

Live Well Product Criteria



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ARTICLE II. COMPLETE LIST OF LIVE WELL CRITERIA

A complete list of Live Well criteria is detailed below. We welcome feedback and are committed to regularly reviewing our criteria based on latest science and stakeholder feedback.

As a minimum, all products must support the principles of the Planetary Health Diet. Nutrition and sustainability criteria are then applicable on a category level.

Section 2.01 Nutrition criteria

All nutrition criteria have been validated by the British Nutrition Foundation.

non-HFSS	Product must be classified as non-HFSS according to FSA's 2004/05 Nutrient Profiling Model
Traffic light labels	Product must have green traffic lights for total sugars and saturates, and green or amber traffic lights for total fats and salt, unless from naturally occurring sources
Gov. targets	Product must not exceed relevant OHID salt, sugar or calorie target <i>[Average salt targets to be used. Sugar and calorie targets refer to both the reduction guideline per 100g and the maximum guideline for calories per portion]</i>
Claims	Product must be able to make at least one nutrition and associated health claim
Fibre	Product must meet 'source of fibre' or 'high fibre' claim criteria
High protein	Product must meet 'high protein' claim criteria
Wholegrain	Product must contain at least one wholegrain ingredient
Plant-based proteins	Product must contain at least one plant-based protein ingredient
Fruit & veg	Product must contain at least 1 portion of fruit and vegetables per serving [80g per serving for fresh, canned or frozen, 30g per serving for dried, 150ml per serving for 100% fruit juice/smoothies]
Sugars	Product must meet either 'no added sugar' or 'reduced sugar' claim criteria
Salt	Product must contain no added salt
Light	Product must meet either 'light', 'fat free', 'low fat', 'low saturated fat', 'reduced fat' or 'reduced calories' claim criteria
Fatty acids	Product must meet either 'high unsaturated fat', 'high polyunsaturated fat' or 'high monounsaturated fat' claim criteria
Calorie maximum	Product must not exceed Xkcal per portion
Sugar maximum	Product must not exceed Xg total sugar per 100g/ml
Fat maximum	Product must not exceed X% fat
Sat. fat maximum	Product must not exceed Xg saturated fat per 100g
Portion control	Product must not exceed a portion size of Xg or Xml
Fortification	Product must be fortified as listed

Section 2.02 Sustainability criteria

All sustainability criteria have been validated by Lidl GB, building on the WWF partnership principles.

Sustainable agriculture	Primary agricultural products must be Organic, LEAF or RSPCA assured, or aligned to category specific farming systems
Local or responsibly sourced	Primary agricultural products must be from British origin and red tractor assured as aligned with the Animal Welfare policy. If the product cannot be physically grown in the UK to the commercial scale required, then product must be Fairtrade or Rainforest Alliance certified
Sustainable seafood	Product or ingredient must be MSC, ASC, Global Gap or BAP
Sustainable diets	Product must meet either the fibre, wholegrain, plant-based protein or F&V criteria, or be plant-based certified. Animal protein products must meet the requirements of the 'Sustainable agriculture' criteria.
Climate	Suppliers of product within the scope of Lidl's climate programme must commit to setting validated Science Based Targets (SBTs) aligned with a 1.5°C pathway by the end of FY2026. These targets must cover Scopes 1, 2 and 3 emissions
Packaging	Product packaging must be 100% recyclable, when technically feasible and safe to do so*
Deforestation & conversion Free	Product containing palm oil must be certified to RSPO segregated standard. <i>[Other critical raw materials linked to deforestation and conversion, including cocoa, coffee and beef, must meet 'Local or responsibly sourced' criteria]</i>

*100% recyclable packaging should be used wherever an appropriate, functional, and compliant recyclable option exists. Exceptions are permitted only in circumstances where recyclable materials cannot meet essential product protection, safety, regulatory, or quality requirements, or where no viable recyclable alternatives are widely available in the market.

ARTICLE III. CATEGORY LEVEL CRITERIA

Live Well criteria at a category level is listed below. Any categories not listed, are not in scope of Live Well.

'x' or populated cells highlights applicable criteria for the sub-category.

