
**DO
ENJOYABLE
TREATS
FIT INTO
MODERN
DIETARY
THINKING?**

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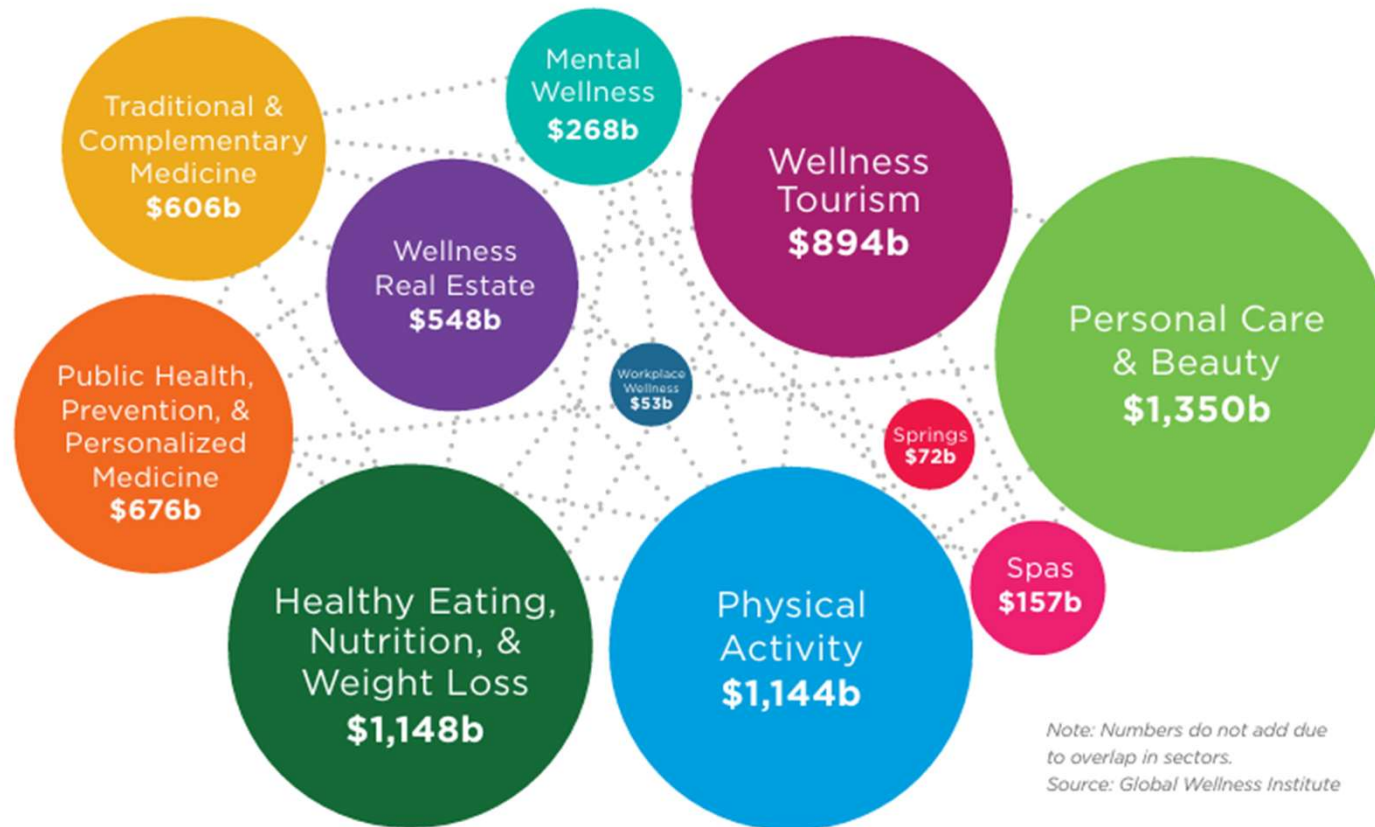


