



Government of **Western Australia**
Department of **Health**

Healthy Options WA

Making healthy choices easier

Guide to Counting Food and Drinks on Offer and Display

October 2020

Acknowledgements

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Introduction

This guide has been developed to assist with counting food and drink items on offer and display in retail outlets and vending machines that sell food or drink of any kind on WA Health system entity premises.

This document provides guidance on counting food and drink items using photographic evidence. However, it is **recommended** that counting is done on-site at the retail outlet or vending machine. Photographs provide a snapshot view from one angle and can therefore skew the view of items that are on display and should be counted. Counting on-site allows for the assessor to physically count products as accurately as possible.

- Offer refers to *how many different items are offered for sale*.
 - Each unique product type/flavour is counted once.
 - The offer count is represented by circles in the examples provided.
- Display refers to *the number of times an item is visibly displayed*.
 - Each product type/flavour is counted as per the number of times it is visible (could be more than once if the same item is displayed multiple times).
 - If there are items behind or on top of the first row that are visible, these items must be included in the display count.
 - The display count is represented by numbers in the examples provided.

This Guide includes:

Section 1: detailed information and practical examples for counting food and drinks on offer and display in retail outlets.

Section 1.1: detailed information and practical examples for counting food and drinks on offer and display in fridges

Section 2: detailed information and practical examples for counting food and drinks on offer and display in vending machines.

Note, the methods for counting food and drinks in retail outlets and vending machines may be different, due to the different settings.

Section 1: Retail outlets

[Menu board – food and drinks](#)

[Menu board – hot drinks](#)

[Individual ingredients – salad/ sandwich bar](#)

[Ready-to-eat foods – sushi rolls \(unpackaged\)](#)

[Pre-made foods – sandwiches/wraps/rolls](#)

[Snacks – in boxes](#)

[Confectionery – loose in jars or containers](#)

[Snacks – trays or baskets](#)

[Snacks – cabinets](#)

[Fruit – bowls](#)

[Salads – in trays](#)

[Salads – in individual containers](#)

[Hot foods – bain-marie](#)

[Hot foods – warmer/oven](#)

[Hot Chips - tray](#)

[Ice-cream and iced-confections](#)

Menu board – food and drinks

Menu boards are a method of showing what is offered in an outlet (but not always what is displayed), therefore items on a menu board must be counted for offer, but not for display.

If any food or drinks on the menu are on display (e.g. in fridges, freezers, cabinets etc), they will be included in the display count for that unit.

Offer (no display count for menu boards)

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- Count each different sized item as a separate item (see *fish and chips* below).

In this example, there are **thirteen different items offered**.

Item	Offer Count
Beef burger	1 item
Vegetarian burger	1 item
Chicken burger	1 item
Steak burger	1 item
Fish and chips (2 pieces)	1 item
Fish and chips (3 pieces)	1 item
Fish wrap	1 item
Vegan burger	1 item
Smoothie - berry	1 item
Smoothie - breakfast	1 item
Smoothie - detox	1 item
Smoothie - mango	1 item
Smoothie - raspberry	1 item



Menu board – hot drinks

Hot drinks advertised on a menu board are counted for offer but not for display, because items are not visibly on display.

Offer (no display count for menu boards)

To count offer:

- Each different drink is counted as one item, per size available.
 - If multiple sizes are offered (e.g. small/regular/large or cup/mug), each size is counted as a separate item.
- When different milks are offered (e.g. almond, soy, lactose-free) these must also be counted for offer.

In this example, there are **seventeen different hot drinks offered**

Item	Offer Count
Milk-based coffees <ul style="list-style-type: none"> • Cappuccino (cup/mug) • Flat white (cup/mug) 	2 items 2 items
Black coffees <ul style="list-style-type: none"> • Long black (cup/mug) • Espresso 	2 items 1 item
Flavoured hot drinks <ul style="list-style-type: none"> • Hot chocolate (cup/mug) 	2 items
Tea <ul style="list-style-type: none"> • Herbal • Earl Grey • English Breakfast 	1 item 1 item 1 item
Hot milk (cup/mug)	2 items
Milk <ul style="list-style-type: none"> • Lactose free • Almond • Soy (cup/mug) 	1 item 1 item 2 items



Individual ingredients – salad/sandwich bar

Individual ingredients such as those used to make salads and/or sandwiches, are usually displayed in trays. When counting offer and display, count the items, not the trays.