Section 3.01 Fresh fruits and vegetables

Sub-category	Nutrition criteria					Sustainability criteria					
	Non-HFSS	Traffic light labels	Gov. targets	Claims	Fruit & veg	Sustainable Agriculture	Local or Responsibly Sourced	Sustainable diets	Climate	Packaging	
Herbs	x	x	x	x		x (product must meet agri and/or sourcing criteria)			x	x	
Potatoes	x	x	x	x		x (product must meet agri and/or sourcing criteria)			x	x	
All other	x	x	x	x	x	x (product must meet agri and/or sourcing criteria)		x	x	x	

Section 3.02 Frozen fruits and vegetables

Sub-category	Nutrition criteria							Sustainability criteria					
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fruit & veg	Sugars	Salt	Portion control	Sustainable agriculture	Local or responsibly sourced	Sustainable diets	Climate	Packaging
All	x	x (amber permitted for sugars for fruit/veg products with no additions)	x	x	x	x (no added sugar required)	x	150ml (juices and smoothies only)	x (product must meet agri and/or sourcing criteria)	x	x	x	x

Section 3.03 Chilled fruits and vegetables

Sub-category	Nutrition criteria								Sustainability criteria						
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Fruit & veg	Calorie maximum	Sustainable agriculture		Local or responsibly sourced	Sustainable diets	Climate	Packaging	Deforestation & conversion free
Salads / Vegetables	x	x	x	x	x (product must meet fibre or fruit & veg criteria)	x (requirement for noodle-containing products only)	x (product must meet fibre or fruit & veg criteria)	150kcal	x (product must meet agri and/or sourcing criteria)				x	x	x
Fruits	x	x	x	x			x		x (product must meet agri and/or sourcing criteria)				x	x	x

Section 3.04 Frozen – Sweet

Sub-category	Nutrition criteria								Sustainability criteria				
	non-HFSS	Traffic light labels	Gov. targets	Claims	Sugars	Light	Calorie maximum	Sugar maximum	Climate	Packaging	Deforestation & conversion free		
Fruit juice / smoothie lollies	x	x	x	x	x (no added sugar required)	x	150kcal	12g	x	x	x		x

Live Well logo is not permitted on ice creams, cakes or desserts.

Section 3.05 Chilled - Sweet

Sub-category	Nutrition criteria								Sustainability criteria					
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Sugars	Calorie maximum	Sugar maximum	Local or responsibly sourced	Sustainable Diets	Climate	Packaging	Deforestation & conversion free
Pancakes	x	x	x	x	x	x	x (no added sugar required)	150kcal	8g		x	x	x	x
All other	x	x (red and amber permitted for sugars for milk-based desserts)	x	x	x			150kcal	20g	x (cocoa-containing products only)	x	x	x	x

Section 3.06 Frozen – Savoury

Sub-category	Nutrition criteria										Sustainability criteria				
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Plant-based proteins	Fruit & veg	Calorie maximum	Sat. fat maximum	Portion control	Sustainable seafood	Sustainable diets	Climate	Packaging
Pizza	x	x (amber permitted for saturated fat)	x	x	x			x (1 of your 5 a day for products with portion sizes greater than 100g. 1/2 of 1 of your 5 a day for all other products)	500kcal for pizzas. 150kcal for sides.	3.25g	x (no more than 70g cooked red meat per portion)		x	x	x
Baguettes / Yorkshire Puddings	x	x	x	x	x (high fibre required)							x	x	x	x
Potato Products	x	x (must be green for total fats)	x	x	x				205kcal			x	x	x	x
Ready Meals / Snacks	x	x	x	x	x	x (for carbohydrate-containing ready meals)	x	x	500kcal for main meals. 150kcal for sides		x (no more than 70g cooked red meat per portion)	x (fish-containing products only)	x	x	x

Live Well logo is not permitted on pies, pastry products, products containing processed red meat or products containing processed poultry containing nitrates or nitrites.

