

The Chip Group

Oil Logo Guidelines



**THIS DEEP FRYING OIL
MEETS THE CHIP GROUP
INDUSTRY STANDARDS (NZ)**



**WE DEEP FRY OUR CHIPS IN OIL
THAT MEETS THE CHIP GROUP
INDUSTRY STANDARDS (NZ)**

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The purpose of this document is to clearly define use of the logos designed to communicate to operators and consumers which oils meet the criteria as set out in The Chip Group™ Industry Standards (NZ).

1. Overview

The Chip Group™ has developed a proactive strategy to improve the nutrient profile of foodservice chips. In conjunction with the Heart Foundation and representatives from the foodservice industry, The Chip Group™ has developed **‘The New Zealand Industry Standards for Deep Fried Chips’** aimed at helping chip shops, and café and restaurant staff to cook better quality chips.

The nutritional criteria in the Industry Standards for oil is technical and hence the necessity to clearly communicate to operators and consumers which are the recommended oils.

Suppliers whose products comply with The Chip Group™ Industry Standards (NZ) - Oil, may apply to have their oil approved which entitles them to use The Chip Group™ oil logo, in accordance with these Guidelines.

2. Who is The Chip Group™?

The Chip Group™ was started over 12 years ago by a group of companies, in conjunction with The National Heart Foundation of New Zealand, who wanted to improve the quality of hot chips.

Members of The Chip Group™

The Chip Group is made up of a range of players in the food service industry, such as potato growers, chip manufacturers, equipment suppliers and oil makers. There are also health members such as the Heart Foundation and New Zealand Food Safety Authority. The Chip Group receives funding from the Ministry of Health. For an updated list of members of The Chip Group™ go to www.thechipgroup.co.nz

3. The Chip Group™ Goal

To improve the nutritional status of deep-fried chips served by the New Zealand foodservice sector by reducing fat and salt content.

4. The Chip Group™ Industry Standards (NZ) March 2013

CHIP SIZE	Use thick straight-cut chips, at least 13 mm wide.
PORTION SIZE	<p>A standard scoop is approximately 330g.</p> <p><i>Notes: Weight refers to uncooked chips, approximately 3 serves per kg. In some foodservice/hospitality situations such as where food is shared, a standard scoop may not be appropriate.</i></p>
OIL	<p>Use a frying oil that meets the Industry Standard:</p> <ul style="list-style-type: none"> • Saturated fat - maximum 28% • Trans fat - maximum 1% • Linolenic acid – maximum 3% <p><i>Note: Suppliers will tell you which oils meet the Industry Standard. These may include: high-oleic sunflower oil, high-oleic low-linolenic canola, rice bran oil, cottonseed oil and some blends of various oils. Visit www.thechipgroup.co.nz for brands that meet the Industry Standard.</i></p>
COOKING	<p>Cook chips at a temperature of 175-180°C for between 3 – 4 minutes.</p> <p><i>Note: Use a digital thermometer to check the accuracy of the oil temperature every week.</i></p>
DRAINAGE	<p>After frying, bang or shake the basket vigorously two times. Then hang the basket for at least 20 seconds.</p>
SALT	Use salt sparingly if seasoning OR provide salt sachets .

<p>OIL MAINTENANCE</p>	<p>Maintain oil in good quality.</p> <p>Notes: <i>Keep fryer topped up, with oil. Filter oil each day. Cool oil and cover fryers when not in use. Test and discard oil when it shows signs of degradation.</i></p>
<p>TRAINING & EDUCATION</p>	<p>Adopt best practice frying training for staff</p> <p>Note: e.g. <i>The Chip Group™ Online Training www.thechipgroup.co.nz</i></p>

IMPORTANT: All premises involved in the production of deep-fried chips must comply with existing regulations, e.g., Food Hygiene Regulations 1974, Food Act 1981, Health & Safety in Employment Act 1992, and any subsequent amendments.

5. Rationale for Oil Industry Standard

New Zealanders eat 120,000 tonnes of chips each year, therefore, making them lower in fat and salt could have a big impact on people's health. Research shows that consumers prefer the taste of chips when they are cooked according to the Industry Standards.

Eating high amounts of fat (especially saturated fat) is associated with heart disease and stroke.

The high saturated fat in hot chips sold within the NZ foodservice industry reflects the high use of tallow-based and palm-based frying mediums.