Offer

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, in the same tray or a different tray, it is only counted for offer once.

In this example, there are **four different types of meat offered**.

Item	Offer Count
Ham	1 item
Roast Beef	1 item
Turkey	1 item
Salami	1 item



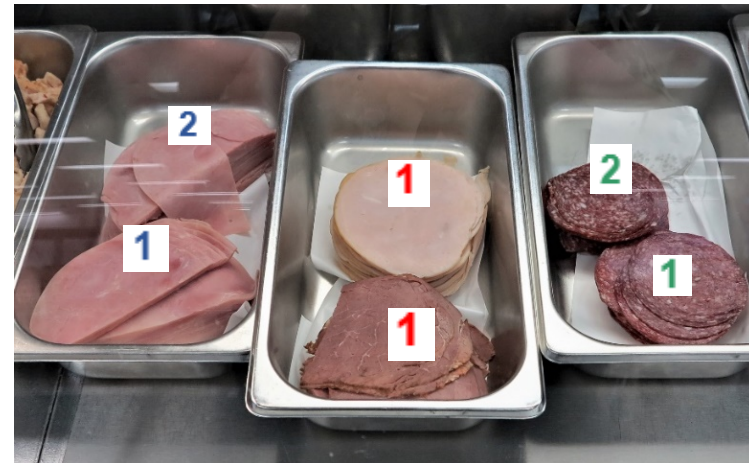
Display

To count display:

- Count the number of times each item is visibly on display.
- Duplicate items must be counted separately (even if it is displayed in the same tray).

Note, if there are items behind or on top of the first row of trays that are visible, these items are to be included in the display count

Item	Display Count
Ham	2 times (blue numbers)
Roast Beef	1 time (red number)
Turkey	1 time (red number)
Salami	2 times (green numbers)



Ready-to-eat foods – sushi rolls (unpackaged)

Offer

Different flavoured sushi rolls must be counted separately because they are different items.

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In the example, there are **two different types of sushi offered**.

Item	Offer Count
Egg & avocado sushi	1 item
Teriyaki tofu sushi	1 item



Display

Different flavoured sushi rolls must be counted separately because they are different items.

To count display:

- Count the number of times each item is visibly on display.
- Duplicate items must be counted separately.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count.

Item	Display Count
Egg & avocado sushi	5 times (red numbers)
Teriyaki tofu sushi	6 times (blue numbers)



Offer

Sandwiches/wraps/rolls with different fillings must be counted separately because they are different items.

Example (a)

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In example (a), there is **one type of wrap offered**; chicken & pesto.

Item	Offer Count
Chicken and pesto wrap	1 item

Example (b)

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In example (b) there is **one type of roll offered**; chicken and cheese.

Item	Offer Count
Chicken and cheese roll	1 item

Example (a)



Example (b)



Display

Example (a)

To count display:

- Count the number of times each item is visibly on display.
- Duplicate items must be counted separately.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count

Item	Display Count
Chicken and pesto wrap	5 times

Example (a)



Example (b)

To count display:

- Count the number of times each item is visibly on display.
- Duplicate items must be counted separately.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count

Item	Display Count
Chicken and cheese roll	9 times

Example (b)



Snacks - in boxes

Offer

Example (a)

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In example (a), there is **one type of item offered**.

Item	Offer Count
Carman's fruit free muesli bar	1 item

Example (a)



Example (b)

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there are **two different items offered**.

In example (b), there are **two different types of items offered**; Milky bar and Dream.

Item	Offer Count
Milky bar chocolate	1 item
Dream chocolate	1 item

Example (b)



Display

Note, when items are displayed in a box, the top facing items (items that can be seen on the top surface) must be counted.

- if there are items behind or on top of the first row that are visible, these items are to be included in the display count.
- If items are underneath one another, but are not visible, they are not included in the count.

Example (a)

To count display:

- Count the number of times each item is visibly on display.
- Duplicate front facing items must be counted separately.

In example (a), the fourth muesli bar is sitting partially underneath the top row; however, it can be seen and is therefore counted.

Item	Display Count
Carman's muesli bar	6 times (red numbers)

Example (a)



Example (b)

Example (b)

To count display:

- Count the number of times each item is visibly on display.
- Duplicate front facing items must be counted separately.

In example (b), the fourth milky bar is underneath the other bars; however, it can be seen and is therefore counted.

