Recommendation Extract

**Checkouts checked out: How supermarkets and high street stores promote junk food to children and their parents**

Based on the data collected over the summer of 2011 from a total of 48 supermarkets and high street stores in London it is clear that unhealthy food is routinely promoted at and around these checkouts.

We therefore urge supermarkets and other high street retailers to remove unhealthy food and drink products from all their checkouts and queuing areas, in all their store formats, and replace them with healthy alternatives and/or non-food products.

In order to close such loopholes and provide more consistent and effective standards, the Advertising Standards Authority should extend its remit to include in-store positioning of products and all point-of-sale marketing.

In order not to undermine it, the Department of Health should make removing unhealthy products from checkouts an integral part of the Responsibility Deal.

**Recommendations**

**Recommendation 1:** Every supermarket and high street retailer should introduce a publicly available policy which clearly states it will remove unhealthy food and drink products from all its checkouts and queuing areas, in all its store formats, and replace them with healthy alternatives or non-food products.

**Recommendation 2:** The Advertising Standards Authority should extend its remit to include in-store positioning of products and all point-of-sale marketing.

**Recommendation 3:** The Department of Health should make removing unhealthy products from checkouts an integral part of its Responsibility Deal.