

An Evaluation of a Pilot on the Use of MenuCal within Small and Medium Scottish Food Businesses

Annex 1 and Appendices A-C

January 2018

Please note the main report is included in a separate document.

5. Annex 1 – Additional results

This section of the report covers the detailed results of the telephone questionnaire administered to FBOs by Kantar TNS.

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Figure A shows the number of FBOs that used the ‘My Store Cupboard’ and ‘My Menus’ function.

Figure A: When using MenuCal, did you add any items to the ‘My Store Cupboard’ / ‘My Menus’ function?

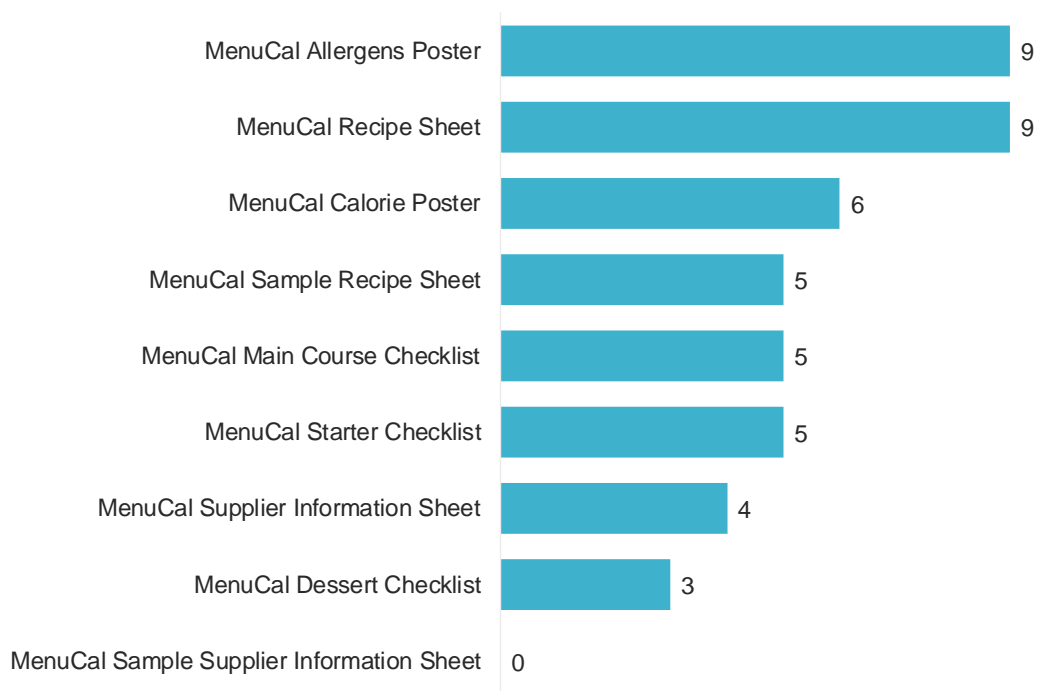
Base: All who registered an account with MenuCal (11); Questions E6 / E7



There are a number of resources available within the ‘Useful Tools’ section of the MenuCal tool to support users. When the 11 FBOs who registered an account with MenuCal were asked which of these they had used the results:

Figure B: There are also a number of resources available within the MenuCal tool. Which, if any, of the following did you use?

Base: All who registered an account with MenuCal (11); Question D5



When asked which of the MenuCal functions could be improved in future the following responses were received from the FBOs, as shown in Figure C:

Figure C: Which, if any, of the following areas of MenuCal do you feel could be improved?

Base: All who registered an account with MenuCal (11); Question E8

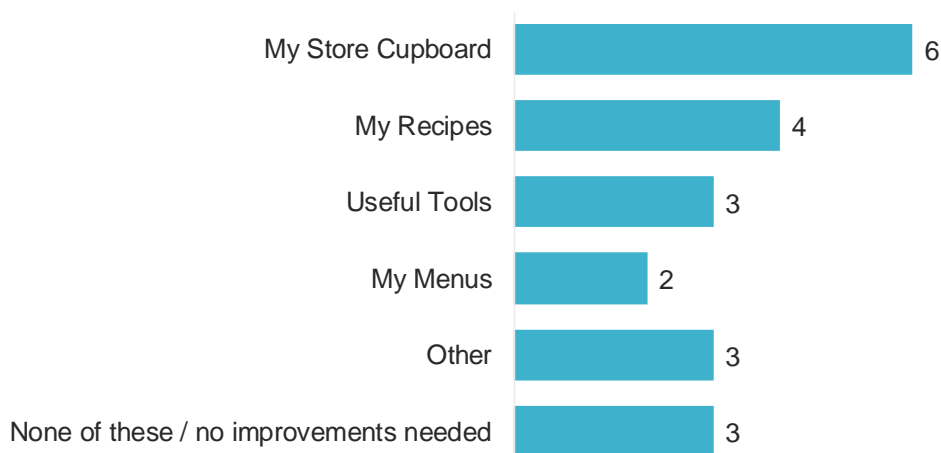
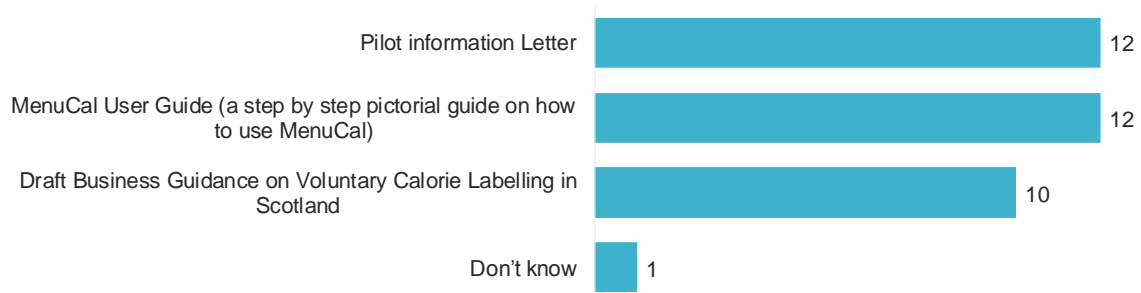


Figure D shows the supporting materials the FBOs stated they had received from their Food Enforcement Officer (FEO).