Item	Display Count
Milky bar	4 times (red numbers)
Dream	2 times (blue numbers)



Offer and Display

It is **not** recommended to offer or display confectionery foods.

Individual confectionery items (packaged or unpackaged) that are visibly on display (e.g. loose in a jar or bowl) should be counted as follows:

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

To count display:

- Count the number of times an item is visibly on display.
- Duplicate front facing items must be counted separately.

Example (a)

There are **two different items offered**; redskins and milkos. There are **21 items on display**.

Item	Offer Count	Display Count
Redskins	1 item	3 times (blue number)
Milkos	1 item	18 times (red number)

Example (b)

There is **one item offered**; jelly snakes. For loose, unpackaged items you cannot count each item due to hygiene reasons, an estimate should be made for the number of items on display.

Item	Offer Count	Display Count
Jelly snakes	1 item	~18 times

Example (a)



Example (b)



Offer and Display

It is recommended that individual confectionery items (packaged or unpackaged) are served in paper bags or (non-see-through) containers.

This is so the confectionery is not visibly on display to the consumer, such as examples (c), (d) and (e) If so, items should be counted as follows:

To count offer:

- Count how many different items are for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

To count display:

- Count the number of times the item is visibly displayed.
- Duplicate front facing items must be counted separately.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count.

In example (c), there are **two different items offered** and they are **each displayed once**.

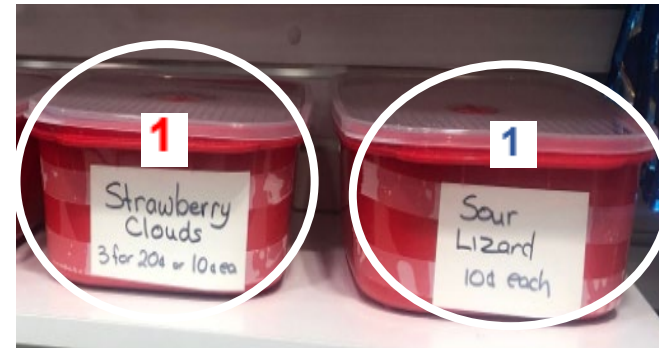
Item	Offer Count	Display Count
Strawberry clouds	1 item	1 time (red number)
Sour lizards	1 item	1 time (blue number)

In example (d), there is **one item offered and displayed**.

Item	Offer Count	Display Count
Confectionery bag	1 item	1 time

If bags of confectionery are displayed as shown in example (e), although there is **one item on offer**, **each bag of confectionery must be counted for display**.

Example (c)



Example (d)



Example (e)



Snacks – trays or baskets

Offer

To count offer:

- Count how many different items are offered for sale. The blue circles indicate the same item being offered.
- Each different item must be counted only once.
- Items (e.g. biscuits, cookies, cakes) that are different (product/flavour) must be counted separately.
- If the same item is offered more than once, it is only counted for offer once.

In this example there are **three different items offered** (two blue circles are the same item).



Item	Offer Count
Apricot yoghurt bar	1 item (blue circles)
Macadamia & white chocolate cookie	1 item (white circle)
The cookie barrel – Florentine biscuit	1 item (white circle)

Display

To count display:

- Count the number of times each item is visibly displayed.
- Duplicate front facing items must be counted separately.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count.

Item	Display Count
Apricot yoghurt bar	9 times (blue numbers)
Macadamia & white chocolate	4 times (red numbers)
The cookie barrel - Florentine	3 times (green numbers)



Snacks – cabinets

Offer

To count offer:

- Count how many different items are offered for sale.
- Each item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there are **seven different types of items offered**.

Item	Offer Count
Chocolate muffin	1 item
Crumble muffin	1 item
Chocolate chip muffin	1 item
Double chocolate muffin	1 item
Raspberry muffin	1 item
Savoury muffin	1 item
Cake	1 item



Display

To count display:

- Count the number of times each item is visibly on display.
- Duplicate front facing items must be counted separately.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count.

In this example, the second crumble muffin is visible behind the first, therefore it is included in the display count.

