

## Look for the Keyhole

Your choice of food affects your health. The keyhole makes healthy choices easy. Compared to other foods of the same type, products with the keyhole comply with one or more of the following requirements:

- Less and healthier fat
- Less sugar
- Less salt
- More dietary fibre and wholegrain

## The Keyhole is for everyone

Food with the keyhole is for all healthy people – adults, teenagers and children. The keyhole is for you who want a healthier diet.

Variation is part of healthy eating. The keyhole will help you as you can find the label on different groups of food. If you have special needs, for instance if you exercise hard, or if you are elderly or ill, it is important that you get enough energy through what you eat.

## Who is behind the Keyhole?

The keyhole is a joint Nordic label.

The criteria for the keyhole have been developed by the authorities in Norway, Sweden and Denmark. The label is supported by the Nordic Council of Ministers.

It is voluntary for manufacturers to use the keyhole.

## You can find the Keyhole here

The keyhole is on the packaging but you can also find the label on fish, fruit, berries, vegetables and potatoes that are not packaged.

- Food with the keyhole usually has a nutrition labelling.
- Soft drinks, candy and cakes cannot be labelled with the keyhole.
- Food containing artificial sweeteners cannot be labelled with the keyhole.



Read more about the Keyhole at:

[Fodevarestyrelsen.dk](http://Fodevarestyrelsen.dk)



Healthy choices made easy



Nordic Council of Ministers

Mattilsynet Norwegian Food Safety Authority

Ministry of Environment and Food

Helsedirektoratet Norwegian Directorate of Health

LIVSMEDELSVERKET NATIONAL FOOD ADMINISTRATION

# These foods can be labelled with the Keyhole

Look for the Keyhole, when you are shopping!



The keyhole is on the packaging

Compared to other foods of the same type, products with the keyhole comply with one or more of the following requirements:

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## Vegetable products

soy milk, oat drink, tofu, and vegetable alternatives to meat and fish



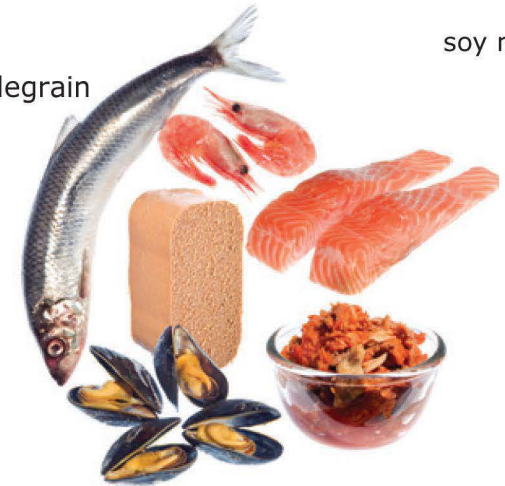
## Fruit and berries

fresh or frozen



## Meat

fresh or frozen



## Fish and shellfish

fish products, fresh or frozen



## Oil

margarine



## Bread and grain products

grain, pasta, rice, and cereals



## Ready meals

soups, pizza, wraps, sandwiches



## Dairy products

milk, yoghurt, cheese



## Vegetables and potatoes

fresh or frozen