

HFSS Preparation Checklist

1. Set a Clear Compliance Plan

- ✓ Schedule regular regulatory updates and review meetings.
- ✓ Assign dedicated roles for compliance and monitoring.
- ✓ Establish communication channels with legal and regulatory experts.

2. Embrace Product Innovation

- ✓ Evaluate reformulation opportunities while retaining product taste.
- ✓ Engage your R&D and marketing teams early in the process.
- ✓ Explore new product variants that meet HFSS guidelines.

3. Foster Collaboration

- ✓ Organise strategy sessions with R&D, marketing, and supply chain teams.
- ✓ Develop shared goals to ensure smooth implementation.
- ✓ Streamline collaboration by utilising project management tools.

4. Engage Consumers Creatively

- ✓ Leverage digital channels (i.e. SEO, social media, and online content) to boost brand visibility.
- ✓ Explore innovative marketing campaigns that go beyond traditional retail activations.
- ✓ Create online narratives that connect with audiences.

5. Plan Ahead for Future Shifts

- ✓ Monitor competitor activity and evolving trends.
- ✓ Invest in talent with deep expertise in food regulations and category management.
- ✓ Develop scenario planning strategies to prepare for upcoming regulatory changes.