Item	Display Count
Choc muffin	1 time
Crumble muffin	2 times (blue numbers)
Choc chip muffin	1 time
Double choc muffin	1 time
Raspberry muffin	1 time
Savoury muffin	1 time
Cake	1 time



Fruit – bowls

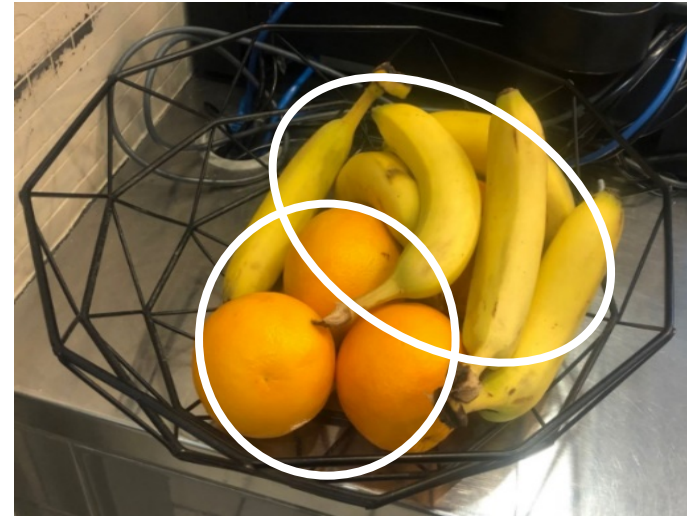
Offer

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there are **two different types of fruit offered**.

Item	Offer Count
Oranges	1 item
Bananas	1 item



Display

To count display:

- Count the number of times each item is visibly on display.
- Duplicate front facing items must be counted separately.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count

Item	Display Count
Oranges	3 times
Bananas	6 times



Salads – in trays

Offer

To count offer:

- Count how many different items are offered for sale.
- Each different item (whole tray of salad) must be counted only once.
- If the same item is offered more than once (e.g. in additional trays), it is only counted for offer once.

In this example, there is **one salad offered**.

Item	Offer Count
Chicken pesto pasta salad	1 item



Display

To count display:

- Count the number of times each item is visibly on display.
- If the same item is visibly displayed more than once (e.g. in additional trays), these must be counted.

Item	Display Count
Chicken pesto pasta salad	1 time



Offer

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

Example (a)

In this example, there are **two types of salads offered**.

Item	Offer Count
Vegan tofu bowl	1 item
Pulled beef rice bowl	1 item

Example (a)



Example (b)

In this example, there are **four types of yoghurt offered**.

Item	Offer Count
Muesli and mango yoghurt	1 item
Blueberry yoghurt	1 item
Mango yoghurt	1 item
Strawberry chia pudding	1 item

Example (b)



Display

To count display:

- Count the number of times each item is visibly on display.
- Duplicate front facing items must be counted separately.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count.

Example (a)

Item	Display Count
Vegan tofu bowl	5 times (red numbers)
Pulled beef rice bowl	4 times (white numbers)

Example (a)



Example (b)

Item	Display Count
Muesli and mango yoghurt	2 times (red numbers)
Blueberry yoghurt	2 times (blue numbers)
Mango yoghurt	2 times (red numbers)
Strawberry chia pudding	1 time (green number)

Example (b)



Offer

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered **more than once** (e.g.in additional trays), it is only **counted for offer once**.

In this example, there are **two different hot meals offered**.

Item	Offer Count
Macaroni bake	1 item
Roast vegetables	1 item



Display

To count display:

- Count the number of times each item is visibly on display.
- Duplicate items e.g. if roast vegetables are displayed in multiple trays, each tray must be counted separately.

Item	Display Count
Macaroni bake	1 time (red numbers)
Roast vegetables	2 times (blue numbers)



Offer

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there are **four different items offered**.

Item	Offer Count
Quiche	1 item
Pizza – Ham and pineapple	1 item
Pizza – Supreme	1 item
Meat Pie	1 item



Display

To count display:

- Count the number of times each item is visibly on display.
- Duplicate items must be counted separately.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count

Item	Display Count
Quiche	3 times (red numbers)
Pizza - Ham and pineapple	1 time (green number)
Pizza - Supreme	1 time (green number)
Pie	7 times (blue numbers)



Offer and Display

To count offer:

- Count how many different items are offered for sale.
- If offering serves of chips in different sizes (e.g. small/regular/large), each different size is counted as a separate item.

To count display:

- Count the number of times each item is visibly displayed.
- If chips are displayed in multiple trays, each tray must be counted separately.

In this example there is **one item offered, displayed once.**

Item	Offer Count	Display Count
Chips	1 item	1 time



Offer and Display

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there is **one item offered**.

To count display:

- Count the number of times each item is visibly displayed.
- Items that can be seen on the top surface are counted as displayed.