Figure D: Which, if any, of the following MenuCal pilot resources did your FEO give you when you started the pilot?

Base: All respondents (14); Question D9



As shown in Figure E, the User Guide was used more in relation to calorie labelling than allergen labelling.

Figure E: Did you use the MenuCal User Guide from the pilot pack to help you use MenuCal to provide allergen / calories labelling on menus?

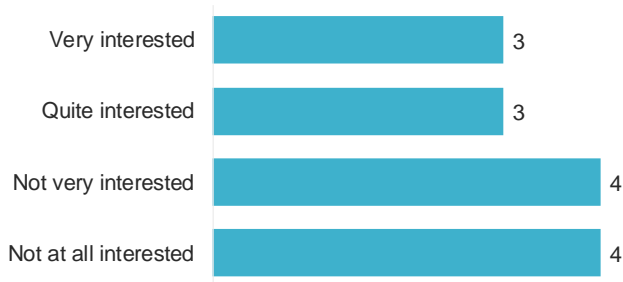
Base: All who received the MenuCal User Guide (12); Questions F7/G8



When questioned about interest in calorie labelling prior to the pilot, views of FBOs were slightly more negative than positive as shown in Figure F:

Figure F: Before you took part in the pilot, how interested were you in CALORIE labelling on menus?

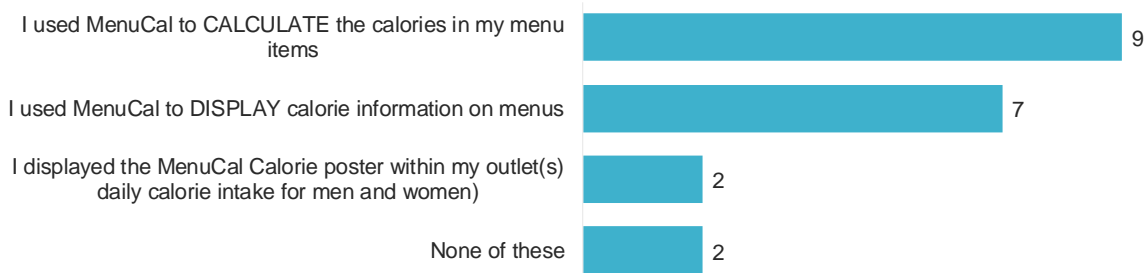
Base: All respondents (14); Question B3



Further details of usage in relation to calories among all those that registered an account are shown in Figure G:

Figure G: Which, if any, of the following applies to you?

Base: All who registered an account with MenuCal (11); Question G4



The more specific types of menu items that each FBO displayed calorie information for is shown in Figure H:

Figure H: On which type of items do you display calorie information?

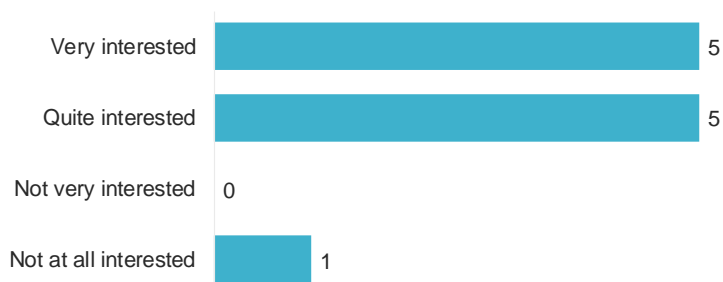
Base: All FBOs now displaying calories (7); Question G2



After taking part in the pilot interest in calorie labelling remained high, as shown in Figure I:

Figure I: After taking part in the MenuCal pilot, how interested are you in CALORIE LABELLING on menus?

Base: All who registered an account with MenuCal (11); Question L1



However, the views obtained when the FBOs were asked if calorie labelling on menus should be a legal requirement were mixed, as shown in Figure J:

Figure J: Do you think that calorie labelling on menus should be a legal requirement?

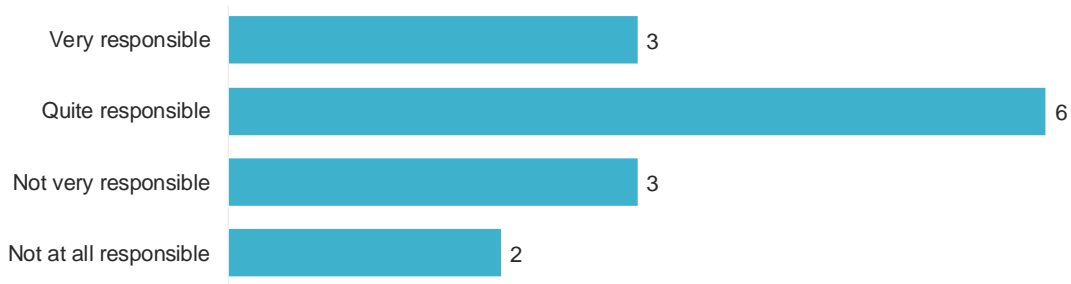
Base: All respondents (14); Question L4



All FBOs were asked whether they felt responsible for reducing the calories of their menu items, and the response was more positive than negative, as shown in Figure K:

Figure K: As a FBO, how responsible do you feel you are for reducing the calorie content of your menu items?

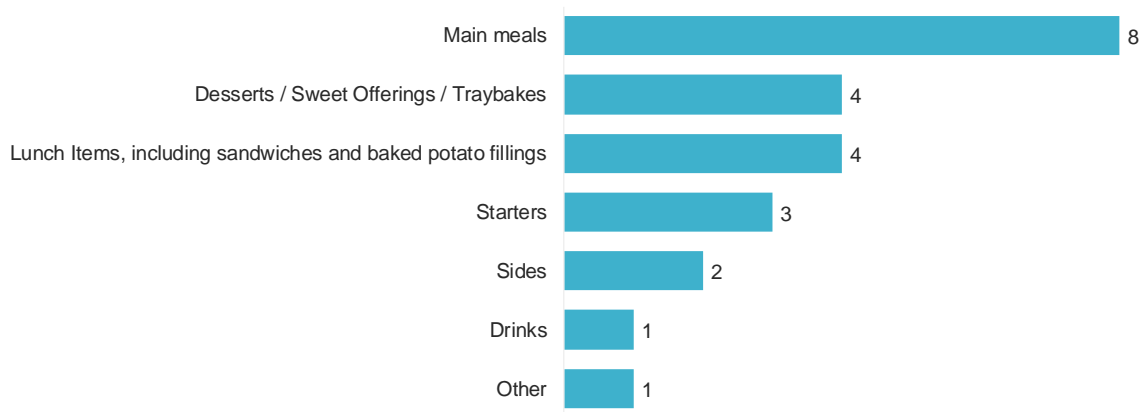
Base: All respondents (14); Question H1



The number of FBOs modifying each type of menu item (calorie labelling) is shown in Figure L.