Shifts in the New Zealand market for deep-frying mediums have occurred in the last nine years. In the fast-food sector, for example, there has been some move from the use of tallow to vegetable fats and oils. However, these included palm, canola and soybean which for reasons of poor nutrition and/or low thermal stability are not recommended products for repeated deep-frying in the wider foodservice sector.

Decreasing the saturated fat in foodservice chips could have an important impact on the New Zealand food supply. While focus is on the saturated fat, it is appropriate that in line with international and national strategies, attention is given to reducing trans fat content of frying oils. As polyunsaturated fatty acids, especially linolenic acid, greatly decrease the oil stability and fry life of frying oils, the industry standard includes criteria for linolenic acid. For further information see *Rational for the Chip Group Industry Standard* (The Chip Group, 2009). Suppliers are now indicating that because of changes in supply and market demand across the whole foodservice sector, it is timely to promote oils that meet The Chip Group™ Industry Standards (NZ).

6. The Chip Group™ Oil Logos

The purpose of the logo with approved strap lines is to help the industry and consumers identify oils that meet The Chip Group™ Industry Standard (NZ) - Oil.

The Chip Group™ also aim to create a reputation in the brand through consistent use of The Chip Group™ logo, and increase public awareness of The Chip Group™ and its objectives.

It is therefore essential that The Chip Group™ trade marks are used in accordance with these Guidelines.

Three strategies have been identified for use of The Chip Group™ logo

1. Product listing on The Chip Group™ website (www.thechipgroup.co.nz)
2. Logo use on wholesale packaging, at wholesale point-of-sale and supplier websites (oil logo wholesale)
3. Logo use for consumers at food service / retail point-of-sale (oil logo retail)

6.1 Proprietary

The Chip Group™ logo and two versions of oil logo with straplines, are trade marks of The Chip Group™.



6.2 Application to use the oil logos

The Chip Group™ logo can be used by any supplier whose oil product complies with The Chip Group™ Industry Standards (NZ) and is authorised by The Chip Group™ to use the trade mark on their product.

Any supplier of oil in New Zealand is eligible to apply, and non-members will also be encouraged to join The Chip Group™.

To be authorised to use any trade mark owned by The Chip Group™, and have their oil listed as and 'approved' oil on The Chip Group™ website, suppliers must complete an Application Form and submit a nutritional analysis of the oil (including total saturated fat, total trans fat and linolenic acid) to The Chip Group™. Analysis of the oils must be conducted by an independent IANZ accredited laboratory or other laboratory as approved by The Chip Group™. Application Form on page 14.

By completing an Application Form, the applicant agrees i) to The Chip Group™ (or its representative) conducting random audits from time to time to assess product compliance (including chemical analysis); ii) to work towards solving any non-compliance issue.

Use of any trade mark owned by The Chip Group™ is subject to the terms and conditions attached to the Application Form, and the requirements contained in these Guidelines.

Brand names of products that meet the criteria will be displayed on The Chip Group™ website. Resubmission of nutritional analysis may be required annually.

6.3 Oil Logos / Trade marks

Trade marks are only to be used in the form specified by The Chip Group™. The trade marks are the exclusive property of The Chip Group™ and may not be used or reproduced by anyone in any way without the direction and/or express written approval of The Chip Group™.

Members of The Chip Group™ and those authorized to use The Chip Group™ logo are required to report any improper, unauthorized or deceptive use of The Chip Group™ trade marks to the secretary of The Chip Group™.

Anyone that is found to be using a trade mark owned by The Chip Group™ without proper authorization or improperly, will risk legal action being brought against them.

Wholesale:

The wholesale logo includes the following strapline:

“This deep frying oil meets The Chip Group™ Industry Standard (NZ).”



Once authorised, a supplier may use this trade mark on wholesale packaging, supplier website, wholesale point of sale and in conjunction with wholesale advertising of approved oils.

This trade mark must be used in the form above in its entirety. No amendments or alterations can be made without the direction and/or express written approval of The Chip Group.

Retail:

The retail logo includes the following strapline:

“We deep fry our chips in oil that meets The Chip Group™ Industry Standard (NZ).”



Once authorised, The Chip Group™ oil logo (retail) will be available for use on supplier co-branded point of sale (POS) collateral in retail outlets.

POS collateral must include the following wording: “It is the responsibility of the operator to ensure the oil used meets The Chip Group™ Industry Standard (NZ)”.

Operators should request POS collateral directly from the oil supplier (includes wholesalers) or from the supplier via The Chip Group™ website.

