “healthfully,” “healthfulness,” “healthier,” “healthiest,” “healthily,” and “healthiness”) as an implied nutrient content claim on the menu or menu item can only be used if the food or menu item complies with the definition and criteria for such, and should be in accordance with declared caloric information.

3.1.8 The Eat Healthy, Live Healthy certification is and will be the only permitted claim if dishes are claimed to be healthy, whether clearly stated, suggested or implied.

3.1.9 For foods using food supplements such as protein or whey powder, together with the nutrient declaration, a disclaimer on the menu should be provided. (*Protein Information Sheet is furnished in the Annex.*)

3.2 Nutrient Conditions for Using “Healthy” Claim

3.2.1 The nutrient conditions for bearing a “healthy” nutrient content claim include specific criteria for nutrients to limit in the diet, such as total fat, saturated fat, cholesterol, sodium, as well as requirements for nutrients to encourage in the diet, including vitamin A, vitamin C, calcium, iron, protein, and fiber.

3.2.2 Foods that use the term “healthy” on their labels that are not low in total fat should have a fat profile makeup of predominantly mono and polyunsaturated fats. These conditions are necessary so that consumers are aware that the total fat they consumer is mostly made up of fats that are encouraged by current dietary recommendations.

3.2.3 The definition for “healthy” also includes a nutrient contribution criterion. Healthy dietary patterns not only restrict nutrients that increase risk of chronic disease, but also help assure nutrient adequacy to ensure sufficient intake of nutrients that are important in sustaining body function and reducing the risk of disease.

3.2.4 Food service establishments are encouraged to check the criteria for healthy dishes/meals in the “Eat Healthy Live Healthy” Info Sheet provided in the Annex of this document to be consistent with the requirements where applicable.

3.2.5 Nutrient content claims are only permitted if they are approved and meet UAE relevant regulations. For example, “low fat” can only be made on products containing no more than 3g of fat per 100g for solids. A claim that a food is a ‘high’ in fiber shall only be made if the fiber content is ‘either at least 6g per 100g or 100ml or at least 6g in the reasonable expected daily intake of the food.

3.3 Prohibited and Potentially Misleading Claims

The following types of claims shall be avoided:

3.3.1 Misleading food claims, including incomplete comparatives and superlatives, and terms referring to good health practice such as “wholesome, ““healthful,” “sound” and other similar terms should not be used as per **the GSO standard (GSO/CAC/GL 1:2008 (E))**.

3.3.2 Claims which could not be substantiated.

3.3.3 Claims which could give rise to doubt about the safety of similar food or which could arouse or exploit fear in the consumer.

3.4 Declaring Nutrition Information

3.4.1 In addition to the information required on menus for food service establishments, additional nutrition information should be available at the premises of the covered establishments in this section, especially crucial for those with claims as defined above.

3.4.2 The declared nutrition information should include at least the following nutrients:

- Total Calories (Cal)
- Total fat (g)
- Saturated fat (g)
- Trans fat (g)
- Cholesterol (g)

- Sodium (g)
- Total Carbohydrates (g)
- Dietary fiber (g)
- Sugars (g)
- Protein (g)

3.4.3 The additional nutrition information can be declared in any form, such as posters, binders, brochures, computers or kiosks, tray liners, counter cards, signs, handouts or digitized.

3.4.4 As previously mentioned in part 2.1 of in this document, the rule allows for flexibility in the method by which food establishments can determine the calorie content and nutrient values of its standard menu items, as long as the establishments has a reasonable basis for its nutrient content declaration.

3.5 Verification Inspection

Authorized officers from the Food Safety Department will carry out compliance verification in the participating outlets.

Frequently Asked Questions

1 Are the food establishments required to buy a software for the calculation of calories?

Food establishments are not required to buy any software for the calculation of calories. Read [part 2.1](#) for more details.

2 Is laboratory analysis required for the estimation of calories?

No, laboratory tests are not required. Calculation of calories can be done using any of the methods listed under [part 2.1](#).

3 Are food establishments required to hire a nutritionist for the computation of calories?

Any person trained to use one of food and nutrient databases listed in the appendix can calculate calories.

You can consult the services of a qualified nutritionist or dietician if necessary.