Figure L: What types of menu items have you modified?

Base: All who have changed menu items (8); Question H4



Interest in displaying allergen labelling was high prior to taking part in the pilot, as shown in Figure M:

Figure M: Before you took part in the pilot, how interested were you in ALLERGEN labelling on menus?

Base: All respondents (14); Question B1

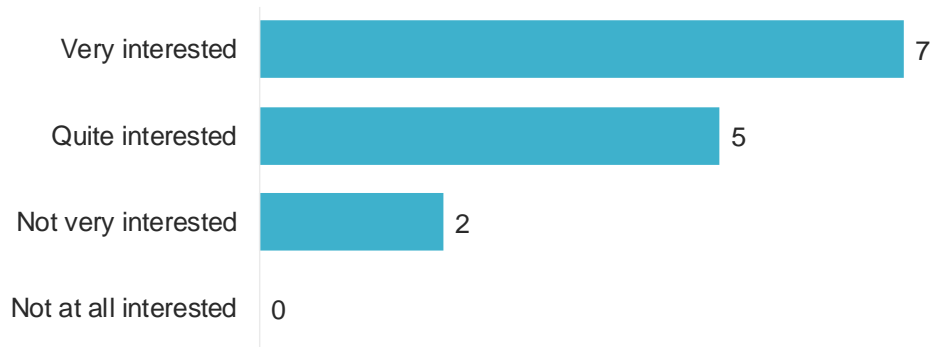
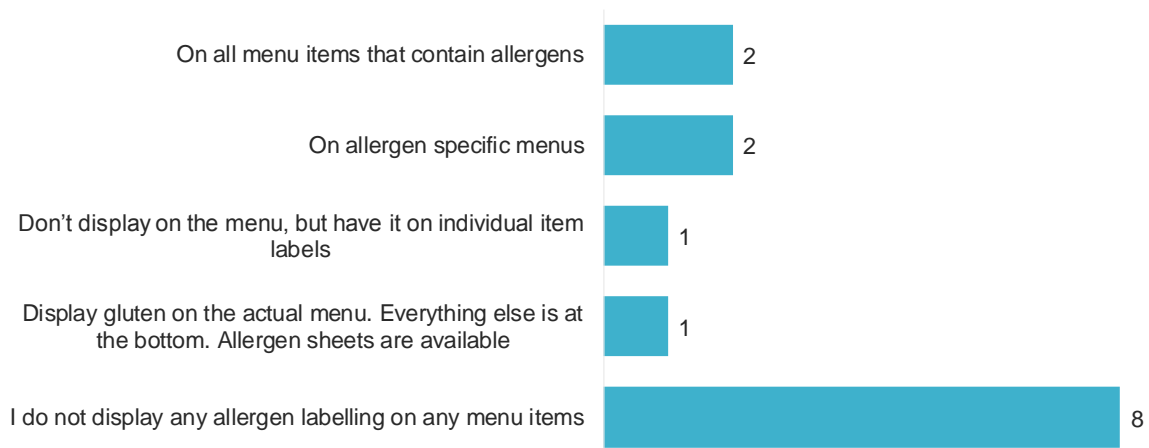


Figure N provides more details of where this information is displayed:

Figure N: What menu items do you now display allergen information on?

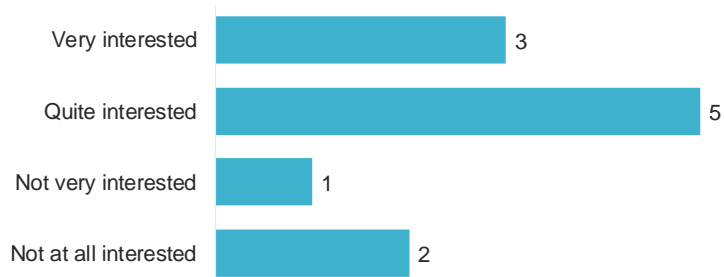
Base: All respondents (14); Question F1



After taking part in the pilot, interest in allergen labelling generally remained high, as shown in Figure O:

Figure O: After taking part in the MenuCal pilot, how interested were / are you in ALLERGEN LABELLING on menus?

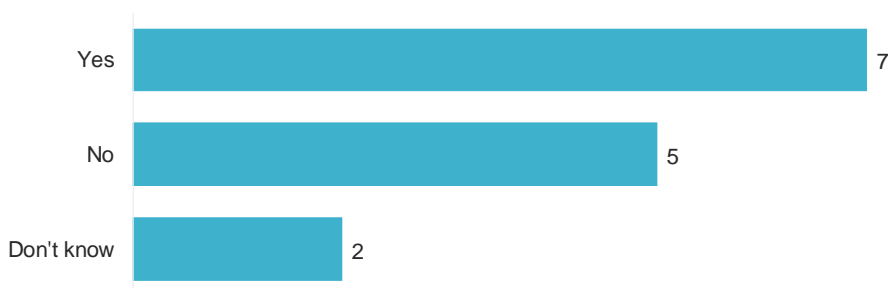
Base: All who registered an account with MenuCal (11); Question K1



The results were also mixed when the FBOs were asked if allergen labelling on menus should be a legal requirement, as shown in Figure P. While FBOs are more likely to be in favour of making this a legal requirement than opposed, there is no strong consensus on this.

