



THE COOK ISLANDS GAZETTE

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DESIGNATED PRODUCTS IN WHICH THE NUTRITIONAL CONTENT OF THE FOOD PRODUCT OR NON ALCOHOLIC BEVERAGE IS DETRIMENTAL TO THE HEALTH OF CHILDREN AND INFANTS; ARE ONLY SUITABLE FOR OCCASSIONAL CONSUMPTION; AND ARE SUBJECT TO CONTROL ON ADVERTISING AND PROMOTION TO CHILDREN AND INFANTS

1. CRITERIA BASED ON WORLD HEALTH ORGANISATION (WHO) WESTERN PACIFIC REGIONAL OFFICE (WPRO) NUTRIENT PROFILE MODEL

In accordance with Regulation 39 (4) of the Food Regulations 2014, I, Metua Bates, Director of Public Health, have adopted the criteria developed by the World Health Organisation Nutrient Profile Model for the Western Pacific region to protect children from food marketing as the basis for designated products that are detrimental to the health of children or infants.

2. LIST OF DESIGNATED PRODUCTS SUBJECT TO ADVERTISMENT AND PROMOTION CONTROLS TO CHILDREN AND INFANTS

Pursuant to Regulation 39 of the Food Regulations 2014, I Metua Bates, Director of Public Health, hereby designate the following food products or non alcoholic beverages as subject to advertising and promotion controls for children and infants under Part 7 of the Food Regulations 2014. These advertising and promotion controls are imposed because the consumption of these designated products can be detrimental to the health of children and infants and should only be consumed occasionally.

PART 1 - LIST OF DESIGNATED PRODUCTS THAT ARE DETRIMENTAL TO THE HEALTH OF CHILDREN AND INFANTS AND SHOULD ONLY BE CONSUMED OCCASIONALLY, AND ARE SUBJECT TO ADVERTISING AND PROMOTION CONTROLS FOR CHILDREN AND INFANTS

The table below sets out the designated products that are subject to advertising or promotion controls for children under the Food Regulations 2014.

Table 1: Designated products that are detrimental to the health of children and infants and should only be consumed occasionally, and are subject to advertising and promotion controls for children and infants

FOOD CATEGORY (Pre- packaged and labelled)	INCLUDED EXAMPLES BUT NOT LIMITED TO
1. Chocolate and sugar confectionery, and sweet toppings and desserts	Chocolate (including milk, dark and white chocolate, hard/chewy candy, chewing gum, caramels, soft jellied candies, lollies. Cakes and pastries and other baked goods covered in chocolate and sweet toppings.
2. Cakes, sweet biscuits and pastries, other sweet bakery products, dry mixes for making such	Buns with sweet fillings, cookies, sweet cream biscuits, donuts.

Footnote: These examples are illustrative and not exhaustive, and include but are not limited to the listed above items. Honey is exempt.

PART 2 - LIST OF DESIGNATED FOOD PRODUCTS THAT ARE DETRIMENTAL TO THE HEALTH OF CHILDREN AND INFANTS AND SHOULD ONLY BE CONSUMED OCCASSIONALLY SUBJECT TO ADVERTISING AND PROMOTION CONTROLS FOR CHILDREN AND INFANTS BASED ON NUTRITIONAL CONTENT IF THE QUANTITY OF SUGARS OR SALTS EXCEEDS PER 100g

The table below sets out the designated food products that are subject to advertising or promotion controls to children under these regulations, if the sugars or salt content of the food product exceeds the thresholds per 100g as stated below.

Table 2: Designated Food Products subject to advertising or promotion controls based on nutritional content

FOOD CATEGORY (Prepackaged and labelled)	INCLUDED EXAMPLES IN CATEGORY BUT NOT LIMITED TO	ADVERTISING OR MARKETING RESTRICTED IF EXCEEDS PER 100g	
		Added Sugars (g)	Sodium (g)
Savoury snacks	Popcorn and maize corn, nuts and mixed nuts (including with	0	0.04

	fruit content), savory biscuits, crackers, pretzels, other snacks made from rice, maize, wheat, dough or potato (i.e. chips, crisps), pork and chicken rind, processed seaweed		
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PART 3

LIST OF DESIGNATED 'HIGH-IN' SUGAR NON ALCOHOLIC BEVERAGES THAT ARE DETRIMENTAL TO THE HEALTH OF CHILDREN AND INFANTS AND SHOULD ONLY BE CONSUMED OCCASSIONALLY, AND ARE SUBJECT TO ADVERTISING AND PROMOTION CONTROLS FOR CHILDREN AND INFANTS

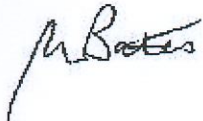
The table below sets out the list of sugar sweetened beverages that are subject to advertising or promotion controls for children under these regulations.

Table 3: High-In Sugar Sweetened Beverages

Sugar sweetened beverages	High in
Soda	Carbonated, with added sugar Above 10g/100ml
Fruit drinks	Industrialized fruit-flavored drinks, with added sugar Above 10g/100ml
Dairy products	Flavored milk powders, flavored ready-to-drink milk, and flavored dairy Any amount or above 0g/100ml
Waters	Flavored powders and ready-to-drink waters, with added sugar Above 10g/100ml
Sports and Energy drinks	Powdered and ready-to-drink sports drinks with added sugar, energy drinks with added sugar Above 10g/100ml

3. Transition period: This Gazette Notice will be effective six months from the date of signing.
4. The list of designated products in this Gazette Notice may be reviewed every six months or as required.

Dated 16 December 2025.



Director of Public Health