

Regulations on the prohibition of the marketing of certain foods particularly aimed at children

Legal basis: Adopted by Royal Decree 25 April 2025 pursuant to Section 3, second paragraph, Section 10, third paragraph and Section 23, first paragraph of Act no. 124 of 19 December 2003 on food production and food safety, etc.

(This is an unofficial translation of the Norwegian version of the regulations and is provided for information purposes only)

Section 1. Purpose

The objective of these Regulations is to promote health through the prevention of diet-related health problems and diseases in the population by protecting children from health-related undesirable marketing.

Section 2. Scope

These regulations apply to anyone who produces, processes and distributes, including sells or markets, foodstuffs. This does not include providers of information society services, video sharing platform services and editor-controlled media, including providers of television and audiovisual on-demand services.

These regulations apply to Norway, including Svalbard.

Section 3. Definitions

In these regulations, the following definitions apply:

- a. children: Persons under the age of 18.
- b. marketing: Any form of communication or action for marketing purposes. Marketing purposes exist if the purpose of the communication or action is to promote sales to consumers.
- c. sponsorship: Any form of public or private contribution to an event, business or person with the intention of promoting the sale of products to consumers.

Section 4. Prohibition of marketing

The marketing of products covered by Annex I, particularly aimed at children, is prohibited. Regardless of whether the marketing is particularly aimed at children, the marketing of such products shall not occur in a way that encourages adults to buy the product for children.

The following marketing of products covered by Annex I shall always be considered to be particularly aimed at children:

- a. advertising in cinemas in connection with films that are particularly aimed at children under the age of 13, and that start before 18:30.
- b. competitions with an age limit lower than 18 years.
- c. distribution of tastings and samples to children.

When assessing whether other marketing of products covered by Annex I is particularly aimed at children, an overall assessment must be made, in which the following components may be considered:

- a. whether the product is primarily consumed by, or is particularly appealing to, children
- b. whether the marketing has a form of presentation, content or design that is particularly appealing to children, e.g. due to language, colors, effects, imagery, use of animation or cartoons
- c. the time and place of the marketing
- d. whether children or persons who may particularly appeal to children are involved
- e. the use of gifts, toys, vouchers, discounts, collectibles, competitions or games that may particularly appeal to children

Section 5. *Exemptions from the marketing ban*

The following marketing is permitted:

- a. sponsorship for non-profit purposes, except contributions with products in Annex I food categories 1-5
- b. use of the sponsor's name and trademarks, with the exception of trademarks that apply to specific products in Annex I
- c. the design of the product
- d. packaging and wrapping
- e. ordinary display of products at the point of sale
- f. sober product information on websites and in connection with the point of sale

Section 6. *Supervision and complaints*

The Norwegian Directorate of Health carries out supervision and may make the necessary decisions to implement the provisions of these regulations, cf. Section 23 of the Food Act.

The Market Council considers appeals against the Directorate of Health's decisions under these regulations. The procedural rules laid down in or pursuant to the Marketing Control Act apply to the Market Council's processing of appeals in so far as they are appropriate.

Section 7. *Rectification and coercive fines*

If the Directorate of Health finds that any of the provisions in Section 4 have been violated, the Directorate may order rectification of the situation. At the same time, a deadline shall be set for rectification. The Directorate of Health may obtain written confirmation from the violator that the illegal situation has ceased.

At the same time as ordering rectification, the Directorate of Health may impose a coercive fine in accordance with Section 26 of the Food Act.

Section 8. *Transition period*

The requirements in Sections 4 and 5 of these regulations do not apply to establishments covered by Section 2, first paragraph before 25 October 2025.

Section 9. *Entry into force*

These regulations enter into force on April 25, 2025.

Appendix I to Regulations on the prohibition of the marketing of certain foods particularly aimed at children

By 'Sugars' means the definition of sugars the Regulation of 28 November 2014 no. 1497 on food information for consumers (the Food Information Regulation) Section 1 of, which implements Regulation (EU) no. 1169/2011 of the European Parliament and of the Council on the provision of food information to consumers Annex I Specific Definitions No 8.

By 'Added sugars' means the definition of added sugars in Section 2(i) of the Regulation of 18 February 2015 no. 139 on the voluntary labelling of foodstuffs with the Keyhole (the Keyhole Regulation).

By 'Sweeteners' means the sweeteners mentioned in the Regulation of 6 June 2011 no. 668 on food additives Section 1, which implements Regulation (EC) No. 1333/2008 of the European Parliament and of the Council on food additives Annex II Union list of food additives approved for use in foods and the conditions of use Part B list 2.