Note, if there are items behind or on top of the first row that are visible, these items are to be included in the display count.



Item	Offer Count	Display Count
Drumstick	1 time	9 times

Section 1.1: Counting food and drinks in fridges

Drinks in fridges are counted differently to food. They are counted as per the front facing items only (the same as vending machines). That is, the drink that is at the very front of the row is counted for offer and display. Drinks that are directly behind one another in drinks fridges and vending machines are not included in the display count.

Food displayed in a fridge is counted as per the examples above. That is, to count offer, count **the number of different items on offer in the fridge**. To count display, count the **number of times the item is visibly displayed**.

[Drinks in fridges](#)

[Food in fridges](#)

Drinks in fridges

Offer

To count offer:

- Count how many different front facing items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there are **eight different items offered**.

Item	Offer Count
<i>Top row</i>	
H2go Water	1 item
Water	1 item
Water - lime	1 item
Water - lemon	1 item
<i>bottom row</i>	
Sparkling - raspberry	1 item
Sparkling - Apple and orange	1 item
Sparkling - plain	1 item
Sparkling - lime	1 item



Display

To count display:

- Count the number of times each front facing item is visibly displayed.
- Duplicate front facing items must be counted separately.

Item	Display Count
<i>Top row</i>	
Water	1 time
Water	1 time
Water - lime	1 time
Water - lemon	1 time
<i>bottom row</i>	
Sparkling - berry	1 time
Sparkling – Apple an orange	2 times (blue numbers)
Sparkling - plain	1 time
Sparkling - lime	1 time



Food in fridges

Offer

To count offer:

- Count how many different items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there are **seven different items offered**.

Item	Offer Count
Chicken and salad roll	1 item
Chicken, lettuce and mayo roll	1 item
Ham cheese and lettuce roll	1 item
Roast beef, cheese sandwich	1 item
Egg sandwich	1 item
Curried egg sandwich	1 item
Curried egg with lettuce sandwich	1 item



Display

To count display:

- Count the number of times each front facing item is visibly displayed.
- Duplicate front facing items must be counted separately.

Item	Display Count
Chicken and salad roll	1 time
Chicken, lettuce and mayo roll	1 time
Ham cheese and lettuce roll	1 time
Roast beef, cheese sandwich	1 time
Egg sandwich	1 time
Curried egg sandwich	1 time
Curried egg with lettuce sandwich	1 time



Section 2: Food and Drinks in Vending Machines

There are different types of vending machines; drinks vending (cold or hot), food vending, and mixed food and drink vending.

Food and drinks in vending machines are counted as per the front facing items only. That is, the item that is at the very front of the row is counted for offer and display. Items that are directly behind one another in drinks fridges and vending machines are not included in the display count.

[Cold drinks vending machine](#)

[Hot drinks vending machine](#)

[Food vending machine](#)

[Food and drinks vending machine](#)

Offer

To count offer:

- Count how many different front facing items are offered for sale.
- Each different item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there are **seven different types of drinks offered**.

Item	Offer Count
Still Water	1 item
Flavoured sparkling - lime	1 item
Flavoured sparkling - berry	1 item
Unflavoured sparkling	1 item
Sugar-free soft drink	1 item
Iced coffee	1 item
Sugar-free lemon squash	1 item



Display

To count display:

- Count the number of times each front facing item is visibly displayed.
- Duplicate front facing items must be counted separately.

Item	Display Count
Still Water	3 times (red numbers)
Flavoured sparkling - lime	1 time (green number)
Flavoured sparkling - berry	1 time (green number)
Unflavoured sparkling	1 time (green number)
Sugar-free soft drink	2 times (blue numbers)
Iced coffee	1 time (green number)
Sugar-free lemon squash	1 time (green number)



Hot drinks vending machine

Hot drinks (or any drinks) in an **enclosed vending machine** are counted for offer but not display, because they are not visibly on display.

