

National Food and Drink Policy

Bakery Guide
















January 2025

This document provides examples of:

- scones, scrolls, pancakes
- cakes, desserts, puddings
- muffins, loaves
- slices
- cupcakes, iced muffins
- pastry items, fried and high-fat breads
- biscuits, bliss balls, biscotti
- speciality breads, pretzels
- pies, quiches, sausage rolls

Health New Zealand
Te Whatu Ora
















Scones, scrolls, pancakes ≤120g

<ul style="list-style-type: none"> • Must contain two wholegrains, fruits, veggies, nuts, seeds or legumes • No icing or filling 	<ul style="list-style-type: none"> • Thin or drizzled icing • Offer margarine or yoghurt first • ≤15g/1Tbs butter, cream, jam or maple syrup 	<ul style="list-style-type: none"> • >120g portion • Thick or excess icing • >1Tbs cream, jam or maple syrup • Contains confectionery
<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Spinach and onion scone</p> </div> <div style="text-align: center;">  <p>Wholemeal blueberry scone</p> </div> <div style="text-align: center;">  <p>Tomato and olive scroll</p> </div> <div style="text-align: center;">  <p>Date and walnut pinwheel</p> </div> <div style="text-align: center;">  <p>Blueberry and banana pancakes</p> </div> <div style="text-align: center;">  <p>Peanut butter banana waffle</p> </div> </div>	<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Cheese scone</p> </div> <div style="text-align: center;">  <p>Date scone</p> </div> <div style="text-align: center;">  <p>Pizza scroll</p> </div> <div style="text-align: center;">  <p>Cinnamon scroll, drizzle icing</p> </div> <div style="text-align: center;">  <p>Pancakes with 1Tbs maple syrup</p> </div> <div style="text-align: center;">  <p>Waffles with strawberries and 1Tbs cream</p> </div> </div>	<p>Examples</p> <div style="text-align: center; margin-bottom: 20px;">  <p>Plain scone >120g</p> </div> <div style="text-align: center; margin-bottom: 20px;">  <p>Cinnamon scroll, excess icing</p> </div> <div style="text-align: center;">  <p>Scone with >1Tbs cream</p> </div>

Cakes, desserts, puddings ≤120g

<ul style="list-style-type: none"> • Must contain two wholegrains, fruits, veggies, nuts, seeds or legumes • No icing (icing sugar dusting OK) 	<ul style="list-style-type: none"> • Thin or drizzled icing • Offer margarine or yoghurt first • ≤15g/1Tbs butter or cream if offered 	<ul style="list-style-type: none"> • >120g portion • Thick or multi-layer icing • Contains confectionery
<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Uniced apple and walnut cake</p> </div> <div style="text-align: center;">  <p>Apple oat crumble</p> </div> <div style="text-align: center;">  <p>Uniced orange and almond cake</p> </div> <div style="text-align: center;">  <p>Christmas pudding and custard</p> </div> <div style="text-align: center;">  <p>Uniced wholemeal plum cake</p> </div> <div style="text-align: center;">  <p>Sticky date and carrot cake</p> </div> </div>	<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Sultana cake</p> </div> <div style="text-align: center;">  <p>Apricot shortcake</p> </div> <div style="text-align: center;">  <p>Iced carrot cake</p> </div> <div style="text-align: center;">  <p>Iced chocolate cake</p> </div> <div style="text-align: center;">  <p>Lamington with cream</p> </div> <div style="text-align: center;">  <p>Cheesecake</p> </div> </div>	<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Carrot cake with multi-layer icing</p> </div> <div style="text-align: center;">  <p>Iced carrot cake >5mm thick</p> </div> <div style="text-align: center;">  <p>Chocolate gateaux - excess cream</p> </div> <div style="text-align: center;">  <p>Chocolate cake - ganache icing</p> </div> <div style="text-align: center;">  <p>Lamington >1Tbs cream</p> </div> <div style="text-align: center;">  <p>Cake with ganache and choc shavings</p> </div> </div>