Food and drink categories	Product types included in the different food and drink categories and examples	Products covered/thresholds (stated per 100 g/100 ml ready-to-eat product)
1. Chocolate and sugar confectionery, energy bars and sweet toppings/spreads and desserts	Chocolate and sugar confectionery, including <ul style="list-style-type: none">- chocolate and other chocolate items, including dark and white chocolate and confectionery- sugar confectionery without cocoa, including jellies, boiled sweets, chewing gum, lozenges, caramels, licorice, marzipan candy Energy bars, including <ul style="list-style-type: none">- nut bars, protein bars and granola and cereal-type bars Sweet toppings/spreads, including <ul style="list-style-type: none">- honey and chocolate spreads, sweet nut-based spreads/butters, and other similarly sweet toppings/spreads	All products are covered

	<ul style="list-style-type: none"> - jam/marmalades, “prim” (soft and sweet whey-cheese) and brown cheese with added sugars or (artificial) sweeteners <p>Sweet desserts, including</p> <ul style="list-style-type: none"> - puddings, cream desserts, dessert jellies, compotes and chocolate mousse 	
2. Cakes, biscuits and other sweet and/or fatty pastries	<p>Cakes, biscuits, and other sweet and/or fatty pastries, including</p> <ul style="list-style-type: none"> - cakes, cookies, biscuits, and baked goods such as buns, muffins, pies, pastries, croissants, donuts, sweet waffles and pancakes - dry mixes for making cakes, flour mix, batter and doughs for such products 	All products are covered
3. Snacks	<p>Popcorn</p> <p>Salted nuts and salted nut mixtures, also those containing fruit</p> <p>Savory crackers/biscuits and pretzels</p> <p>Other snacks, included</p> <ul style="list-style-type: none"> - snacks of rice or corn - snacks made from dough - snacks made of potatoes, vegetables, fruits, berries or grains, which include chips/crisps and similar products, as well as dried fruits and berries - extruded snacks 	All products are covered
4. Edible ices	<p>Edible ices, also those containing cocoa, including</p> <ul style="list-style-type: none"> - cream and milk-based ice creams and plant-based substitutes, water-based ices, fruit ice creams, sorbets and frozen yoghurts. 	All products are covered
5. Soft drinks, energy drinks, cordial/squash and the like	<p>Soft drinks, energi drinks, cordial/squash and similar, including</p> <ul style="list-style-type: none"> - iced tea - and other similar sweet soft drinks such as fruit and berry drinks (carbonated and 	All products are covered

	non-carbonated) if not covered by beverage category 6	
6. Juices and similar	Juices and similar, including <ul style="list-style-type: none"> - juices, nectars and similar products, including smoothies (from fruit, berries or vegetables), also those reconstituted from concentrate (includes smoothies with yoghurt/milk if yoghurt/milk is not the main ingredient) - fruit and vegetable nectars 	<ul style="list-style-type: none"> - Added sugars > 0 g - Sweeteners > 0
7. Milk and plant-based drinks	Milk and plant-based milk/drinks, including <ul style="list-style-type: none"> - all types of milk and plant-based milks/drinks except fermented varieties, cf. food category 9 - milkshakes - coffee and coffee drinks containing milk or plant-based milk/beverages (in which milk or plant-based milk/beverages are the main ingredient), iced coffee 	<ul style="list-style-type: none"> - Added sugars > 0 g - Sweeteners > 0
8. Breakfast cereals	Breakfast cereals and other cereals, including <ul style="list-style-type: none"> - grains, granola, muesli, dry porridge mixtures 	<ul style="list-style-type: none"> - Sugars > 12,5 g - Dietary fibre < 6 g
9. Yoghurt and similar products	Yoghurt and products of fermented milk, including <ul style="list-style-type: none"> - yogurt, fermented flavored milk and drinking yogurt, cheese-based yogurt imitations - also includes composite products, such as yoghurts with muesli Fermented, thickened plant-based products and other yogurt imitations <ul style="list-style-type: none"> - also includes composite products, such as yoghurt imitations with muesli 	<ul style="list-style-type: none"> - Fat > 3 g - Sugars > 10 g - Sweeteners > 0
10. Fast food and composite dishes	Fast food and composite dishes <ul style="list-style-type: none"> - Fast food: readily available food that is sold fully prepared, possibly heated and 	<ul style="list-style-type: none"> - Energy > 950 kJ (225 kcal) - Saturated fat > 4 g - Salt > 1 g

	<p>wrapped. Includes pizza and pizza snacks; sandwiches and wraps/rolls; hamburgers in bread; dishes with sausages; French fries; pasta dishes, prepared salads; ready meals composed of a combination of carbohydrates and either vegetables or meat/fish/legumes, or all three combined; soups; porridges (fully prepared). Includes individual components of fast food (e.g. French fries and chicken nuggets) and each product included in a fast-food menu shall meet the criteria for the relevant food/drink category in this table.</p> <ul style="list-style-type: none">- Composite dishes: composite dishes that are ready-to-eat, frozen, refrigerated or canned (e.g. sold in grocery stores). Includes pizza, pizza snacks, sandwiches and wraps/rolls; prepared pasta dishes, stews, soups, porridges and salads; Ready meals composed of a combination of carbohydrates and either vegetables or meat/fish/legumes, or all three combined.	
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