Section 3.07 Chilled - Potato products, pizza, ready meals and sandwiches

Sub-category	Nutrition criteria											Sustainability criteria				
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Plant-based proteins	Fruit & veg	Calorie maximum	Sat. fat maximum	Portion control	Sustainable seafood	Sustainable diets	Climate	Packaging	Deforestation & conversion free
Potato Products / Yorkshire Puddings	x	x	x	x	x (potato products to meet source of fibre. Yorkshire puddings to meet high in fibre)				205kcal for potato products. 280kcal for meal centres		No more than 70g cooked red meat per portion)	x (fish-containing products only)	x	x	x	x
Pizza	x	x (amber permitted for sat. fat)	x	x	x			x (1 of your 5 a day for products with portion sizes greater than 100g. 1/2 of 1 of your 5 a day for all other products)	500kcal for pizzas. 150kcal for sides (e.g. doughballs, garlic bread)	3.25g	No more than 70g cooked red meat per portion)		x	x	x	x
Ready Meals	x	x	x	x	x	x (for carbohydrate-containing ready meals)	x	x	500kcal for main meals. 150kcal for sides		No more than 70g cooked red meat per portion)	x (fish-containing products only)	x	x	x	x
Sandwiches / Wraps	x	x	x	x	x	x			480kcal		No more than 70g cooked red meat per portion)	x (fish-containing products only)	x	x	x	x
Select & Go	x	x	x	x	x (requirement for carbohydrate-containing products)			x	500kcal				x	x	x	x

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Section 3.08 Chilled - Dips, fresh pasta, soups and sauces

Sub-category	Nutrition criteria										Sustainability criteria				
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Plant-based proteins	Fruit & veg	Light	Calorie maximum	Portion control	Sustainable diets	Climate	Packaging	Deforestation & conversion free
Deli Salads / Antipasti / Dips	x	x	x	x	x (product must meet fibre and light criteria boxes, or contain at least 1/2 of 1 of your 5 a day when portion size is less than 100g or 1 of your 5 a day when portion size is 100g or more)			x (see details in fibre box)	x (see details in fibre box)	150kcal		x	x	x	x
Fresh Pasta	x	x	x	x	x (high fibre required)	x (must contain wholegrain, plant-based protein and/or vegetable ingredient)			400kcal for filled pasta only	No more than 70g cooked red meat per portion)		x	x	x	x

						Fruit & veg criteria not applicable - presence of vegetable ingredient alone is sufficient.								
Pasta Sauces / Soups	x	x	x	x				x		280kcal for soups. 100kcal for pasta sauces.		x	x	x
Sauces (all other sauces)	x	x	x	x				x		100kcal		x	x	x

Live Well logo is not permitted on products containing processed red meat or products containing processed poultry containing nitrates or nitrites.

Section 3.09 Frozen – Animal protein

Sub-category	Nutrition criteria							Sustainability criteria							
	non-HFSS	Traffic light labels	Gov. targets	Claims	High protein	Calorie maximum	Fat maximum	Portion control	Sustainable agriculture	Local or responsibly sourced	Sustainable seafood	Sustainable diets	Climate	Packaging	Deforestation & conversion free
Poultry	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	245kcal for breaded/ battered products. 280kcal for all other added value products.	5%		x	x		x	x	x	x
Meat	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	280kcal	5% (pork & beef) / 10% (lamb & other)	100g raw or 70g cooked	x (outdoor bred pork and grass-fed beef only, all other meats to meet wider agri. criteria)	x		x	x	x	x
Fish	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	245kcal for breaded/ battered products. 280kcal for all other added value products.			x (required for Deluxe salmon only)		x	x	x	x	x

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Section 3.10 Chilled – Fish

Sub-category	Nutrition criteria							Sustainability criteria						
	non-HFSS	Traffic light labels	Gov. targets	Claims	High protein	Calorie maximum	Sustainable agriculture	Sustainable seafood	Sustainable diets	Climate	Packaging	Deforestation & conversion free		
Ready to eat	x	x (red/amber permitted for total fats and saturates for plain oily fish)	x	x	x	280kcal		x		x	x	x	x	x
All other	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	245kcal for breaded/ battered products. 280kcal for all other added value products.	x (required for Deluxe salmon only)	x	x	x	x	x	x	x

Section 3.11 Chilled - Poultry

Sub-category	Nutrition criteria							Sustainability criteria						
	non-HFSS	Traffic light labels	Gov. targets	Claims	High protein	Calorie maximum		Fat maximum	Sustainable agriculture	Local or responsibly sourced	Sustainable diets	Climate	Packaging	Deforestation & conversion free
Turkey	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	245kcal for breaded/battered products. 280kcal for all other products		5%	x	x	x	x	x	x
Chicken	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	245kcal for breaded/battered products. 280kcal for all other products		5%	x	x	x	x	x	x
Other Fresh Poultry	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	245kcal for breaded/battered products. 280kcal for all other products		5%	x	x	x	x	x	x

Live Well logo is not permitted on products containing processed poultry containing nitrates or nitrites.