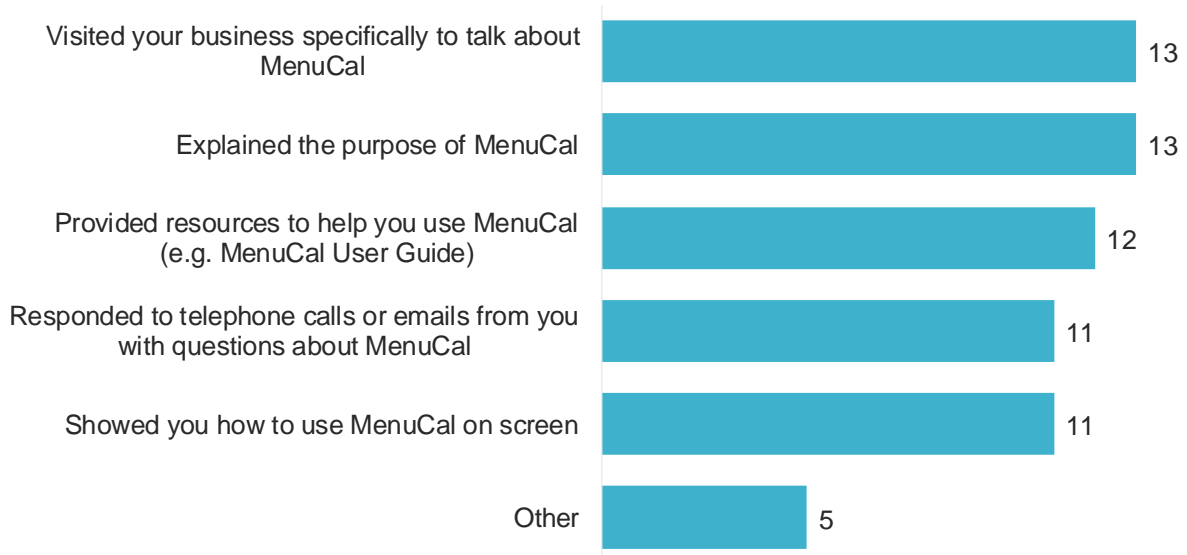
Figure P: Do you think that allergen labelling on menus should be a legal requirement?

Base: All respondents (14); Question K4



All FBO received some form of support from their FEO during the pilot, as shown in Figure Q:

Figure Q: Which, if any, of the following did your FEO do to help you use MenuCal?
Base: All respondents (14); Question J2



6. Appendix A – Local Authority Business Form Visit

MenuCal Questionnaire			
Premises Name		Premises Address	
Premises Type			
Premises Contact		Phone Number/ Email	
Local Authority		Visit Dates	
<u>Initial Visit</u>			
<p>Do you currently display calories for your menu items? If yes where e.g. only online or located on the menu/display board. If no go to Q</p> <p>If yes, why have you chosen to do this?</p> <p>How did you obtain the data for displaying this information?</p> <p>If no is there any specific reason(s) for not displaying this?</p> <p>How do you currently advise your customers on allergen containing foods? If so how do you present this information?</p> <p>How do you think you will use this tool?</p> <p>MenuCal Explained Yes/No Advice Booklet Given Yes/No MenuCal Link Given Yes/No MenuCal Shown Online Yes/No</p>			
<u>Second Visit Comments</u>			

Third Visit Comments

Would you be willing to be contacted regarding your experience using MenuCal?

Yes/No

7. Appendix B – Local Authority Feedback Form

MenuCal Pilot – Local Authority Feedback	
Local Authority	
Business Name	
Business Type	
Size of business (No. Employees)	
Date of visit 1	
Duration of visit 1	
Notes from visit 1	
Date of visit 2	
Duration of visit	
Notes from visit 2	
Date of visit 3	
Duration of Visit	
Notes from visit 3	
Final comments (e.g. EHO experience- internally with management and team and externally with FBO and consumer)	

8. Appendix C – Telephone Questionnaire

412269: MENCAL PILOT EVALUATION

Questionnaire – VERSION 5

Interviewer Name	
Respondent Name	
Respondent Company Name	
Respondent Serial Number (from Sample)	
Date of Interview	

Good morning/afternoon/evening my name is [.....] and I am calling from Kantar TNS - an independent research company. We are conducting independent research on behalf of Food Standards Scotland and your Food Enforcement Officer (Insert Name) about the MenuCal tool which your business has been piloting.

Please could I speak to [...] INSERT NAME?

INTERVIEWER NOTE: Please ask for named contacts only. This should be the person who has been responsible for dealing with MenuCal, but we will confirm this later and you can then speak to someone else if more appropriate to do so.

R1 First of all, can I just check that you are happy to speak with me now?

- 01. Yes [Continue or arrange call back appointment]
- 02. No [Ask to speak to other person]

RECORD OUTCOME:

- 1. CONTINUE
- 2. APPOINTMENT
- 3. PERSON NOT AVAILABLE CALL BACK
- 4. REFUSAL

READ OUT

As you know, your business has been working with (Insert LA Food Enforcement Officer) to trial a new online tool called MenuCal, which can be used by FBOs to provide allergen and calorie labelling on menus.

Food Standards Scotland has asked Kantar TNS to undertake this research to help them and the Local Authorities involved in this trial to understand how you have used the tool and how it could be improved in the future.

All responses to this research will remain confidential: the views of everyone taking part will be analysed together and reported on anonymously. The interview will take around 20 minutes.

Your help would be much appreciated, can we go ahead now?

ANSWER NOT REQUIRED

Thank you for agreeing to participate in this voluntary research. I just want to reassure you that your answers will remain confidential unless, if asked, you give your consent otherwise. For quality control and training purposes, this interview may **be monitored or recorded**. Only Kantar TNS will have access to the recording.

R2. Firstly can I just check that you are the person who has been responsible for using MenuCal in your business?

Yes – CONTINUE

No – ASK TO SPEAK TO PERSON RESPONSIBLE AND RETURN TO START

R3. Could you tell me what your position is within [INSERT BUSINESS NAME] and explain a little about your role there?

OPEN ENDED:

SECTION A: BUSINESS INFORMATION

ASK ALL

A1. Firstly, please can you tell me how many members of staff you have, including yourself?

WRITE IN NUMBER OF STAFF BELOW AND CONFIRM WITH RESPONDENT THE TOTAL NUMBER OF STAFF

TOTAL

ASK ALL

A2. Do you have any other outlets and if so, how many?

[1] Yes – PLEASE WRITE IN NUMBER

[2] No

ASK ALL

A3. Approximately how many items are there on your menu?