4 What are the details required to calculate the calories?

To calculate the calories, the details required are the following:

- Product name
- Ingredients with their specifications such as:
 - raw/fresh/dry or cooked or drained
 - canned with oil or water or syrup
 - part of the meat or poultry
 - lean part or with fat or skin
 - with or without bone or head or shells
- Quantity or weight of ingredients in grams
- Serving size in grams

5 What would be the maximum allowable variance percentage in calorie declaration?

The maximum allowable variance percentage in calorie declaration is 20%.

6 Where is the calorie information placed?

Refer to [part 2.4](#).

7 Is it required to have the calories only on the menu?

Refer to [part 2.4](#).

8. What are the initial requirements to be submitted to the Applied Nutrition if a food establishment wants to declare the calories of their menu items as part of the Calorie Declaration Program of Dubai Municipality?

Refer to [Annex](#).

9. What is a DM Calorie Declaration Sheet?

Refer to [Annex](#).

10. Is it possible to provide the calorie information to consumers orally?

No. Calorie information has to be placed on the menu, menu board or display label.

11. Is it required to declare the calorie information of Limited Time Offers (LTO) or menu items that are part of a seasonal menu running for 60 days?

As a general rule, declaration of calories for LTO or seasonal items with 60-day duration will be voluntary. Food establishments may declare the calorie information as part of their legendary customer service or if they know that their customers might ask for it.

12. Is there any standard format for calorie declaration?

Refer to [part 2.5.1](#).

13. How is calorie labeling done for a menu item that comes in different flavors or combination like smoothies?

Refer to [part 2.5.2](#).

14. How is calorie labeling done for a menu item that is not sold in individual portion sizes like pizza?

Refer to [part 2.5.4](#).

15. How is calorie labeling done for a menu item that is sold with add-ons (like pizza or

blended beverages)?

Refer to [part 2.5.5](#).

16. How is calorie labeling done for foods on display or in pastry case?

Refer to [part 2.5.6](#).

17. How is calorie labeling done for self-service foods such as buffet?

Refer to [part 2.5.6](#).

18. How is calorie labeling done for beverages with a standard fill?

Refer to [part 2.5.7](#).

19. Are the packed foods sold on the retail shelves of the food service establishment subject to the declaration rules?

Refer to [part 1.4](#).

20. Does the calorie declaration include food and beverage add-ons or toppings that are not printed or displayed on the menu?

Refer to [part 1.4](#).

21. Does the labeling rule apply for a party platter with different type and quantity of sandwich/sub selections on as per the customer's order?

Calories should be declared for each type of sandwich but the range of calories of possible combinations for each platter should also be mentioned.

22. How is calorie labeling done for foods packed and sold in supermarkets or convenience stores from catering facilities?

If it is not a commercially manufactured and packaged item or an item registered under ZAD system, the labeling rule for foods on display applies ([part 2.5.6](#)).

23. Why do we have to submit the menu and marketing material to the applied nutrition

team prior to implementation?

It is for review purpose, and in case of verification, a reference as well.

24. Do we need to declare the calorie information of any food items on marketing materials like promotional flyers, in-store advertisements or outward-facing window signs?

Declaration of calories in marketing materials will be voluntary as calorie information on the standard menu or declaration sheet is already enough.

25. Is it required to declare the calorie information on on-line ordering platforms or any social media advertisements?

Declaration of calories in various on-line ordering platforms or social media advertisements that list prices for food/menu items and from which customers can order delivery or take away will be voluntary.

26. Do calories need to be displayed on self-order kiosks if they are already listed on the menu boards?

The calorie declaration requirement defines the term 'menu' to include paper menus, electronic menus, menu boards, drive-thru menus, online menus or menu application ([part 1.5 Definition of Terms](#))

27. Do calories need to be posted on catering menus?

Declaration of calories for catering menus is required if the items included are not mentioned in the standard menu.

Annex



1. Recommended Standard Reference (Food and Nutrient Database)

Below are recommended food composition or nutrient databases that can be used with manual calculation.

- Food Search by US Department of Agriculture (USDA)
<https://ndb.nal.usda.gov/>
- Food Calorie Calculator from the Calorie Control Council (USDA)
<https://caloriecontrol.org/healthy-weight-tool-kit/food-calorie-calculator/>

2. Rounding Rules for Calorie and Other Nutrition Information

The following table provides rounding rules for declaring nutrients as per the UAE.S GSO 2233:2019 Requirements of Nutritional Labeling.

