



Powering
Promotions
Worldwide

Your Less Healthy Food & Drink Solution

A Guide for Food & Beverage Brands

The Challenge: Decoding 2025 Less Healthy Food & Drink Restrictions

From 5th January 2026, the UK government will implement extensive restrictions on advertising Less Healthy Food and Drink (LHFD) products:

- **TV advertising banned** between 5:30am and 9pm daily
- **Complete ban on paid online advertising** across all digital platforms
- Restrictions apply to UK broadcast networks and their on-demand services (ITVX, Channel 4, Sky, etc.)
- Covers all major streaming platforms including Prime Video, Disney+, and others

Products Affected Include

- Soft drinks
- Savoury snacks
- Breakfast cereals
- Confectionery
- Ice cream products
- Cakes and pastries
- Sweet biscuits and cereal bars
- Pizza and ready meals
- Sandwiches and main menu items over 500 calories

Limited Exceptions

- Small and medium-sized enterprises (under 250 employees)
- Infant foods and formula
- Total diet replacements
- Food supplements and medicinal drinks



The Opportunity: Prize Promotions As Your Strategic Alternative

With traditional advertising channels restricted, prize promotions offer a powerful alternative marketing strategy:



Compliance-Friendly Options:

On-pack promotions: Turn your product into your advertising medium

Point-of-sale activations: Engage consumers at the moment of purchase

Social media engagement: Leverage your owned channels (exempt from restrictions)

Email marketing: Activate your database with exciting prize opportunities

Audio promotions: Radio and podcast advertising remains permitted

Strategic Benefits:

First-party data collection: Build valuable consumer databases

Increased purchase frequency: Drive sales through compelling incentives

Brand loyalty: Foster deeper consumer relationships

Social media growth: Expand your owned channels for future marketing

Best Practices For LHFD Prize Promotions

1. Responsible Promotion Design

- Set appropriate entry limits (recommend 1 entry per week or per promotion period)
- Include disclaimers that your brand does not encourage excessive consumption
- Structure prize deliveries to avoid providing excessive amounts of LHFD products

2. Compliant Targeting

- Target promotions toward parents not directly to children
- Avoid partnerships with children's characters or cartoons
- Use sophisticated data collection to ensure appropriate audience targeting

3. Effective Mechanics

- **Instant win:** Provide immediate gratification at point of purchase
- **Collection mechanics:** Encourage repeat purchases over time
- **Social sharing:** Amplify reach through owned channels & followers
- **Experiential prizes:** Offer memorable experiences rather than product quantity



Frequently Asked Client Questions

What are the legal consequences of breaking LHFD advertising rules?

Financial penalties can be imposed for non-compliance with maximum fines of up to £5,000 per offence, with potential for multiple counts.

Advertising Standards Authority can force removal of non-compliant advertisements.

Legal action can be taken by Trading Standards and other regulatory bodies

What rules apply to on-pack promotions for LHFD products?

On-pack promotions are still permitted for HFSS products, with some limitations.

Price promotions like "50% off" or "£1 off" remain allowed.

Character and cartoon promotions aimed at children are heavily restricted.

Why Partner With PromoVeritas?

As Europe's leading prize promotion compliance experts, PromoVeritas offers:

Regulatory expertise: Navigate complex and changing regulations with confidence

Full-service management: From campaign concept to prize fulfilment

Legal compliance: All promotions vetted by our in-house legal team

Winner management: Fair, independent selection and verification

Prize fulfilment: Seamless delivery and exceptional winner experience

Risk mitigation: Avoid costly errors and potential penalties

Next Steps

1. Book your LHFD strategy session with our experts
2. Receive a customised promotion plan for your brand
3. Implement compliant, effective prize promotions before the January 2026 deadline