IF NECESSARY: A standard menu item is an item that is on the menu for 30 days or more, including sides, but excluding specials.

INTERVIEWER NOTE: We are only looking at menu items as specified above. Pre-packed items with existing calorie / allergen labelling are not included.

PLEASE ENTER NUMBER OF MENU ITEMS BELOW:

SECTION B: ALLERGEN AND CALORIE LABELLING PRIOR TO PILOT

ASK ALL

B1. Before you took part in the pilot, how interested were you in ALLERGEN labelling on menus?

SINGLE CODE

[1] Very interested

[2] Quite interested

[3] Not very interested

[4] Not at all interested

ASK ALL

B2. And before the pilot did you display any ALLERGEN information on your menus?

[1] Yes

[2] No

ASK ALL

B3. Before you took part in the pilot, how interested were you in CALORIE labelling on menus?

SINGLE CODE

[1] Very interested

[2] Quite interested

[3] Not very interested

[4] Not at all interested

ASK ALL

B4. And before the pilot did you display any calorie information for your menu items?

[1] Yes – GO TO B5

[2] No – GO TO C1

IF YES (B4/1)

B5.

What menu items did you display calorie information for?

READ OUT – SINGLE CODE

[1] All Menu Items – GO TO C1 on page 6

[2] Selected Menu Items – GO TO B6

IF YES (B4/1)

B6. On which type of items did you display calorie information? PROBE: Any other items?

READ OUT. WRITE IN 'OTHER' IF CODES DO NOT APPLY

- [1] Lower calorie items
- [2] Higher calorie items
- [3] Healthier items
- [3] Popular items
- [3] Other items – write in

SECTION C: USING AND REGISTERING WITH MENU CAL

ASK ALL

C1. Moving on now to thinking specifically about MenuCal, who within your business used MenuCal?

READ OUT. MULTICODE EXCEPT NONE.

- [1] Owner
- [2] Manager
- [3] Chef
- [4] Waiter/ Waitress
- [5] Other (write in):
- [6] No one (i.e. account created but not used)

ASK ALL

C2. Did you register an account on MenuCal?

[1] Yes – GO TO C4
[2] No – GO TO C3

ASK IF NOT REGISTERED AN ACCOUNT ON MENU CAL (C2/2)

C3. What were the main reasons that prevented you from registering an account and using MenuCal?

PROBE: What else?

DO NOT READ OUT. CODE ALL THAT APPLY.

- [1] I was not interested in MenuCal
- [2] I didn't have time to use it
- [3] It was too time consuming
- [4] It looked too difficult to use
- [5] Staff changes
- [6] Staff shortages
- [7] I had other priorities
- [8] Allergen labelling **on menus** isn't a legal requirement so I didn't see the point
- [9] Calorie labelling on menus isn't a legal requirement so I didn't see the point
- [10] I was worried that providing calorie labelling on my menus would put customers off purchasing my products
- [11] Other local FBOs and competitors do not provide this information.
- [12] Other (write in):

IF NOT REGISTERED ON MENU CAL (C2/2) GO TO D1. OTHERS CONTINUE.

ASK IF REGISTERED ON MENU CAL (C2/1)

C4. How easy or difficult was the registration process?

SINGLE CODE

- [1] Very easy
- [2] Quite easy
- [3] Neither
- [4] Quite difficult
- [5] Very difficult

ASK IF DIFFICULT (C4/4 OR 5)

C5. What did you find difficult about the registration process?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

SECTION D: TRAINING VIDEO AND RESOURCES

ASK ALL

D1. A training video about how to use MenuCal is available on the website. Did you watch the training video?

[1] Yes – GO TO D2

[2] No – GO TO D4

ASK IF WATCHED TRAINING VIDEO (D1/1)

D2. How useful did you find the training video useful?

SINGLE CODE

[1] Very useful – GO TO D4

[2] Quite useful – GO TO D4

[3] Not very useful – GO TO D3

[4] Not at all useful – GO TO D3

ASK IF TRAINING VIDEO NOT CONSIDERED USEFUL (D2/3 OR 4)

D3. Why do you say the training video was not useful? What else?

DO NOT READ OUT. MULTICODE.

[1] Too long

[2] Difficult to use (e.g. was difficult to navigate through)

[3] Difficult to understand

[4] Didn't provide enough information

[5] Other (write in):

ASK IF NOT WATCHED TRAINING VIDEO (D1/2)

D4. Why did you not watch the training video? What else?

DO NOT READ OUT. MULTICODE.

- [1] Didn't have time
- [2] Couldn't find it
- [3] Didn't think it would be helpful
- [4] Didn't realise there was one
- [5] Wasn't required to use MenuCal
- [6] Technical issues
- [7] Other (write in)

ASK ALL WHO REGISTERED WITH MENU CAL (C2/1 – Those who have not registered (C2/2) go to Section F)

D5. There are also a number of resources available within the MenuCal tool. Which, if any, of the following did you use?

READ OUT AND CODE ALL THAT APPLY.

- [1] MenuCal Starter Checklist
- [2] MenuCal Main Course Checklist
- [3] MenuCal Dessert Checklist
- [4] MenuCal Supplier Information Sheet
- [5] MenuCal Sample Supplier Information Sheet
- [6] MenuCal Recipe Sheet
- [7] MenuCal Sample Recipe Sheet
- [8] MenuCal Allergens Poster
- [9] MenuCal Calorie Poster
- [10] None of these used – GO TO D7

ASK IF USED ANY OF THE RESOURCES (D5/1-9)

D6. How useful did you find the resources you used?

SINGLE CODE

[1] Very useful

[2] Quite useful

[3] Not very useful

[4] Not at all useful

ASK IF NOT USED ANY OF THE RESOURCES (D5/10)

D7. Why did you not use any of the resources?

DO NOT READ OUT. MULTICODE.

[1] Wasn't aware of them

[2] Didn't have time

[3] Couldn't find them

[4] Didn't think they would be helpful

[5] Didn't have resources to print them off

[6] Already had recipe and allergen information recorded before using MenuCal

[7] Other (write in):

SECTION E: USING THE MENCAL TOOL

ASK THIS SECTION TO ALL WHO HAVE REGISTERED WITH MENCAL (C2/1 – others go to SECTION F)

I would now like you to think more about how you found using MenuCal i.e. inputting information about your recipes and ingredients...

