

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 $\leq 120\text{g}$

- Must contain two wholegrains, fruits, veggies, nuts, seeds or legumes
- No icing or filling

Examples



Spinach and onion scone



Wholemeal blueberry scone



Tomato and olive scroll



Date and walnut pinwheel



Blueberry and banana pancakes



Peanut butter banana waffle

- Thin or drizzled icing
- Offer margarine or yoghurt first
- $\leq 15\text{g}/1\text{Tbs}$ butter, cream, jam or maple syrup

Examples



Cheese scone



Date scone



Pizza scroll



Cinnamon scroll, drizzle icing



Pancakes with 1Tbs maple syrup



Waffles with strawberries and 1Tbs cream

- $>120\text{g}$ portion
- Thick or excess icing
- $>1\text{Tbs}$ cream, jam or maple syrup
- Contains confectionery

Examples



Plain scone $>120\text{g}$



Cinnamon scroll, excess icing



Scone with $>1\text{Tbs}$ cream

Cakes, desserts, puddings ≤120g

- Must contain two wholegrains, fruits, veggies, nuts, seeds or legumes
- No icing (icing sugar dusting OK)

Examples



Uniced apple and walnut cake



Apple oat crumble



Uniced orange and almond cake



Christmas pudding and custard



Uniced wholemeal plum cake



Sticky date and carrot cake

- Thin or drizzled icing
- Offer margarine or yoghurt first
- ≤15g/1Tbs butter or cream if offered

Examples



Sultana cake



Apricot shortcake



Iced carrot cake



Iced chocolate cake



Lamington with cream



Cheesecake

- >120g portion
- Thick or multi-layer icing
- Contains confectionery

Examples



Carrot cake with multi-layer icing



Iced carrot cake >5mm thick



Chocolate gateaux - excess cream



Chocolate cake - ganache icing



Lamington >1Tbs cream



Cake with ganache and choc shavings

Muffins, loaves ≤100g

- Must contain two wholegrains, fruits, veggies, nuts, seeds or legumes
- No icing (icing sugar dusting OK)

Examples



Savoury vegetable muffin



Cinnamon and pear bran muffin



Sundried tomato and olive loaf



Carrot cake and nut loaf



Apricot, honey and almond muffin



Banana oat muffin

- Thin or drizzled icing
- Offer margarine or yoghurt first
- ≤15g/1Tbs butter or cream if offered

Examples



Blueberry muffin



Banana choc chip muffin



Banana bread



Gingerbread loaf, icing sugar dusting



Lemon poppy seed with drizzle icing



Double chocolate muffin

- >100g portion
- Thick icing or iced filling
- Contains confectionery

Examples



Blueberry muffin, thick icing



Blueberry texas muffin, large



Mars bar muffin

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

- Thin, drizzled or glazed icing
- Dollop of icing

Examples



Vanilla cupcake,
dollop of icing



Choc cupcake,
glazed cocoa icing



Vanilla cupcake,
thin layer icing

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

Examples



Vanilla cupcake
with sprinkles



Vanilla cupcake,
thick icing



Chocolate cupcake,
thick icing

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

- Thin, drizzled or glazed icing
- Drizzle of chocolate

Examples



Fruit mince pie



Apple strudel



Lemon meringue pie

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

Examples



Cream donut 100g



Ham cheese cruffin
100g



Banoffee pie 100g

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

- Must contain two wholegrains, fruits, veggies, nuts, seeds or legumes
- No icing (icing sugar dusting OK)

Examples



Date and nut bliss ball



Apricot bliss ball



Anzac biscuit



Peanut coconut cookie



Hazelnut apricot biscotti



Cranberry macadamia cookie

- Thin or drizzled icing

Examples



Choc chip cookie



Oat and white choc cookie



Biscuit with small amount of icing



Afghan with small amount of icing



Yoyo with thin icing



Macaron with thin icing

- >60g portion
- Thick icing or covering whole biscuit
- Chocolate covered or contains confectionery

Examples



Gingerbread man (confectionery)



Choc-dipped cookie



Belgian biscuit with thick icing



Afghan with thick icing



Fondant-covered biscuit



Sprinkles on cookie (confectionery)

Speciality breads ≤120g; pretzels ≤100g

- Must contain at least one wholegrain, fruit, veggie, nut, seed or legume
- No icing (icing sugar dusting OK)

Examples



Vegetable pizza bread



Spinach and feta bread twist



Fruit bun/bread

- Thin or drizzled icing
- ≤120g speciality bread
- ≤100g pretzel

Examples



Meatlovers pizza bread



Cheese and bacon bun



Savoury pinwheel bread roll



Pretzel 100g



Jam-filled bun, drizzle icing



Small cream bun, ≤15g/1Tbs cream

- Thick icing
- >120g speciality bread
- >100g pretzel

Examples



Topped panini 130g



Cream-filled bun covered with icing



Chocolate-covered baked pretzel

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

- No pastry or filo pastry, no portion limit
- Potato top pies ≤210g

Examples



Frittata



Self-crusting quiche



Tortilla/bread pie



Vegan filo roll



Chicken filo



Potato top pie 210g

- Savoury pies, quiches, vegan rolls ≤210g
- Sausage rolls ≤120g

Examples



Vegetable quiche



Salmon quiche



Mince pie



Vegan pie



Sausage roll



Ham and cheese quiche

- Savoury pies and quiches >210g
- Sausage rolls >120g

Examples



Large meat pie



Large quiche



Sausage roll 140g