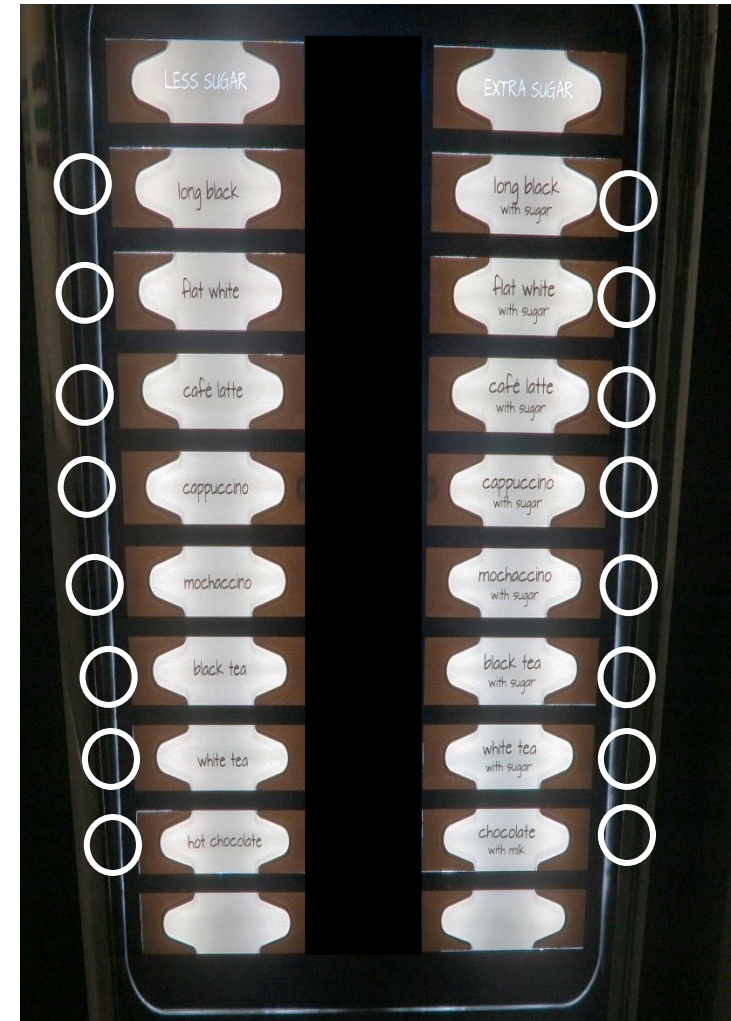
Offer (no display count)

To count offer:

- Count how many different items are offered for sale.
- Each different item e.g. coffee variety such a long black, café latte must be counted only once.
- If different sizes are offered, count each different size as a separate item.
- Items made with different milks are counted as separate items on offer.

In this example, there are **sixteen different types of hot drinks offered**.

Item	Offer Count
<i>Left column (Less sugar)</i>	
Long black	1 item
Flat white	1 item
Café latte	1 item
Cappuccino	1 item
Mochaccino	1 item
Black tea	1 item
White tea	1 item
Hot Chocolate	1 item
<i>Right column (Extra sugar)</i>	
Long black with sugar	1 item
Flat white with sugar	1 item
Café latte with sugar	1 item
Cappuccino with sugar	1 item
Mochaccino with sugar	1 item
Black tea with sugar	1 item
White tea with sugar	1 item
Hot Chocolate with sugar	1 item



Food vending machine

Offer

To count offer:

- Count how many different front facing items are offered for sale.
- Each different front facing item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there are **seven different front facing items offered**.

Item	Offer Count
Crispy Fruits	1 item
Flats (orange packet)	1 item
Flats (green packet)	1 item
Popcorn	1 item
Nuts	1 item
Vege Chips - BBQ	1 item
Vege Chips - Natural	1 item



Display

To count display:

- Count the number of times each front facing item is displayed in the vending machine.
- Duplicate front facing items must be counted separately.

Item	Display Count
Crispy Fruits	2 times (red numbers)
Flats (orange packet)	1 time (green number)
Flats (green packet)	1 time (green number)
Popcorn	3 times (blue numbers)
Nuts	2 times (red numbers)
Vege Chips - BBQ	1 time (green number)
Vege Chips - Natural	2 times (red numbers)



Food and drinks vending machine

Offer

To count offer:

- Count how many different front facing items are offered for sale.
- Each different front facing item must be counted only once.
- If the same item is offered more than once, it is only counted for offer once.

In this example, there are **three different front facing items offered**.

Item	Offer Count
Chocolate Kit Kat	1 item
Cheese and crackers	1 item
Water - unflavoured	1 item



Display

To count display:

- Count the number of times each front facing item is visibly on display in the vending machine.
- Duplicate front facing items must be counted separately.

Item	Display Count
Chocolate Kit-Kat	2 times (red numbers)
Cheese and crackers	1 time (green number)
Water - unflavoured	3 times (blue numbers)

