

Minister for Public Health and Women's Health
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Clare Haughey
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Committee
The Scottish Parliament
Edinburgh
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Date 31 October 2025

Dear Convener,

THE FOOD (PROMOTION AND PLACEMENT) (SCOTLAND) REGULATIONS 2025

On 17 June 2025 the Cabinet Secretary for Health, Social Care and Sport wrote to inform the Committee of the publication of Scotland's Population Health Framework. The Framework committed, amongst other actions, to introducing Regulations to make the balance of food available on promotion healthier and to restrict where food and drink high in fat, sugar or salt (HFSS) can be placed within stores and online.

I am pleased to advise The Food (Promotion and Placement) (Scotland) Regulations 2025 were made on the 29th October 2025 and have been laid before the Scottish Parliament today.

The Regulations seek to make the balance of products available on promotion healthier; reduce overconsumption of HFSS products that can contribute to overweight and obesity; and contribute to reducing population levels of overweight and obesity and their consequent health harms.

The Regulations have been laid alongside the final Business Regulatory Impact Assessment.

Tha Ministearan na h-Alba, an luchd-comhairleachaidh sònraichte agus an Rùnaire Maireannach fo chumhachan Achd Coiteachaidh (Alba) 2016. Faicibh www.lobbying.scot

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A full suite of impact assessments will be published on the Scottish Government website this afternoon and can be accessed at:

- [Equality Impact Assessment](#)
- [Business and Regulatory Impact Assessment](#)
- [Island Community Impact Assessment](#)
- [Fairer Scotland Duty Summary](#)
- [Child Rights and Wellbeing Impact Assessment](#)

Regulations will make it easier for people to make healthier food choices by:

- targeting food categories that are significant contributors of calories, fat and sugar to the Scottish diet and are the food categories of 'most concern to childhood obesity' as described in the UK-wide reformulation programmes;
- restricting promotions of pre-packed food and drink products within targeted food categories that are HFSS;
- restricting certain price promotions of targeted HFSS foods, such as multi-buy offers (for example buy one get one free) and free refills of soft drinks with added sugar; and
- restricting the placement of targeted HFSS foods in prominent locations in store and online.

Regulations align with equivalent policy in England and Wales and will come into force from 1 October 2026, ensuring businesses have sufficient time to prepare. Work has commenced with key business stakeholders to deliver clear implementation guidance that builds on material published in England and Wales.

I am grateful for the valuable input from a range of stakeholders both in response to the four earlier public consultations and through targeted engagement with key groups. I noted a number of supportive statements from some areas of industry in June, and from public health stakeholders, in response to the announcement of the policy.

These Regulations, the first of the actions delivered under the Scottish Government's Population Health Framework, are a key preventative measure to improve the health of people in Scotland. I look forward to engaging with this Committee as the Scottish Government takes forward further activity under the Population Health Framework

Yours sincerely,

Jenni Minto MSP

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