Section 3.12 Chilled - Meat

Sub-category	Nutrition criteria							Sustainability criteria						
	non-HFSS	Traffic light labels	Gov. targets	Claims	High protein	Calorie maximum	Fat maximum	Portion control	Sustainable agriculture	Local or responsibly sourced	Sustainable diets	Climate	Packaging	Deforestation & conversion free
Pork	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	280kcal	5%	100g raw or 70g cooked	x (outdoor bred only)	x	x	x	x	x
Beef	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	280kcal	5%	100g raw or 70g cooked	x (grass-fed only)	x	x	x	x	x
Lamb	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	280kcal	10%	100g raw or 70g cooked	x	x	x	x	x	x
Other Fresh Meat	x (requirement only relevant for value added products)	x (requirement only relevant for value added products)	x	x	x	280kcal	10%	100g raw or 70g cooked	x	x	x	x	x	x

Live Well logo is not permitted on products containing processed red meat.

Section 3.13 Vegetarian and vegan substitutes

Sub-category	Nutrition criteria								Sustainability criteria			
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Plant-based proteins	Calorie maximum	Fortification	Sustainable diets	Climate	Packaging	Deforestation & Conversion free
All	x	x	x	x	x (with the exception of tofu-based products)	x	280kcal	Iron and vitamin B12 fortification for meat alternatives	x	x	x	x

Section 3.14 Yogurt

Sub-category	Nutrition criteria									Sustainability criteria				
	non-HFSS	Traffic light labels	Gov. targets	Claims	High protein	Sugars	Light	Calorie maximum	Sugar maximum	Fortification	Local or responsibly sourced	Climate	Packaging	Deforestation & conversion free
Natural Yoghurt	x	x	x	x	x (dairy alternatives must meet 'source of protein' criteria)	x (no added sugar required)	x			Calcium fortification for dairy alternatives	x	x	x	x

Liquid Yoghurts / Drinks	x	x	x	x		x (no added sugar required)	x	150kcal	Fermented yogurt drinks must not exceed 8.5g/100ml. Milk based drinks must not exceed 8.8g/100mL			x	x	x
Fruit Quark	x	x	x	x		x (no added sugar required)	x	150kcal	10g			x	x	x
Fruit Yoghurt	x	x	x	x	x (dairy alternatives must meet 'source of protein' criteria)	x (no added sugar required)	x	150kcal	10g	Calcium fortification for dairy alternatives		x	x	x

Section 3.15 Cheese

Sub-category	Nutrition criteria							Sustainability criteria				
	Gov. targets		Claims	Light	Sat. fat maximum	Portion control	Fortification	Local or responsibly sourced	Climate	Packaging	Deforestation & conversion free	
Cream Cheese / Milk Based Spread	x	Dairy alternatives must meet average salt targets for the equivalent dairy cheese	x	x (required for dairy products only)	Dairy alternatives must not exceed the saturated fat content of the equivalent fat-reduced milk-based cheese	Cottage cheese/quark - 100g Other soft cheese/cheese spreads - 30g	Calcium fortification for dairy alternatives	x (not applicable for dairy alternatives)	x	x	x	
Soft Cheese	x (maximum salt targets to be met)	Dairy alternatives must meet maximum salt targets for 'fresh' cheese In the absence of salt targets (e.g. brie, camembert), max salt targets of 0.68g/100g should be used	x	x (required for dairy products only)	Dairy alternatives must not exceed the saturated fat content of the equivalent fat-reduced milk-based cheese	30g	Calcium fortification for dairy alternatives	x (not applicable for dairy alternatives)	x	x	x	
Medium / Hard Cheese	x (maximum salt targets to be met)	Dairy alternatives must meet maximum salt targets for cheddar and other hard cheese category	x	x (required for dairy products only)	Dairy alternatives must not exceed the saturated fat content of the equivalent fat-reduced milk-based cheese	30g	Calcium fortification for dairy alternatives	x (not applicable for dairy alternatives)	x	x	x	
Hard Cheese Slices	x (maximum salt targets to be met)	Dairy alternatives must meet maximum salt targets for cheddar and other hard cheese category In the absence of salt targets (e.g. gouda, Emmental), max salt targets of 1.9g/100g should be used	x	x (required for dairy products only)	Dairy alternatives must not exceed the saturated fat content of the equivalent fat-reduced milk-based cheese	30g	Calcium fortification for dairy alternatives	x (not applicable for dairy alternatives)	x	x	x	
Grated Cheese	x (maximum salt targets to be met)	Dairy alternatives must meet maximum salt targets for cheddar and other hard cheese category	x	x (required for dairy products only)	Dairy alternatives must not exceed the saturated fat content of the equivalent fat-reduced milk-based cheese	30g	Calcium fortification for dairy alternatives	x (not applicable for dairy alternatives)	x	x	x	
Ambient Cheese	x		x	x (required for dairy products only)	Dairy alternatives must not exceed the saturated fat content of the equivalent fat-reduced milk-based cheese	30g	Calcium fortification for dairy alternatives	x (not applicable for dairy alternatives)	x	x	x	