Nutritional element	Amount	Rounding
Energy		to nearest 1 kJ/kcal (no decimals)
Fat*, Carbohydrate*, sugars*, Protein*, fibre*, polyols*, starch*	≥10 g per 100 g or ml	to nearest 1 g (no decimals)
	<10 g and > 0.5 g per 100 g or ml	to nearest 0.1 g
	no detectable amounts is present or concentration is ≤ 0.5 g per 100 g or ml	"0 g" or "<0.5 g" may be declared
Saturates*, Mono-unsaturates*, Polyunsaturates*	≥10 g per 100 g or ml	to nearest 1 g (no decimals)
	<10 and > 0.1 g per 100 g or ml	to nearest 0.1 g
	no detectable amounts is present or concentration is ≤ 0.1 g per 100 g or ml	"0 g" or "<0.1 g" may be declared
Sodium	≥1 g per 100 g or ml	to nearest 0.1 g
	<1 g and > 0.005 g per 100 g or ml	to nearest 0.01 g
	no detectable amounts is present or concentration is ≤ 0.005 g per 100 g or ml	"0 g" or "<0.005 g" may be declared
Salt	≥1 g per 100 g or ml	to nearest 0.1 g
	<1 g and > 0.0125 g per 100 g or ml	to nearest 0.01 g
	no detectable amounts is present or concentration is ≤ 0.0125 g per 100 g or ml	"0 g" or "<0.01 g" may be declared
Vitamins and minerals	vitamin A, folic acid, chloride, calcium, phosphorus, magnesium, iodine, potassium	3 significant figures
	All other vitamins and minerals	2 significant figures

*Not applicable to sub-categories

3. Calculating the Percent Daily Value (%DV) of Calories and Other Nutrients

The values listed for the different nutrients in the table are the Nutrient Reference Values (NRV) mentioned in the UAE.S GSO 2233:2019 Requirements of Nutritional



Labeling where the Percent Daily Value should be based upon.

- The basic formula is: (Amount of Energy or Calories / 2000) x 100 = %DV
- For example, a menu item has 600 Calories. The % DV will be calculated as follows:
(600 Calories / 2000 Calories) x 100 = 30%

Ingredient	NRV	Unit
Energy	2000	kcal
Protein	50	g
Fats	70	g
Saturated fat	20	g
Cholesterol	300	mg
Carbohydrate	260	g
Dietary fibers	28	g
Total sugar	90	g
Added Sugar	50	g
Salt	6	g
Vitamin A	800	µg
Vitamin D	5-15	µg
Vitamin C	100	mg
Vitamin K	60	µg
Vitamin E	9	mg
Thiamine	1.2	mg
Riboflavin	1.2	mg
Niacin	15	mg
Vitamin B6	1.3	mg
Folate	400	µg
Vitamin B12	2.4	µg
Pantothenate	5	mg
Biotin	30	µg
Calcium	1000	mg
Magnesium	310	mg
	22 (10% dietary	



Iron	absorption; Diets rich in cereals, roots or tubers, with some meat, fish, poultry and/or containing some fruit and vegetables)	mg
Zinc	14 (22% dietary absorption; Cereal-based diets, with >50% energy intake from cereal grains or legumes and negligible intake of animal protein)	mg
Iodine	150	µg
Potassium	2000	mg
Phosphorus	700	mg
Copper	900	µg
Selenium	60	µg
Manganese	3	mg
Molybdenum	45	µg



4. Template for Manual Computation of Calories and/or Other Nutrients

To calculate the calories using the Excel Sheet provided by DM, do the following steps:

- Open the online standard reference like USDA.
- Get a copy of the Excel sheet entitled “DM Nutritional Analysis Format.” (It is illustrated below.)
- Prepare the standardized recipe in grams. A batch size or serving size (individual portion) recipe can be utilized.
- Copy and paste the recipe’s ingredients and its quantity into the excel sheet.
- Put the number of servings.
- Search the standard reference for the calorie and/or nutrient content of each ingredient with its corresponding quantity. If only per 100g value is available, follow the formula for the given quantity of the ingredient. (Total nutrient amt. = Nutrient amt. per 100g / 100 x given qty. in grams.)
- Place the weight of the Serving Size.