\$0

6,800,000,000,000



GLOBAL WELLNESS ECONOMY: \$6.8 trillion in 2024



GENERAL NEWS, TRAVEL TOURISM

10/10/2025

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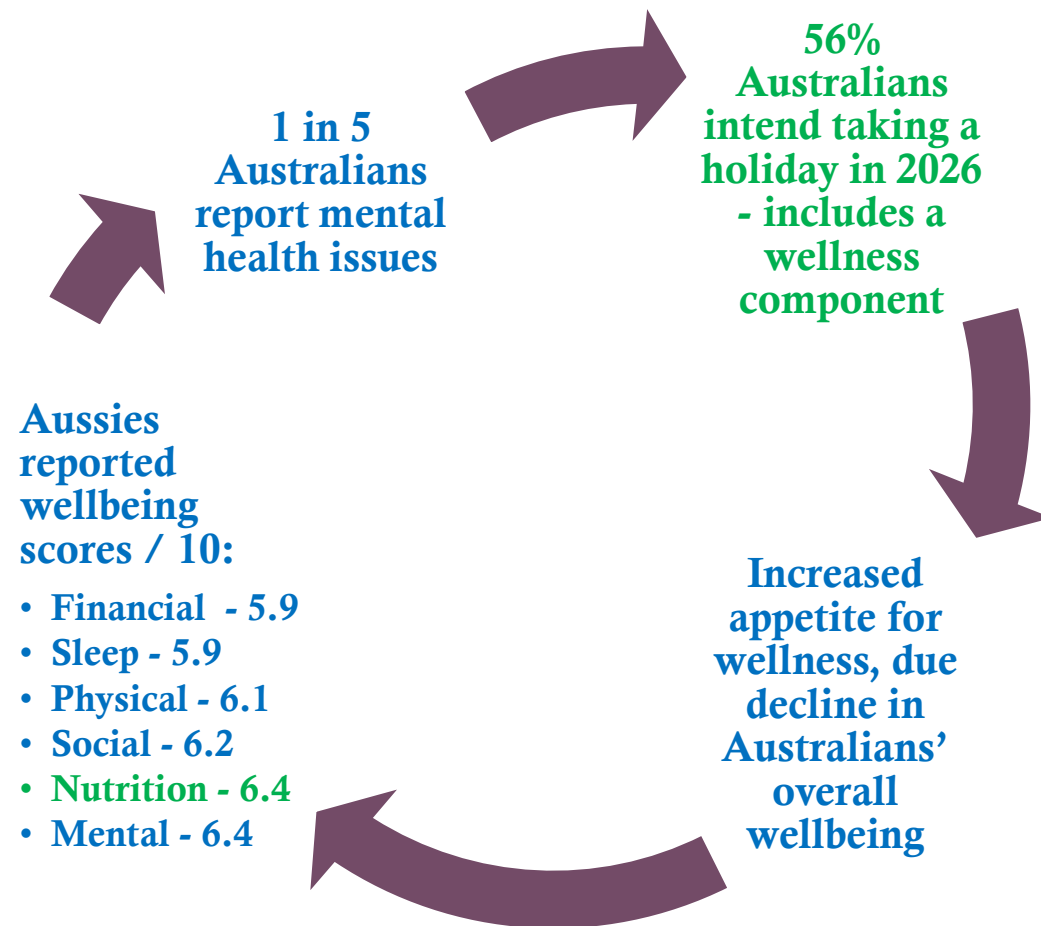
AUSTRALIA NAMED NO 1. WELLNESS DESTINATION WITH SURGING INTEREST IN WELLNESS TRENDS LIKE WILD SWIMMING, THERMAL SPRINGS AND ICE BATHS

littlelion PR

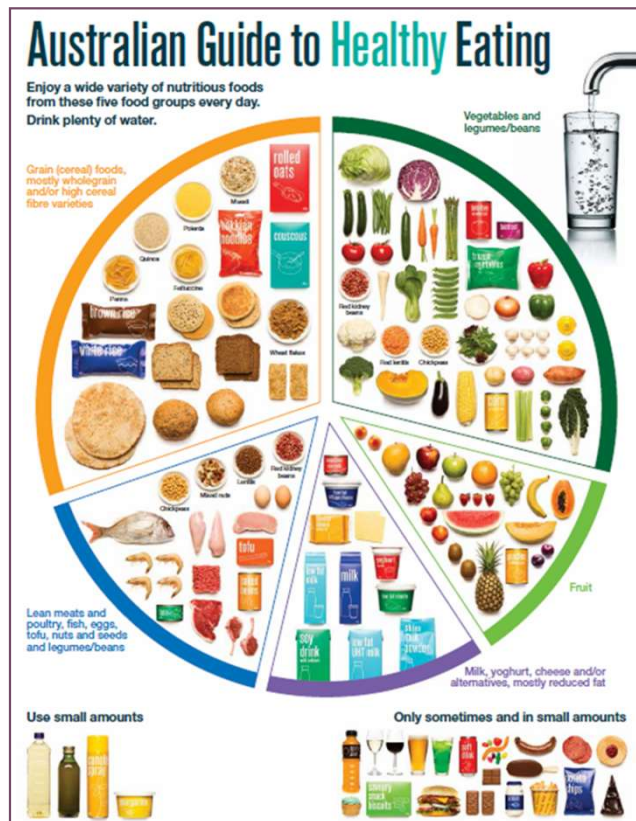
Media:    

 6 mins read





WHY SHOULD WE CARE ABOUT HEALTHY AUSTRALIANS?