Section 3.16 Other dairy and dairy alternatives

Sub-category	Nutrition criteria								Sustainability criteria						
	non-HFSS	Traffic light labels	Gov. targets	Claims	Sugars	Salt	Fatty acids	Fat maximum	Fortification	Sustainable agriculture	Local or responsibly sourced	Sustainable diets	Climate	Packaging	Deforestation & conversion free
Fresh Milk	x		x	x	x (no added sugar required)	x				x	x	x	x	x	x

UHT Milk	x	x	x	x	x (no added sugar required)					x	x	x	x	x
Dairy alternative drinks	x	x	x	x	x (no added sugar required)				Calcium and vitamin D fortification for dairy alternatives			x	x	x
Margarine / Fats			x	x		x	62%				x	x	x	x

Live Well logo is not permitted on whole fresh milk.

Section 3.17 Whole eggs

Sub-category	Nutrition criteria		Sustainability criteria						
	Claims	Sustainable agriculture	Local or responsibly sourced		Sustainable diets		Climate		Packaging
All	x	x	x	x	x	x	x	x	x

Section 3.18 Drinks

Sub-category	Nutrition criteria									Sustainability criteria					
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fruit & veg	Sugars	Light	Calorie maximum	Sugar maximum	Portion control	Local or responsibly sourced	Sustainable diets	Climate	Packaging	Deforestation & conversion free
Juices / Smoothies	x	x (red and amber permitted for sugars)	x	x	x	x (no added sugar required)		150kcal (for mono juices) 107kcal (for blended juices)	8.9g/100 ml (for blended juices only)	150ml		x	x	x	
Water	x	x	x	x		x (no added sugar required)						x	x		
Coffee			x	x		x (no added sugar required)					x	x	x	x	
Instant coffee / malted drinks			x	x		x (no added sugar required)	x		3.3g		x	x	x	x	
Tea			x	x		x (no added sugar required)					x	x	x		

Live Well logo is not permitted on drinks with added sugar or alcoholic drinks.

Section 3.19 Rice, pulses and pasta

Sub-category	Nutrition criteria								Sustainability criteria		
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Plant-based proteins	Fruit & veg	Sustainable diets	Climate	Packaging
Rice	x	x	x	x	x	x (must contain wholegrain, plant-based protein and/or vegetable ingredient) Fruit & veg criteria not applicable - presence of vegetable ingredient alone is sufficient.			x	x	x
Pulses	x	x	x	x	x	x (must contain wholegrain, plant-based protein and/or vegetable ingredient) Fruit & veg criteria not applicable - presence of vegetable ingredient alone is sufficient.			x	x	x
Pasta	x	x	x	x	x (high fibre required)	x (must contain wholegrain, plant-based protein and/or vegetable ingredient) Fruit & veg criteria not applicable - presence of vegetable ingredient alone is sufficient.			x	x	x

Section 3.20 Breakfast cereals

Sub-category	Nutrition criteria										Sustainability criteria			
	non-HFSS	Traffic light labels			Gov. targets	Claims	Fibre	Wholegrain	Calorie maximum	Sugar maximum	Sustainable diets	Climate	Packaging	Deforestation & conversion free
All	x	x (If product contains naturally occurring sugars from dried fruit/nuts/seeds, product must still meet green for sugars after subtracting the amount of natural sugars from the total. If product contains naturally occurring saturates from nuts/seeds/coconut flesh, product must still meet green for saturates after subtracting these saturates from the total.)		x	x	x (high fibre required)	x	250kcal (as sold)	12g	x	x	x	x	x