An example of Roasted Vegetable Lasagna calculation

Number of servings	1		
Ingredients	Unit	Quantity	Kilocalories
TOMATO SAUCE	gram	80	34.00
BECHAMEL SAUCE	gram	80	118.00
PASTA LASAGNA SHEET	gram	35	130.00
MUSHROOM WHITE BUTTON	gram	80	18.00
BABY MARROW	gram	50	11.00
CARROT	gram	25	10.00
CAPSICUM	gram	15	3.00
ONION	gram	20	8.00
MOZZARELLA	gram	15	45.00
OLIVE OIL	gram	1	9.00
PARMESAN	gram	3	13.00
TOTAL QUANTITY	gram	404	399.00

Roasted Vegetable Lasagna	Serving Size (grams)	Kilocalories
	404	399



5. Examples of Calorie Declaration on a Menu

Nutritional guide

While we are committed to providing accurate nutritional information, because our recipes are prepared fresh to order, there may be differences between the actual nutritional content of your order and the nutritional values provided. The values are derived from standardized recipes and serving sizes.

While we will do our best to accommodate special requests to prepare your meal the way you like it; modifications may alter the nutritional values.

2000 calories a day is used for general nutrition advice for youth and adults (ages 13 and older) while 1500 calories for children (ages 4 to 12), but individual needs vary

STARTERS

Cold Appetizers

- o Fresh Vietnamese Rice Paper Roll 🇻🇳 (S) 460 Cal 65
 fresh rice paper | lettuce | prawn | carrot | cucumber
 mint leaves | vermicelli noodle
- o Thai Squid Salad with Lemongrass 🇹🇭 (G, S, C) 178 Cal 70
 squid | lemongrass | chili paste | coriander | mints | onion
- o “Yum Som O” Pomelo Salad with Prawn 🇹🇭 (G, S, C) 603 Cal 75
 fresh prawn | pomelo | roasted coconut | crispy onion
 fresh lime | chili paste
- o “Som Tam Mala Kor” Papaya Salad 🇹🇭 (N, S, C, G) 231 Cal 80 *mk*
 papaya | peanut | long beans | dried shrimps
 cherry tomatoes | chili