Summary:

- There is a need to improve the health of Australians
- We have Government Guidelines for good nutrition
- Nutrition affects health throughout ages
- Social corporate responsibility build health communities
- Our staff, our customers & consumers care (& demand!) healthy foods

GOVERNMENT GUIDELINES FOR GOOD NUTRITION



G3 Foods to limit - discretionary choices

- not essential or necessary part of healthy eating patterns.
- Often high in kilojoules, saturated fat, added sugars, added salt, or alcohol.

Eat only sometimes & in small amounts.

=> Portion size is important



1 Serve = 600kJ

40g sugar confectionary
~ 5-6 small lollies

25g chocolate
1/2 small bar

MALES

19-50 yrs: < 3 serves
+51 yrs: < 2.5 serves

FEMALES

19-70 yrs: < 2.5 serves
+70 yrs: < 2 serves

ADG ARE UNDER REVIEW BY NH&MRC

2026 release – evidence-based review

Likely revised ADG re confectionery will:

- provide clearer **quantitative advice** around discretionary intake
- greater emphasis **reducing added/free sugars**
 - align w **WHO recommendations free sugars** (<10% energy intake, ideally <5%)
- more strongly **discourage routine consumption of sugary snack foods** & drinks

Updated guidance will probably still allow:

- ✓ occasional treats
- ✓ **portion-controlled** indulgence
- ✓ balanced dietary patterns
- ✓ healthy eating patterns vs ‘good vs bad’ foods

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~ 5-6 small lollies

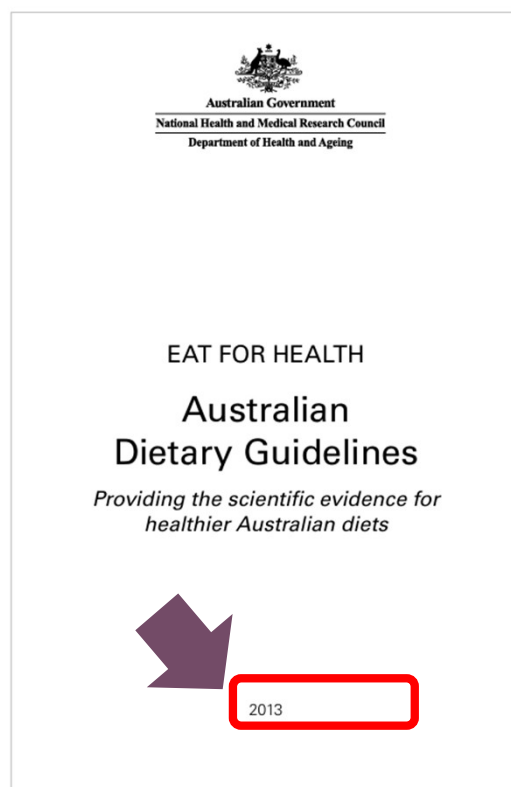
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HEALTHY PORTIONS = SERVE SIZE



KNOW YOUR PORTIONS

Be sure you're not supersizing your treats by getting to know what the right portion size is. Look for the Portion Icon on Nestlé Confectionery products. It's a quick and easy way to know how much you should be eating in a single sitting.



CORE FOOD FIRST

Fill up on core foods like fruit, vegetables, wholegrains, lean meats and dairy before enjoying the occasional small treat. That way you're more likely to have a nutritionally balanced diet and be less tempted to overindulge.



GO FOR PERFECT PAIRINGS

Take time to slow down and really enjoy your treat. Pair your favourite with fresh fruit, nuts, dairy or wholegrains to make you feel more satisfied. Try:

- Strawberries + melted chocolate for dipping
- Banana + 1 small scoop ice cream
- + 1 KIT KAT Finger + crushed nuts



nestle.com.au



HEALTH STAR RATING



2026 -HSR system major policy review for mandatory application to packaged foods
=> FSANZ Proposal P1067 due voluntary uptake targets were not achieved 2025.