Muffins, loaves ≤100g

<ul style="list-style-type: none"> • Must contain two wholegrains, fruits, veggies, nuts, seeds or legumes • No icing (icing sugar dusting OK) 	<ul style="list-style-type: none"> • Thin or drizzled icing • Offer margarine or yoghurt first • ≤15g/1Tbs butter or cream if offered 	<ul style="list-style-type: none"> • >100g portion • Thick icing or iced filling • Contains confectionery
<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Savoury vegetable muffin</p> </div> <div style="text-align: center;">  <p>Cinnamon and pear bran muffin</p> </div> <div style="text-align: center;">  <p>Sundried tomato and olive loaf</p> </div> <div style="text-align: center;">  <p>Carrot cake and nut loaf</p> </div> <div style="text-align: center;">  <p>Apricot, honey and almond muffin</p> </div> <div style="text-align: center;">  <p>Banana oat muffin</p> </div> </div>	<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Blueberry muffin</p> </div> <div style="text-align: center;">  <p>Banana choc chip muffin</p> </div> <div style="text-align: center;">  <p>Banana bread</p> </div> <div style="text-align: center;">  <p>Gingerbread loaf, icing sugar dusting</p> </div> <div style="text-align: center;">  <p>Lemon poppy seed with drizzle icing</p> </div> <div style="text-align: center;">  <p>Double chocolate muffin</p> </div> </div>	<p>Examples</p> <div style="display: flex; flex-direction: column; gap: 20px; align-items: center;"> <div style="text-align: center;">  <p>Blueberry muffin, thick icing</p> </div> <div style="text-align: center;">  <p>Blueberry texas muffin, large</p> </div> <div style="text-align: center;">  <p>Mars bar muffin</p> </div> </div>

Slices ≤100g

- Thin or drizzled icing

Examples



Fruit slice



Muesli slice



Raw blueberry and lemon slice



Ginger crunch (thin layer)



Louise slice



Chocolate brownie



Custard slice



Oat caramel slice (thin layer)



Raspberry slice

- >100g portion
- Thick icing or thick caramel
- Chocolate covered or contains confectionery

Examples



Marshmallow slice



Choc caramel slice



Tan slice, thick caramel



Marshmallow slice



Lolly slice



Rocky road



Large portion >100g



Ginger crunch, thick caramel









Mars bar slice

Cupcakes, iced muffins ≤80g

<ul style="list-style-type: none"> • Thin, drizzled or glazed icing • Dollop of icing 	<ul style="list-style-type: none"> • >80g portion • Thick icing • Chocolate covered or contains confectionery
<p>Examples</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Vanilla cupcake, dollop of icing</p> </div> <div style="text-align: center;">  <p>Choc cupcake, glazed cocoa icing</p> </div> <div style="text-align: center;">  <p>Vanilla cupcake, thin layer icing</p> </div> </div>	<p>Examples</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Vanilla cupcake with sprinkles</p> </div> <div style="text-align: center;">  <p>Vanilla cupcake, thick icing</p> </div> <div style="text-align: center;">  <p>Chocolate cupcake, thick icing</p> </div> </div>

Pastry items, fried and high-fat breads ≤80g

<ul style="list-style-type: none"> • Thin, drizzled or glazed icing • Drizzle of chocolate 	<ul style="list-style-type: none"> • >80g portion • Thick icing or covering whole pastry • Chocolate covered or contains confectionery
<p>Examples</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Fruit mince pie</p> </div> <div style="text-align: center;">  <p>Apple strudel</p> </div> <div style="text-align: center;">  <p>Lemon meringue pie</p> </div> </div>	<p>Examples</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Cream donut 100g</p> </div> <div style="text-align: center;">  <p>Ham cheese cruffin 100g</p> </div> <div style="text-align: center;">  <p>Banoffee pie 100g</p> </div> </div>

Pastry items, fried and high-fat breads ≤80g

- Thin, drizzled or glazed icing
- Drizzle of chocolate

Examples



Crodot/cronut



Almond croissant



Portuguese tart



Plain donut



Pain au chocolat



Cruffin



Filled donut,
≤15g/1Tbs cream



Danish/bretzel



Cinnamon brioche

- >80g portion
- Thick icing or covering whole pastry
- Chocolate covered or contains confectionery