KIDS BREAKFAST



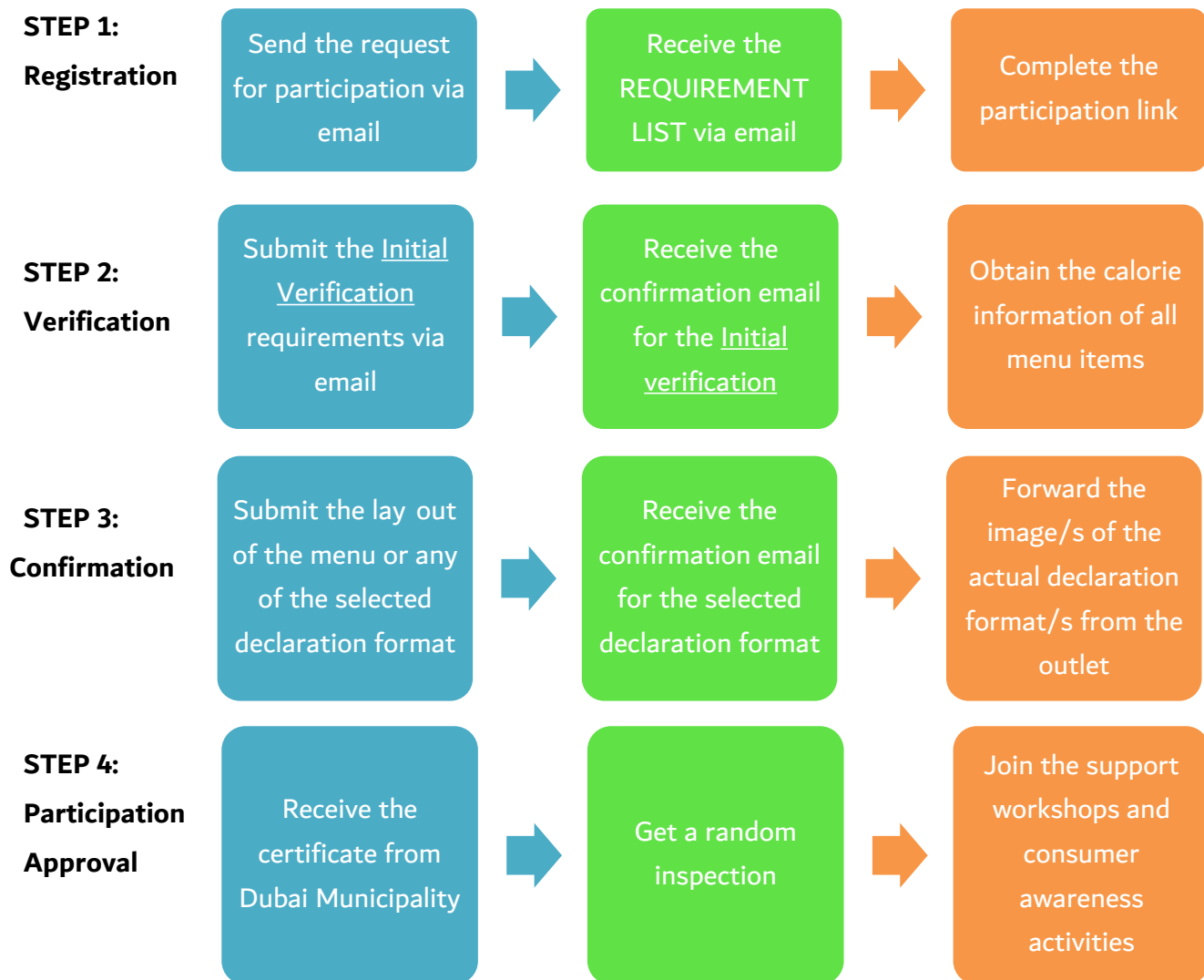
NUTRITIONAL GUIDE

While we are committed to providing accurate nutritional information, because our recipes are prepared fresh to order, there may be differences between the actual nutritional content of your order and the nutritional values provided. The values are derived from standardized recipes and serving sizes. While we will do our best to accommodate special requests to prepare your meal the way you like it; modifications may alter the nutritional values

1500 calories a day is used for general nutrition advice for children (ages 4 to 12) but individual needs vary

Yummy Porridge	(D,V)	99 cal	30
Poached strawberry			
Sunny Pancake	(G,D)	88 cal	30
Poached strawberry and Maple syrup			
Mini Crepe	(G, E, D)	210 cal	30
Rainbow sprinkles and chocolate syrup			
Fluffy Waffle	(G,D)	137 cal	30
Fresh strawberries and maple syrup			
Eggs of choice	(G)	329 cal	30
Scrambled, poached, fried, boiled			
<i>Choose one side for the egg dish</i>			
Vine tomatoes, hash brown, mushrooms or chicken sausages			

6. Calorie Declaration Program Participation Process Flow Chart



7. Calorie Declaration Program Participation Requirements

To register, a food establishment has to submit to nutrition@dm.gov.ae the recipes of 3 menu items for Initial Verification with supporting documents as per the list below.

- **If calorie information has been computed using a nutrition software**, a copy of the Nutrition Information Summary Report.
- **If calorie information has been manually calculated**, a copy of the nutritional analysis excel sheet.

Once the method of calorie calculation has been verified, the food establishment has to obtain the calorie information of all food or menu items offered to the customer. Declaration format of calorie has to be decided by the food establishment, so the following can be forwarded to nutrition@dm.gov.ae for review and confirmation

- A copy of the menu lay-out, **if declaration is on the menu, menu board or online menu.**
- A copy of the insert, tag, label, tray mat or packaging lay-out, **if declaration is on the menu insert, display tag, shelf label, tray mat or packaging.**
- A copy of the sheet, table, chart or booklet, together with the sign, “Calorie information is available upon request.” **if declaration is on a declaration sheet, nutrition information table, chart or booklet.**

(A template called DM Calorie Declaration Sheet is another form that can be taken from the Dubai Municipality website or requested from nutrition@dm.gov.ae that can be used to declare calories.)