E1. Overall, how easy or difficult did you find using MenuCal?

SINGLE CODE

[1] Very easy – GO TO E3

[2] Quite easy – GO TO E3

[3] Neither – GO TO E3

[4] Quite difficult – GO TO E2

[5] Very difficult – GO TO E2

ASK IF DIFFICULT (E1/4 OR 5)

E2. Why did you find it difficult to use?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL (C2/1 – from page 6)

Thinking now about in more detail about some of the different ways you could use MenuCal...

E3. Did you input any recipes into MenuCal?

[1] Yes – GO TO E4
[2] No – GO TO E5

ASK IF INPUTTED RECIPES (E3/1)

E4. How many recipes did you input into MenuCal?

IF NECESSARY: This information can be found on your homepage after logging into MenuCal

ENTER NUMBER OF RECIPIES BELOW:

--

ASK IF NOT INPUTTED ANY RECIPES (E3/2)

E5. Why did you not input any recipes?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL (C2/1)

E6. When using MenuCal, did you add any items to the 'My Store Cupboard'?

[1] Yes
[2] No

ASK ALL (C2/1)

E7. When using MenuCal, did you use the 'My Menus' function?

[1] Yes
[2] No

ASK ALL (C2/1)

E8. Which, if any, of the following areas of MenuCal do you feel could be improved?

READ OUT. MULTICODE.

[1] Registration Process
[2] Training Video
[3] My Recipes
[4] My Store Cupboard
[5] My Menus
[6] Useful Tools
[7] Other (write in):
[8] None of these / no improvements needed – GO TO SECTION F

ASK IF ANY AREAS REQUIRE IMPROVEMENT (E8/1-7)

E9. Please can you provide more detail about the improvements you would like to see?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

SECTION F: DISPLAY OF ALLERGEN LABELLING

ASK ALL

I would now like to ask you some questions about allergen labelling specifically. Firstly, thinking generally about allergen labelling...

F1. What menu items do you now display allergen information on?

READ OUT. SINGLE CODE.

[1] On all menu items that contain allergens – GO TO F3

[2] On allergen specific menus – GO TO F3

[3] I do not display any allergen labelling on any menu items – GO TO F2

ASK IF DO NOT DISPLAY ALLERGEN LABELLING (F1/3)

F2. Why do you not currently display any allergen labelling on your menu items?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL

F3. Which, if any, of the following applies to you?

READ OUT. MULTICODE.

[1] I used MenuCal to IDENTIFY and manage allergens in my menu items

[2] I printed out the PDF Allergen information sheet for display (but didn't display allergen labelling on menus)

[3] I used MenuCal to DISPLAY allergen labelling on menus

[4] None of these

ASK IF DID NOT USE MENU CAL TO IDENTIFY ALLERGENS (F3/ NOT CODE 1)

F4. Why did you not use MenuCal to IDENTIFY allergens in your menu items?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK IF IDENTIFIED ALLERGENS BUT DID NOT DISPLAY ANY ALLERGEN INFORMATION ON MENUS (F3/1 AND NOT CODE 3)

F5. Why did you not display the allergen information identified using MenuCal on your menus?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK IF DISPLAY ANY ALLERGEN INFORMATION ON MENUS (F1/1 OR 2)

F6. Have you had any feedback from customers on allergen labelling on your menus, and if so was this generally positive or negative?

MULTICODE ALLOWED FOR CODES 1 AND 2

[1] Yes – positive feedback

[2] Yes – negative feedback

[3] No – not had any feedback from customers

ASK ALL

F7. Did you use the MenuCal User Guide from the pilot pack to help you use MenuCal to provide allergen labelling on menus?

[1] Yes

[2] No

SECTION G: DISPLAY OF CALORIE LABELLING

I would now like to ask you some questions about calorie labelling specifically. Firstly, thinking generally about calorie labelling...

ASK ALL

G1. What menu items do you now display calorie information for?

READ OUT. SINGLE CODE.

[1] All menu items – GO TO G2

[2] Selected menu items – GO TO G2

[3] I do not display any calorie information – GO TO G3

ASK ALL WHO DISPLAYED ANY CALORIE INFORMATION (G1/1 OR 2)

G2. On which type of items do you display calorie information? PROBE: Any other items?

READ OUT. WRITE IN AS 'OTHER' IF CODES DO NOT APPLY

[1] Lower calorie items

[2] Higher calorie items

[3] Healthier items

[4] Popular items

[5] Other items – write in

ASK IF DO NOT DISPLAY CALORIE INFORMATION (G1/3)

G3. Why do you not currently display any calorie information on your menu items?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL

G4. Which, if any, of the following applies to you?

READ OUT. MULTICODE.

[1] I used MenuCal to CALCULATE the calories in my menu items

[2] I used MenuCal to DISPLAY calorie information on menus

[3] I displayed the MenuCal Calorie poster within my outlet(s) (IF NECESSARY: the poster shows the recommended daily calorie intake for men and women)

[4] None of these

ASK IF DID NOT USE MENU CAL TO CALCULATE CALORIES (G4 / NOT CODE 1)

G5. Why did you not use MenuCal to CALCULATE the calories in your menu items?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK IF CALCULATED BUT DID NOT DISPLAY CALORIE INFORMATION ON MENUS (G4/1 AND NOT CODE 2)

G6. Why did you not add the calorie information identified using MenuCal on to your menus?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK IF USED MENCAL TO DISPLAY CALORIES (G4/2)

G7. Was the 'Draft Business Guidance on Voluntary Calorie Labelling in Scotland' helpful in providing calorie labelling?

[1] Yes

[2] No

[3] Did not use it / don't know

ASK IF DID NOT DISPLAY POSTER (G4 / NOT CODE 3)

**G8. Why did you not display the MenuCal Calorie poster within your outlet(s)?
PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:**

ASK ALL

G9. Did you use the MenuCal User Guide from the pilot pack to help you use MenuCal to provide calorie labelling on menus?

[1] Yes
[2] No

ASK ALL WHO REGISTERED AN ACCOUNT ON MENU CAL (C2/1)

G10. What were the main reasons that prevented you from using MenuCal MORE during the pilot?

PROBE: What else?

DO NOT READ OUT. CODE ALL THAT APPLY.