Examples



Chocolate-covered
eclair



Choc-covered
donut



Donut, icing
covering



Croissant 100g



Pain au chocolat
120g



Pastry twist 90g



Oversized cronut



Custard Danish 100g



Cinnamon brioche
100g
















Biscuits, bliss balls, biscotti ≤60g

<ul style="list-style-type: none"> • Must contain two wholegrains, fruits, veggies, nuts, seeds or legumes • No icing (icing sugar dusting OK) 	<ul style="list-style-type: none"> • Thin or drizzled icing 	<ul style="list-style-type: none"> • >60g portion • Thick icing or covering whole biscuit • Chocolate covered or contains confectionery
<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Date and nut bliss ball</p> </div> <div style="text-align: center;">  <p>Apricot bliss ball</p> </div> <div style="text-align: center;">  <p>Anzac biscuit</p> </div> <div style="text-align: center;">  <p>Peanut coconut cookie</p> </div> <div style="text-align: center;">  <p>Hazelnut apricot biscotti</p> </div> <div style="text-align: center;">  <p>Cranberry macadamia cookie</p> </div> </div>	<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Choc chip cookie</p> </div> <div style="text-align: center;">  <p>Oat and white choc cookie</p> </div> <div style="text-align: center;">  <p>Biscuit with small amount of icing</p> </div> <div style="text-align: center;">  <p>Afghan with small amount of icing</p> </div> <div style="text-align: center;">  <p>Yoyo with thin icing</p> </div> <div style="text-align: center;">  <p>Macaron with thin icing</p> </div> </div>	<p>Examples</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="text-align: center;">  <p>Gingerbread man (confectionery)</p> </div> <div style="text-align: center;">  <p>Choc-dipped cookie</p> </div> <div style="text-align: center;">  <p>Belgian biscuit with thick icing</p> </div> <div style="text-align: center;">  <p>Afghan with thick icing</p> </div> <div style="text-align: center;">  <p>Fondant-covered biscuit</p> </div> <div style="text-align: center;">  <p>Sprinkles on cookie (confectionery)</p> </div> </div>

Speciality breads ≤120g; pretzels ≤100g

<ul style="list-style-type: none"> • Must contain at least one wholegrain, fruit, veggie, nut, seed or legume • No icing (icing sugar dusting OK) 	<ul style="list-style-type: none"> • Thin or drizzled icing • ≤120g speciality bread • ≤100g pretzel 	<ul style="list-style-type: none"> • Thick icing • >120g speciality bread • >100g pretzel
<p>Examples</p> <div data-bbox="398 523 568 692">  </div> <p>Vegetable pizza bread</p> <div data-bbox="398 794 568 963">  </div> <p>Spinach and feta bread twist</p> <div data-bbox="398 1066 568 1235">  </div> <p>Fruit bun/bread</p>	<p>Examples</p> <div data-bbox="875 523 1046 692">  </div> <p>Meatlovers pizza bread</p> <div data-bbox="1196 523 1366 692">  </div> <p>Cheese and bacon bun</p> <div data-bbox="875 794 1046 963">  </div> <p>Savoury pinwheel bread roll</p> <div data-bbox="1196 794 1366 963">  </div> <p>Pretzel 100g</p> <div data-bbox="875 1066 1046 1235">  </div> <p>Jam-filled bun, drizzle icing</p> <div data-bbox="1196 1066 1366 1235">  </div> <p>Small cream bun, ≤15g/1Tbs cream</p>	<p>Examples</p> <div data-bbox="1675 523 1845 692">  </div> <p>Topped panini 130g</p> <div data-bbox="1675 794 1845 963">  </div> <p>Cream-filled bun covered with icing</p> <div data-bbox="1675 1066 1845 1235">  </div> <p>Chocolate-covered baked pretzel</p>

Pies, quiches ≤210g; sausage rolls ≤210g

<ul style="list-style-type: none"> • No pastry or filo pastry, no portion limit • Potato top pies ≤210g 	<ul style="list-style-type: none"> • Savoury pies, quiches, vegan rolls ≤210g • Sausage rolls ≤120g 	<ul style="list-style-type: none"> • Savoury pies and quiches >210g • Sausage rolls >120g
<p>Examples</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Frittata</p> </div> <div style="text-align: center;">  <p>Self-crusting quiche</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>Tortilla/bread pie</p> </div> <div style="text-align: center;">  <p>Vegan filo roll</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>Chicken filo</p> </div> <div style="text-align: center;">  <p>Potato top pie 210g</p> </div> </div>	<p>Examples</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Vegetable quiche</p> </div> <div style="text-align: center;">  <p>Salmon quiche</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>Mince pie</p> </div> <div style="text-align: center;">  <p>Vegan pie</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>Sausage roll</p> </div> <div style="text-align: center;">  <p>Ham and cheese quiche</p> </div> </div>	<p>Examples</p> <div style="text-align: center; margin-bottom: 40px;">  <p>Large meat pie</p> </div> <div style="text-align: center; margin-bottom: 40px;">  <p>Large quiche</p> </div> <div style="text-align: center;">  <p>Sausage roll 140g</p> </div>