8. Eat Healthy, Live Healthy Info Sheet (Program Criteria)

Program Criteria

To qualify for approval, the menu item must meet the following criteria*:

I. PRIMARY CRITERIA

- For main dish, MUST HAVE a serving from at least two of the following food groups: 1) Eggs, Beans and Meat, preferably lean, 2) Milk and Milk Products, preferably low-fat or fat-free, 3) Fruits and Vegetables, preferably fresh or frozen, 4) Grains, preferably whole grains.
- For **side dish**, MUST HAVE a smaller portion size compared to main dish like a side salad while for soup, a cup for 1 serving. Preferably with a serving of fruit, vegetables, whole grains or legumes.
- MUST NOT contain partially hydrogenated fats (PHOs) or ingredients that contain PHOs.
- MUST NOT use deep-frying as the main cooking method or preparation.
- MUST USE cooking methods that does not use or require less oil such as grilling, broiling, baking, roasting, steaming, poaching, sautéing, stir-frying and pan-frying.
- MUST NOT contain more than 1 tsp. of regular butter or 1 Tbsp. of regular mayonnaise and/or cream-based salad dressing per serving.
- Must limit the use of salted, pickled and other high-sodium ingredients.
- Must limit the addition of table salt and other high-sodium condiments.

II. NUTRITION CRITERIA

A. ADULTS

Main Dish: It is a one-dish meal or a combination dish served as a main course.	
Calories	≤ 600 calories
Saturated fats	≤ 5 grams
Trans Fat	< 0.7 grams
Sodium	≤ 600 milligrams
Added sugar	≤ 2 teaspoons or 8 grams sugar



Meal: It is a mixed meal that customarily contains 1 main dish, 1 side dish and 1 calorie-containing or calorie-free beverage. It is consumed during an important time of the day such as breakfast, lunch or dinner.

Calories	≤ 700 calories
Saturated fats	≤ 6 grams
Trans Fat	< 0.9 grams
Sodium	≤ 750 milligrams
Added sugar	≤ 2 teaspoons or 8 grams sugar

B. CHILDREN

Main Dish	
Calories	≤ 500 calories
Saturated fats	≤ 4 grams
Trans Fat	< 0.5 grams
Sodium	≤ 500 milligrams
Added sugar	≤ 2 teaspoons or 8 grams sugar

Meal	
Calories	≤ 600 calories
Saturated fats	≤ 5 grams
Trans Fat	< 0.5 grams
Sodium	≤ 600 milligrams
Added sugar	≤ 2 teaspoons or 8 grams sugar

C. OTHER DISHES

Side Dish: It is a smaller portion of food taken in between, before or with the meal that accompanies the main course or entrée. It also includes items consumed as a snack such as quick and yeast breads and smoothies.

Calories	≤ 350 calories
Saturated fats	≤ 3 grams
Trans Fat	< 0.4 grams
Sodium	≤ 300 milligrams
Added sugar	≤ 1 teaspoon or 4 grams sugar



Dessert: It is usually a sweet course or dish eaten at the end of a meal.	
Calories	≤ 250 calories
Saturated fats	≤ 3 grams
Trans Fat	< 0.25 grams
Sodium	≤ 300 milligrams
Added sugar	≤ 2 teaspoons or 8 grams sugar

Beverage: It is a liquid intended for human consumption used to satisfy thirst. It can be hot or cold, calorie-containing or calorie-free.	
Total Weight	≤ 360 milliliters
Calories	≤ 200 calories
Saturated fats	≤ 1.5 grams
Trans Fat	0 grams
Sodium	≤ 250 milligrams
Added sugar	≤ 1 teaspoon or 4 grams sugar



9. Protein Information Sheet for Establishments Using Whey or Protein Powder

PROTEIN INFORMATION SHEET

PROTEIN WARNING:

- ✚ Excessive protein intake is harmful to people who has liver and kidney disease and those people with a family history of gout which is a form of arthritis caused by excess uric acid in the bloodstream, causing the uric acid to crystallize and to build up in joints.

OTHER INFORMATION:

- The Academy of Nutrition and Dietetics recommends below the amount of protein in grams per kilogram body weight per day.
General recommendation: 0.8 grams of protein
Recommendation for athletes: 1.2 to 2 grams of protein, depending on training
- Protein may come from various sources such as meat, poultry, fish, seafood, eggs, dairy products and legumes as well as whey protein powder.
- High protein intake doesn't guarantee automatic building of muscles, maintaining of lean body mass and repair of worn-out body tissues. This only happens if energy requirements are first met through adequate amount of carbohydrates and fats.
- _____ grams of _____ whey powder = _____ grams protein