- [1] I was not interested in MenuCal
- [2] I didn't have time to use it
- [3] It was too time consuming
- [4] It looked too difficult to use
- [5] Staff changes
- [6] Staff shortages
- [7] I had other priorities
- [8] Allergen labelling **on menus** isn't a legal requirement so I didn't see the point
- [9] Calorie labelling on menus isn't a legal requirement so I didn't see the point
- [10] I was worried that providing calorie labelling on my menus would put customers off purchasing my products
- [11] Other local FBOs and competitors do not provide this information.
- [12] Other (write in):
- [13] Could not have used it more (**Exclusive code*)

ASK IF DISPLAY ANY CALORIE INFORMATION ON MENUS (G1/1 OR 2)

G11. Have you had any feedback from customers on calorie labelling on your menus, and if so was this generally positive or negative?

MULTICODE ALLOWED FOR CODES 1 AND 2

[1] Yes – positive feedback
[2] Yes – negative feedback
[3] No – not had any feedback from customers

ASK ALL

G12. Have you had any questions from customers on the average daily recommended intake of calories for adults e.g. 2000 kcals for females and 2500 kcals for males?

[1] Yes

[2] No

SECTION H: REFORMULATION

ASK ALL

H1. As a FBO, how responsible do you feel you are for reducing the calorie content of your menu items?

[1] Very responsible

[2] Quite responsible

[3] Not very responsible

[4] Not at all responsible

ASK ALL

H2. From the list I am about to read out, please can you tell me which, if any, of the following changes you have made to your menu / menu items during the pilot?

READ OUT. MULTICODE.

[1] Reduced portion sizes

[2] Made half portions available

[3] Modified an existing menu item to reduce the calories

[4] Removed menu items which were high in calories

[5] Developed new menu items that were lower in calories than existing menu items

[6] Other (write in):

[7] Not made any changes – GO TO H7

ASK IF CHANGED ANY MENU ITEMS (H2/1-6)

H3. With regards to calories, how many menu items have you modified as a result of the pilot?

WRITE NUMBER BELOW:

ASK IF CHANGED ANY MENU ITEMS (H2/1-6)

H4. What types of menu items have you modified?

READ OUT. MULTICODE.

- [1] Starters
- [2] Main meals
- [3] Desserts / Sweet Offerings / Traybakes
- [4] Sides
- [5] Lunch Items, including sandwiches and baked potato fillings
- [6] Drinks
- [7] Other (write in):

ASK IF CHANGED ANY MENU ITEMS (H2/1-6)

H5. Have any customers mentioned that they have noticed the changes you have made to menu items?

- [1] Yes
- [2] No
- [3] Don't know

ASK IF CHANGED ANY MENU ITEMS (H2/1-6)

H6. Have you had any feedback from customers on the menu items that you have modified and if so was this generally positive or negative?

MULTICODE ALLOWED FOR CODES 1 AND 2

[1] Yes – positive feedback
[2] Yes – negative feedback
[3] No – not had any feedback from customers

ASK ALL

H7. Do you have any plans / further plans to make further modifications to any your menu / menu items to reduce the calorie content?

[1] Yes

[2] No

SECTION I: DEMAND FOR CALORIE LABELLING FROM CUSTOMERS

ASK ALL

I1. During the course of the pilot have you had any demand from customers for either calories to be lowered on existing menu items or for different items with lower calories to be provided?

MULTICODE CODES 1 AND 2

[1] Yes - calories to be lowered on existing menu items

[2] Yes – different items with lower calories to be provided

[3] No

ASK ALL

I2. Over the course of the pilot have you noticed any changes in the number or type of menu items that your customers are purchasing?

[1] Yes – GO TO I3

[2] No – GO TO SECTION J

ASK IF NOTICED CHANGES IN PURCHASING (I2/1)

I3. If yes, what are these changes?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

--

SECTION J: LOCAL AUTHORITY DELIVERY

I would now like to ask you some questions about how you found working with your Food Enforcement Officer (Insert Name) to learn about and use MenuCal...

ASK ALL

J1. Do you think that using Local Authority Enforcement Officers is a good way to introduce FBOs to MenuCal?

- [1] Yes
- [2] No

ASK ALL

**J2. Which, if any, of the following did your FEO do to help you use MenuCal?
READ OUT. MULTICODE.**

[1] Explained the purpose of MenuCal
[2] Showed you how to use MenuCal on screen
[3] Provided resources to help you use MenuCal (e.g. MenuCal User Guide)
[4] Visited your business specifically to talk about MenuCal
[5] Responded to telephone calls or emails from you with questions about MenuCal
[6] Other (Write in):
[7] None of these

ASK ALL

J3. How useful did you find the support provided by your FEO in helping you use MenuCal?

SINGLE CODE

- [1] Very useful
- [2] Quite useful
- [3] Not very useful
- [4] Not at all useful

ASK ALL

J4. And how important was the support provided by your FEO in encouraging you to use MenuCal?

SINGLE CODE

[1] Very important

[2] Quite important

[3] Not very important

[4] Not at all important

ASK ALL

J5. What else could your FEO have done to support you in the use of MenuCal?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL

J6. How did you communicate with your FEO over the course of the pilot?

READ OUT. MULTICODE.

[1] Face to face when they visited your business

[2] Telephone

[3] Email

[4] Other (Write in):

ASK ALL

J7. What else could your FEO do to help you display ALLERGEN LABELLING on your menus?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL

J8. What else could your FEO do to help you display CALORIE LABELLING on your menus?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL

J9. Which, if any, of the following MenuCal pilot resources did your FEO give you when you started the pilot?

READ OUT. MULTICODE.

- [1] Pilot information Letter
- [2] MenuCal User Guide (a step by step pictorial guide on how to use MenuCal)
- [3] Draft Business Guidance on Voluntary Calorie Labelling in Scotland
- [4] None of these
- [5] Don't know

ASK IF RECEIVED MENU CAL USER GUIDE (J9/2)

J10. How useful did you find the MenuCal User Guide?

SINGLE CODE

[1] Very useful

[2] Quite useful

[3] Not very useful

[4] Not at all useful

[5] Did not use

ASK IF RECEIVED DRAFT BUSINESS GUIDANCE (J9/3)

J11. How useful did you find the Draft Business Guidance on Voluntary Calorie Labelling in Scotland?