Random audits of outlets will be conducted by a Chip Group representative to ensure compliance of use of the POS collateral by operators.

The trade mark must be used in the form above. No amendments or alterations can be made without the direction and/or express written approval of The Chip Group™.

6.4 Artwork requirements

The Chip Group™ logo should not be used within the body of text, or as part of a slogan, sentence or heading. The logo must be used as a whole and may not be disassembled or represented in its component parts.

To ensure clarity and impact, no other graphic elements should be placed within 10mm of the oil logo.

Logos/statements used on packaging should not be in conflict with the intention of the Chip Group.

Minimum size:

The logo must not be produced less than 50mm in height, unless written approval is obtained from The Chip Group™. The dimensions of the logo must not be distorted in any way.

The logo must be used in the original colours, namely blue, black, yellow, white and gold. A black and white version is also acceptable if required, but the preferred format is the logo in colour.

6.5 Costs

All costs associated with assessment will be passed on to the supplier. A fee of \$500 + GST will be charged for each oil approved.

7 Review of Guidelines

These Guidelines are subject to automatic review on an annual basis. Applicants are bound by any future amendments to these Guidelines.

The Chip Group™ reserves the right to amend these Guidelines to include provision that consideration be paid for use of The Chip Group™ trade marks. A notice period of six months will be provided prior to any such amendment being made.

Supplier Application Form for The Chip Group™ Oil Approval

Terms and Conditions:

- The Chip Group™ oil logos are trade marks and are the exclusive property of The Chip Group™ and must not be used or reproduced by anyone in any way without the direction and/or express written approval or authorisation of The Chip Group™.
- By signing this application, you agree not to use any trade mark owned by The Chip Group™ other than in accordance with these Terms and Conditions as well as those set out in the Guidelines (including amended versions).
- The Chip Group™ trade marks must be used in accordance with The Chip Group's intention that the logo will help the industry and consumers to identify oils that meet The Chip Group™ Industry Standards (NZ) - Oil.
- Suppliers must submit to the secretary of The Chip Group™, an independent laboratory analysis of the oil product. This information will be kept confidential, if required by the Applicant.
- The Applicant agrees to The Chip Group™ (or its representative) conducting random audits to assess product compliance (including chemical analysis) from time to time.
- Any use of The Chip Group™ logos must be authorised by The Chip Group™.
- Every agreement relating to trade mark use must be approved by The Chip Group™.
- The change of any trade mark owned by The Chip Group™ (either by its manner of use or characterisation) or any significant change of a product sold bearing a trade mark owned by The Chip Group™, must first be approved in writing by The Chip Group™.
- Those authorised to use The Chip Group™ trade marks are required to report any improper, unauthorised or deceptive use of The Chip Group™ trade marks.
- Failure to comply with these terms and conditions or the requirements set out in the Oil Logo Guidelines by any party will risk legal action being brought against them by The Chip Group™.
- The logo (wholesale) may be used on wholesale packaging, wholesale point of sale and the supplier's website or other promotional collateral as approved by The Chip Group™.
- The logo (retail) and accompanying statement for the operator may be used as co-branding on point of sale collateral or other promotional collateral as approved by The Chip Group™.
- Please use a new application form for each oil submitted.

Supplier Application Form for The Chip Group™ Oil Approval

Company Name	
Contact Name	
Contact Position	
Company Address:	
Phone:	
Mobile phone of contact person	
Email of contact person:	
Company website	
Name of Product (Brand): <i>(each product requires a separate application form)</i>	
Name of Registered Independent Laboratory:	
Address of Registered Independent Laboratory:	
Date of analysis:	
Nutritional analysis attached	YES/NO

I have read and agree to the Terms and Conditions	Yes/No
I agree to have the approved brand name of the product on The Chip Group™ website, as complying with The Chip Group™ Industry Standard (NZ) - Oil.	Yes/No
I would like the nutritional composition to be kept confidential.	Yes/No
I am applying for The Chip Group™ oil logo (wholesale).	Yes/No
I am applying for The Chip Group™ oil logo (retail).	Yes/No
I agree that an invoice for the fee of \$500 +GST per oil will be generated by The Chip Group™ on receipt of this application. Payment will be prompt.	Yes/No

Signed _____

Name (please print) _____

Date: _____

Send application to The Chip Group:

c/- Judith Morley-John,
Heart Foundation
P O Box 17-160
Greenlane
Auckland 1130

Email address: judithm@nhf.org.nz

For office use:

Application date _____

Approval date _____