Major criticisms of HSR System

1. **Voluntary Participation & Selective Display**
 - below 70% uptake target by 2025
2. **Nutrient-Focused vs Food-Based Assessment**
 - added fibre, sweeteners or protein isolates increase HSR ratings
3. **Consumer Confusion**
 - Healthy vs comparison within categories

Current debates:

- **HSR should become mandatory**
- **alignment w revised Australian Dietary Guidelines**
- **ultra-processing incorporated into HSR algorithm**
- **stronger penalties for added sugars**
- **whether discretionary foods should display warning-style labels instead of star ratings**

HSR – IMPLICATIONS FOR CONFECTIONERY

Confectionery occupies a particularly controversial position within HSR framework.



Generally Low HSR Scores: 0.5 – 2 Star due to:

- high sugar / elevated saturated fat
- low fibre & protein
- minimal fruit/vegetable/nut/legume content

Reformulation – ‘Health Halo’ improves HSR via:

- sugar reduction using non-nutritive sweeteners
- protein fortification / fibre enrichment
- addition nuts / cereal ingredients.

Higher HSR ratings (comparatively):

- protein bars
- reduced-sugar chocolates
- fortified snack products

Opportunities

- reformulation incentives
- improved corporate nutrition positioning
- enhanced consumer perception
- competitive differentiation: reduced-sugar products.

Risks

- mandatory HSR may expose very low-scoring products
- reputational concerns for traditional confectionery
- pressure for extensive reformulation

Reformulation Incentives: ‘better-for-you’ confectionery:

- reduce sugar
- reduce portion sizes
- incorporate nuts or fibre whole food ingredients

MARKETING TO CHILDREN

Confectionery needs to be communicated & positioned w authenticity.

Tighter marketing expectations, esp to children

- Toddler food content & marketing is currently not regulated
- Australia & New Zealand Food ministers are considering FSC regulation of toddler foods.

Stronger demand for transparency around ingredients & claims – authenticity.

NAFNAC – No artificial flavours & colours



Confectionery is being marketed to parents as nutritious toddler food, report finds

By Norman Swan By Hannah Meagher 7.30 Infant Health

Thu 13 Feb 2025

Misleading marketing



Some toddler foods are marketed as healthier than they really are. (ABC News)

Confectionery is being marketed to parents as nutritious toddler food, report finds - ABC News 13Feb25

LET'S CHAT ABOUT THE POSITIVES!



[https://www.amazon.com/Musemory-Affirmation Candy](https://www.amazon.com/Musemory-Affirmation-Candy)





DARK Chocolate:

- Magnesium
- Iron
- Copper
- Potassium
- Zinc

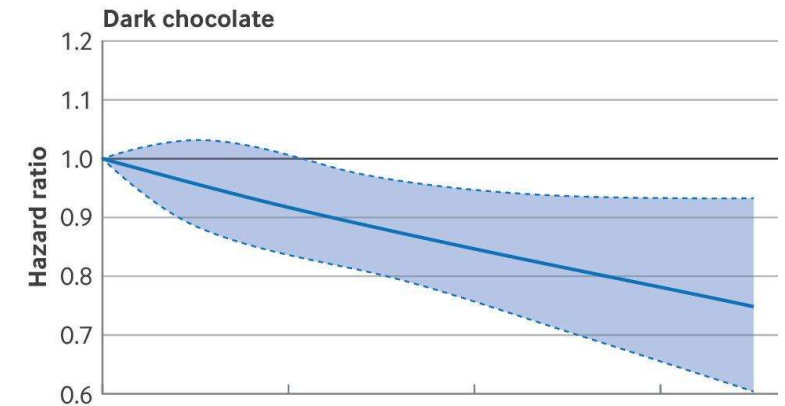


Eating 30g **dark chocolate** regularly can help reduce risk of developing type 2 (T2) diabetes

- Harvard University, BMJ
 - Prospective study - ~ 192,000 adults without type 2 diabetes
 - follow-up period of up to 34 years
- => ~ 19,000 people developed T2 diabetes.

Overall, eating > 5 x 30g serves / week of any type of chocolate
=> 10% less likely develop T2 diabetes cf rarely/never eating chocolate

~112,000 participants - detailed information about chocolate type
=> reduction in T2 diabetes risk **only with dark chocolate**.
=> Eating > 5 x 30g serves / week of dark chocolate
=> **21%** less likely to develop T2 diabetes.