SINGLE CODE

[1] Very useful

[2] Quite useful

[3] Not very useful

[4] Not at all useful

[5] Did not use

ASK IF RECEIVED DRAFT BUSINESS GUIDANCE (J9/3)

J12. In the Draft Business Guidance on Voluntary Calorie Labelling in Scotland were ‘Catering Sheets for Healthier Catering’ and the ‘Catering Sheets for Children’s Menus’?

How useful did you find these?

SINGLE CODE

[1] Very useful

[2] Quite useful

[3] Not very useful

[4] Not at all useful

[5] Did not use

ASK ALL

J13. Finally, do you think you would have found or used MenuCal if your FEO had not introduced you to it?

[1] Yes

[2] No

SECTION K: FORWARD LOOK AND OPINION ON ALLERGEN LABELLING

I would now like you think about how you might use allergen and calorie information on your menus in the future...

ASK ALL

K1. After taking part in the MenuCal pilot, how interested are you in ALLERGEN LABELLING on menus?

SINGLE CODE

[1] Very interested

[2] Quite interested

[3] Not very interested

[4] Not at all interested

ASK ALL WHO HAVE NOT DISPLAYED ALLERGEN LABELLING ON MENU (F1/3)

K2. If you have not already done so, do you intend on adding allergens to your menus?

SINGLE CODE

[1] Yes – I intend to add allergens to menus – GO TO K4

[2] No – I do not intend to add allergens to menus – GO TO K3

ASK IF DO NOT INTEND TO ADD ALLERGENS TO MENUS (K2/2)

K3. Why do you say that?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL

K4. Do you think that allergen labelling on menus should be a legal requirement?

- [1] Yes
- [2] No
- [3] Don't know

ONLY ASK IF REGISTERED WITH MENU CAL (C2/1)

K5. In your experience of using MenuCal, do you feel that it is a useful tool to support FBOs to identify and provide ALLERGEN LABELLING on menus?

- [1] Yes – GO TO SECTION L
- [2] No – GO TO K6

ASK IF NO (K5/2)

K6. Why do you say that?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

SECTION L: FORWARD LOOK AND OPINION ON CALORIE LABELLING

ASK ALL

L1. After taking part in the MenuCal pilot, how interested are you in CALORIE LABELLING on menus?

SINGLE CODE

- [1] Very interested
- [2] Quite interested
- [3] Not very interested
- [4] Not at all interested

ASK ALL WHO HAVE NOT DISPLAYED CALORIE INFORMATION ON MENU (G1/3)

L2. If you have not already done so, do you intend on adding calories to your menus?

SINGLE CODE

[1] Yes – I intend to add calories to menus – GO TO L4

[2] No – I do not intend to add calories to menus – GO TO L3

ASK IF DO NOT INTEND TO ADD CALORIES TO MENUS (L2/2)

L3. Why do you say that?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL

L4. Do you think that calorie labelling on menus should be a legal requirement?

[1] Yes

[2] No

[3] Don't know

ONLY ASK IF REGISTERED AN ACCOUNT ON MENU CAL (C2/1)

L5. In your experience of using MenuCal, do you feel that it is a useful tool to support FBOs to provide CALORIE LABELLING on menus?

[1] Yes – GO TO SECTION M

[2] No – GO TO L6

ASK IF NO (L5/2)

L6. Why do you say that?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

SECTION M: FUTURE USE OF MENU CAL

ASK ALL

M1. Now that the pilot is finished, how likely are you to (continue to) use MenuCal?

SINGLE CODE

- [1] Very likely – GO TO M3
- [2] Quite likely – GO TO M3
- [3] Not very likely – GO TO M2
- [4] Not at all likely – GO TO M2

ASK IF UNLIKELY (M1/3 OR 4)

M2. Why do you say that you are unlikely to use MenuCal in the future?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL

M3. In the future, how would you like to hear about MenuCal and / or other similar projects?

MULTICODE ALLOWED FOR CODES 1 TO 3

- [1] From your Local Authority Enforcement Officer
- [2] From Food Standards Scotland
- [3] Other (write in):
- [4] I am not interested in hearing about projects such as these

ASK ALL

M4. Would you recommend MenuCal to other FBOs?

- a) For calories?
- b) For allergens?

Yes No

- a) Calories
- b) Allergens

ASK IF NO AT EITHER (M4 a/2 OR b/2)

M5. Why do you say that?

PROBE FULLY AND RECORD AS MUCH DETAIL AS POSSIBLE BELOW:

ASK ALL

M6. Would you be willing to support other FBOs with MenuCal?

[1] Yes

[2] No

ASK ALL

M7. Would you be in favour of a wider voluntary scheme to encourage FBOs to provide calorie labelling on menus?

[1] Yes

[2] No

SECTION N: ADDITIONAL COMMENTS

ASK ALL

N1. We are almost at the end of the interview. Is there anything else that you would like to add about your experiences of using MenuCal, how you found working with the Local Authority or the supporting help documents, that has not already been covered?

WRITE IN BELOW:

SECTION: RECONTACT

ASK ALL

N2. Very occasionally we may need to go back to people with further questions about the information they have provided. May we have permission to call you back if required? I can assure you that your name will never be passed to anyone outside my organisation and will not result in anyone trying to sell you anything.

[1] Yes - Agreed to recontact

[2] No – Did not agree to recontact

THANK AND CLOSE

That's the end of the interview, thank you for your time and help. I would just like to confirm that my name is..., calling from Kantar.

This was a genuine research study, conducted within the Market Research Society's Code of Conduct and all your replies will be treated in the strictest confidence.

Should you wish to check any details about the interview or our organisation, I can provide you with relevant numbers to call. Would you like to take these down?

IF REQUESTED:

To verify that we are registered as a Market Research Organisation, with a professional code of conduct, please call the Market Research Society on their verification service.

The number is 0500 39 69 99 - you will be connected free of charge from a landline.

To find out further information about my organisation or the nature of this particular survey you can contact the Telephone Centre Manager on the following numbers during office hours:

West London Centre - Melanie Wymer - 0800 015 1037

Interviewer Signature (to confirm that this has been conducted within the MRS Code of Conduct)	
Date of Interview	



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