Section 3.21 Canned products

Sub-category	Nutrition criteria										Sustainability criteria					
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	High protein	Fruit & veg	Sugars	Salt	Calorie maximum	Portion control	Sustainable seafood	Sustainable diets	Climate	Packaging	Deforestation & conversion free
Canned Fish	x	x (red/amber permitted for total fats and saturates for plain oily fish)	x	x	x					280kcal (excluding oily fish)		x		x	x	x
Canned Ready Meals	x	x	x	x	x		x			280kcal	No more than 70g cooked red meat per portion)	x	x	x	x	x
Canned Meat and Sausage	x	x	x	x						280kcal	No more than 70g cooked red meat per portion)		x	x	x	x
Canned Fruit	x	x (red and amber permitted for sugars)	x	x			x	x (no added sugar required)				x	x	x	x	x
Canned Vegetables / Beans	x	x (amber permitted for sugars)	x	x	x	x	x	x (no added sugar required for all products, excluding baked beans which must meet reduced sugar)	x (no added salt required for all products, excluding baked beans which must meet reduced salt)			x	x	x	x	x

Live Well logo is not permitted on products containing processed red meat or products containing processed poultry containing nitrates or nitrites.

Section 3.22 Bread and bakery products

Sub-category	Nutrition criteria										Sustainability criteria				
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Fruit & veg	Calorie maximum	Sat. fat maximum	Portion control	Sustainable diets	Climate	Packaging	Deforestation & conversion free	
All pre-packaged and loose bread, rolls, wraps, naan, bagels	x	x	x	x	x (high fibre required)	x					x	x	x	x	x
Other savoury bakery products	x	x (amber permitted for saturated fat)	x	x	x		x (1/2 of 1 of your 5 a day required)	235kcal	3.25g	No more than 70g cooked red meat per portion)	x	x	x	x	x

Live Well logo is not permitted on sweet bakery products, products containing processed red meat or products containing processed poultry containing nitrates or nitrites.

Section 3.23 Nuts and dried fruit

Sub-category	Nutrition criteria										Sustainability criteria				
	Traffic light labels	Gov. targets	Claims	Fibre	Plant-based proteins	Fruit & veg	Sugars	Salt	Calorie maximum		Sustainable agriculture	Local or responsibly sourced	Sustainable diets	Climate	Packaging
All	x (amber and red permitted for saturated fats and sugar on nut and dried fruit products)	x	x	x	x (must contain either plant-based protein and/or meet F&V criteria)	x (no added sugar required)	x	200kcal for products with 100% plain fruit, nuts, seeds only. 150kcal for any other product.	x (product must meet agri and/or sourcing criteria)		x	x	x	x	x

Section 3.24 Crackers, crisps and snacks

Sub-category	Nutrition criteria							Sustainability criteria				
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Calorie maximum	Sustainable diets	Climate	Packaging	Deforestation & conversion free	
Crackers / Crispbread	x	x	x	x	x	x (wholegrain or seed ingredient)	100kcal	x	x	x	x	
Salted Snacks / Crisps	x	x	x	x	x		115kcal	x	x	x	x	

Section 3.25 Other ambient products

Sub-category	Nutrition criteria										Sustainability criteria				
	non-HFSS	Traffic light labels	Gov. targets	Claims	Fibre	Wholegrain	Fruit & veg	Light	Calorie maximum	Sugar maximum	Portion control	Local or responsibly sourced	Sustainable diets	Climate	Packaging
Sauces and Condiments		x	x	x			x	x	100kcal			x (for pasta sauces only)	x	x	x
Flour				x	x (high fibre required)	x						x	x	x	x
Sweet Spreads*		x	x	x	x				3.9g	15g		x	x	x	x
Breakfast Bars	x	x	x	x	x (high fibre required)				15g		x (cocoa-containing products only)	x	x	x	x

Live Well logo is not permitted on any condiment products, jams or honey.

*Live Well logo is only permitted on 100% nut products.