*Dose – response relationship
- Risk vs number of serves / week*

BIOACTIVE FLAVNOLS

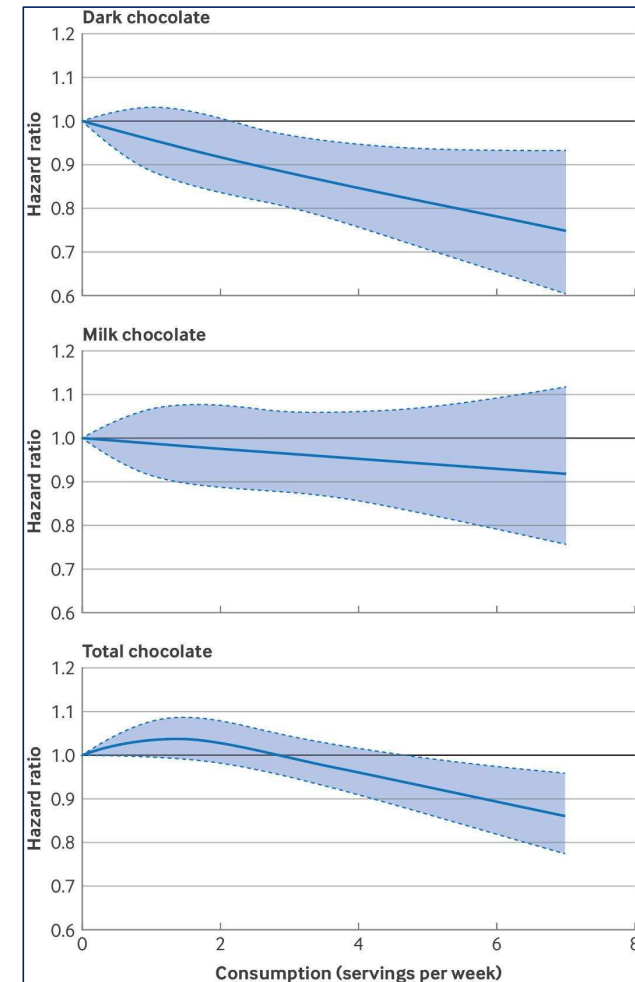
Epicatechin

Catechin

Procyanidins

Eating 30g dark chocolate regularly can help reduce risk of developing type 2 (T2) diabetes

Milk chocolate, by contrast, was NOT associated with any meaningful reduction in risk & was associated with weight gain.



Chocolate intake and risk of type 2 diabetes: prospective cohort studies

BMJ 2024; 387 doi: <https://doi.org/10.1136/bmj-2023-078386>

WHY DOES THIS MATTER?

COCOA-FREE INNOVATION



Chocolate innovation: Cocoa-free systems, functional reformulation & sensory optimization,
20 May 2026

SENSORY IMPACT – CULINARY NUTRITION

Mood & Psychological wellbeing

Chocolate consumption is commonly associated with pleasure & mood enhancement.

Potential mechanisms include:

- Sensory enjoyment & palatability
- **Methylxanthines (particularly theobromine)**
- Stimulation of serotonin pathways
- Social & emotional associations with consumption

Some observational studies report associations between **moderate dark chocolate intake** & lower depressive symptoms, although **causality remains uncertain**.



HEALTH ORIENTED NPD OPPORTUNITIES

GLP-1 medications likely become important long-term disruptor next 5-10 years

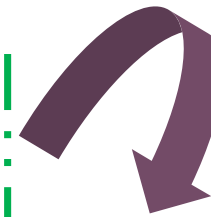
GLP-1 users commonly report:

- reduced cravings highly sweet foods
- faster satiety
- lower tolerance for rich foods
- intentional, selective food choice
- greater nutritional scrutiny



Reshape *how* confectionery is consumed:

1. Reduce overall snacking frequency
2. Selective indulgence
3. Less demand large share packs
4. Permissible indulgence
5. Portion size / resealable packs
6. Reduced impulse purchasing
7. Household patterns shift



Shift NPD toward:

- mindful enjoyment
- **portion** control
- premium experiences
- **emotional wellbeing**
- **functional ingredients**
- **sensory satisfaction** rather than quantity



The snackdown: Are GLP-1s really killing snacks or is it just all hype?
<https://www.foodnavigator.com> 26-Aug-2025

SUMMARY: DO ENJOYABLE TREATS FIT INTO MODERN DIETARY THINKING?



- ✓ Enjoyable foods can fit within healthy eating patterns when consumed mindfully => **PORTIONS count!**
=> Be Treatwise, HFP, on-pack portion guidance labelling
 - ✓ Small amounts of **high-quality dark chocolate** high in flavanol phytochemicals may contribute benefits for CVD & T2 Diabetes
=> benefits depend on **cocoa content** & processing in developing new technology / systems
 - ✓ Confectionary does provide **joy, fun & belonging** for celebrations, cultural events /gifting
 - ⇒ responsible marketing to children policy
 - ⇒ Fun treat (sometimes) food – be authentic!
-



THANK YOU

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