



Department for
Digital, Culture
Media & Sport

Rt Hon Oliver Dowden CBE MP
Secretary of State for Digital,
Culture, Media and Sport
4th Floor
100 Parliament Street
London SW1A 2BQ

www.gov.uk/dcms
enquiries@dcms.gov.uk

Ibrahim Dogus
Chair of the British Takeaway Campaign

Andrew Crook
Vice Chair of the British Takeaway Campaign

MC2021/09343/DC

10th May 2021

Thank you for your letters of 31 March and 26 April together with your report on the pandemic's impact on the hospitality sector.

I appreciate the efforts of takeaway and restaurant businesses up and down the country that your organisation represents, and the positive contribution you have all made to the daily lives of key workers, families and communities over the last year.

The pandemic has shown us that the government must do all it can to protect the nation's health. Excess weight is one of the few modifiable factors that can improve outcomes related to Covid-19. This has reinforced the Government's commitment to meet its ambition to tackle obesity and to help people achieve a healthier weight, particularly for our young people. The Prime Minister is clear that this is a priority.

With this in mind, I would like to thank BTC for responding to the government's consultations on introducing further HFSS advertising restrictions, in which you highlight the proactive steps taken by the businesses you represent to help us all make healthier choices: notably by offering smaller portion sizes, low fat and low salt options.

We will be publishing the government response to the consultation shortly, which will set out the future policy direction for both TV and online HFSS advertising, having noted carefully the concerns about how the proposed new restrictions might affect smaller businesses.

Rt Hon Oliver Dowden CBE MP
Secretary of State for Digital, Culture, Media and Sport