



Sugar Reduction Awards Judging Criteria

1. Best Public Health or Local Authority Sugar Reduction Campaign

This category is open to local authorities, Public Health units and healthcare charities who have created sugar reduction awareness campaigns

- Impact and measurability - any data available to show behavioural change before and after the campaign. Or any surveys, feedback or social media interactions which show engagement with the campaign. Data on scale of project and number of people influenced or engaged by the campaign
- Innovation – how innovative inspiring, imaginative and impressive was the campaign? What means of engagement were used and how effective were they?
- Budget - did the campaign deliver value for money, shoe-string entrepreneurialism or creative ways of making the most impact with limited funds
- Impact on risk-groups – how far-reaching was the campaign to those most in need of education and influence?

2. Best reduction of sugar through reformulation

This category is open to any manufacturer which has reformulated a product or line of products, to generate significant reductions in sugar content

- What level of sugar reduction was achieved?
- Public Health gain - by what percentage is the calorie amount reduced?
- Public Health impact –what data can you provide on how this reformulation improves your consumer’s diet (eg consumption frequency, quantity – is it a product category contributing to high sugar intakes)?
- Has the product increased the amount of “positive” nutrients (e.g. fibres; vitamins; minerals)
- How innovative is the approach to sugar reduction and how challenging was it – how has sugar been removed?
- Innovativeness and approach to product marketing
- Any sales data, before and after reformulation, market share data etc that shows how sales performed after removal of sugar
- Is the product “clean label?”

3. Most innovative reduction of sugar (not reformulation)

This category is about reducing sugar consumption in food and drinks, outside of the factory. It’s open to small and large retailers, food and drink outlets or chains, leisure or sports facilities, school caterers or school trusts and the hospitality sector which have introduced measures to reduce sugars in food and drink or reduce exposure to sugars through a range of innovative initiatives

- Public Health gain – what volume of sugar and/or calories has been removed
- Public Health impact –what data can you provide on how your changes/innovations improves your consumer’s diet (eg consumption frequency, quantity)?
- How have the changes you’ve made improved “positive” nutrients (e.g. fibres; vitamins; minerals)

- How innovative, inspiring, imaginative and impressive are the changes that have been made?
- What challenges needed to be overcome to make these changes?
- Any sales data, consumption data, supply chain information around levels of sugar reduction achieved?

4. Best NEW sugar reduced or no sugar product (launched in last 3 years)

This category is open to any new product launched since 2014 which has either significantly reduced sugar, or no sugar, and which has demonstrated an innovative marketing strategy which is helping it win over customers

- What level of sugar reduction was achieved?
- Public Health gain - by what percentage is the calorie amount reduced?
- Public Health impact –what data can you provide on how this reformulation improves your consumer’s diet (eg consumption frequency, quantity – is it a product category contributing to high sugar intakes)
- Has the product increased the amount of “positive” nutrients (e.g. fibres; vitamins; minerals)
- How innovative is the approach to sugar reduction, and how challenging was it - how has sugar been removed?
- Innovativeness and approach to product marketing
- Any sales data, before and after reformulation, market share data etc
- Is the product “clean label?”
- Does the product meet the Offcomm nutrition criteria (or others)?
- Is the product targeting an at-risk population? (children/teenagers)

5. Best research in sugar reduction or sugar alternatives

This category is open to academics who have conducted a piece or several pieces of research which contributes to the knowledge base on sugar reduction – this award will consider global entries, not just UK research

- Does the research significantly enhance theory and knowledge on how to reduce sugar intake (e.g. insights into how to reformulate products or change consumer attitudes and behaviour).
- Can the results of research be applied to multiple product categories or to Public Health guidelines for consumers regarding reducing sugar intake
- Can the results of research be applied to the food supply or translated to real life, or be used to influence or guide Public Health and Policy
- Did the research consider the impact on health beyond just sugar reduction?
- Is there an expected impact on individuals / population sugar consumption?
- Is the methodological approach appropriate and robust?

6. Best sugar reduction awareness campaign

This category is open to all sectors including schools, education trusts, caterers, sports/leisure facilities, retailers, out of home, charities, NGOs, local authorities, voluntary groups and social enterprises who have created campaigns or initiatives to raise awareness around sugar reduction

- Impact and measurability - any data available to show behavioural change before and after the campaign. Or any surveys, feedback or social media interactions which show engagement with the campaign. Data on scale of project and number of people influenced or engaged by the campaign
- Innovation – how innovative inspiring, imaginative and impressive was the campaign? What means of engagement were used and how effective were they?
- Budget - did the campaign deliver value for money, shoe-string entrepreneurialism or creative ways of making the most impact with limited funds

- Challenges – what challenges did the campaign face and how were they overcome
- Impact on risk-groups – how far-reaching was the campaign to those most in need of education and influence?

7. Best small company innovation in sugar reduction

This category is open to small charities (less than 5 staff) or new businesses that are doing excellent work in this sector but may otherwise be drowned out by larger organisations with bigger budgets

- What level of sugar reduction was achieved?
- Public Health gain - by what percentage is the calorie amount reduced?
- Public Health impact –what data can you provide on how this reformulation improves your consumer’s diet (eg consumption frequency, quantity – is it a product category contributing to high sugar intakes?)
- How innovative is the product and ingredients and the approach to creating a low or no sugar product?
- How innovative is the product marketing
- Is the product “clean label?”
- Does the product meet the Offcomm nutrition criteria (or others)?
- Is the product targeting an at-risk population? (children/teenagers)

8. Best Sugar Reduction Hero

This category is designed to recognise an individual whose work has contributed significantly to the sugar reduction agenda. You may nominate a member of your own organisation for this award, and/or encourage others to nominate. Shortlisted entrants will be put to the public to vote

- How has the individual raised awareness about the importance of sugar reduction
- How impactful has the individual’s work been in raising awareness – any data on the visibility of their work or the initiatives developed as a result of their work
- Has their work led to or influenced any policy level changes
- How has their work created a legacy which continues to create positive influence