# Application form for a licence to use the government 5 a day logo

1. You should read the general and nutrition-related criteria in the [licensing guidelines](https://www.gov.uk/government/publications/government-5-a-day-logo/government-5-a-day-logo-licensing-guidelines) before completing this application form.
2. Organisational details (page 2) and Promotional information (page 3) sections must be completed by all applicants.

If you're applying for a licence for a product range, you only need to complete one application form for that range. If you have insufficient space, provide information on additional pages.

Complete the appropriate application form depending upon the product or promotional material for which you are applying to use the government 5 a day logo:

* fresh, frozen, canned, loose or pre-packed fruit and vegetables
* unsweetened 100% fruit juice, vegetable juice, smoothies
* concentrated 100% fruit and vegetable purees
* beans and other pulses
* dried fruit and vegetables
* promotional material only

Email the completed application form to [ohid5aday@dhsc.gov.uk](mailto:ohid5aday@dhsc.gov.uk) or send to:

5 a day licensing administrator  
Dietary Improvement Team,

Diet, Obesity and Healthy Behaviours Directorate  
Office for Health Improvement and Disparities  
39 Victoria Street  
London, SW1H 0EU

## Organisation details

This section must be completed by all applicants.

Organisation name

Enter your response here.

Business sector

Enter your response here.

Address

Enter your response here.

Contact name

Enter your response here.

Contact job title

Enter your response here.

Telephone

Enter your response here.

Email

Enter your response here.

Application completed by

Enter your response here.

Job title

Enter your response here.

Date (dd/mm/yyyy)

Enter your response here.

## Promotional information

This section must be completed by all applicants.

Give details, where relevant, of anticipated timescales for the use of the logo, likely exposure, number of products or volumes sold, and any advertising or other promotional plans

Enter your response here.

Give the name and job title of your nominated contact for PR purposes

Enter your response here.

## Fresh, frozen, canned, loose or pre-packed fruit and vegetables

Specify the type of fruit and/or vegetable (if more than one, list all)

Enter your response here.

Does the product contain any added sugar? (delete as applicable)

Yes

No

Does the product contain any added fat? (delete as applicable)

Yes

No

Does the product contain any added salt? (delete as applicable)

Yes

No

Does the product contain any other ingredient other than fruit and vegetables? (delete as applicable)

Yes

No

1. If you have answered yes to any of the above, the product cannot carry the government 5 a day logo. Please [see the licensing guidelines for exceptions](https://www.gov.uk/government/publications/government-5-a-day-logo/government-5-a-day-logo-licensing-guidelines).

Is the product fresh, frozen or canned? (delete to leave one answer)

Fresh

Frozen

Canned

Is the product to be sold loose or pre-packed? (delete to leave one answer)

Loose

Pre-packed

If pre-packed, what is the net weight of the pack in grams?

Enter your response here.

If canned, what is the drained weight in grams?

Enter your response here.

If sold by number, how many per pack?

Enter your response here.

Where do you want to use the government 5 a day logo? (delete as applicable)

On individual pieces of fruit and/or vegetables

On the pack

On promotional material or at point of sale

If applicable, give details on the promotional material or at point of sale

Enter your response here.

Which government 5 a day logo do you wish to use? (delete as applicable)

1 of your 5

2 of your 5

At least 5 a day (for promotional purposes only)

What is the typical serving size in grams?

Enter your response here.

How many portions of fruit or vegetables does a typical serving contain?

Enter your response here.

Detail the portion explanation you propose to use

You will need to send a copy of the product specifications with this application.

Enter your response here.

What is your target market?

Enter your response here.

## Unsweetened 100% fruit juice, vegetable juice, smoothies

Specify whether the product range is a fruit or vegetable juice or a smoothie (if more than one, list all)

Enter your response here.

Does the product or range contain any added sugar? (delete as applicable)

Yes

No

Does the product or range contain any added fat? (delete as applicable)

Yes

No

Does the product or range contain any added salt? (delete as applicable)

Yes

No

1. If you have answered yes to any of the above, the product or range cannot carry the government 5 a day logo. Please [see the licensing guidelines for exceptions](https://www.gov.uk/government/publications/government-5-a-day-logo/government-5-a-day-logo-licensing-guidelines).

What is the packaging type?

Enter your response here.

What is the net quantity of the pack? (in grams or millilitres)

Enter your response here.

Where do you want to use the government 5 a day logo? (delete as applicable)

Note that juices and smoothies can only count as 1 portion of fruit or vegetables.

On the pack

On promotional material or at point of sale

If applicable, give details on the promotional material or at point of sale

Enter your response here.

What is the typical serving size? (in grams or millilitres)

Enter your response here.

Detail the portion explanation you propose to use

You will need to send a copy of the product specifications with this application.

Enter your response here.

What is your target market?

Enter your response here.

## Concentrated 100% fruit and vegetable purees

Specify the variety of fruit or vegetable, such as tomato, garlic (if more than one, list all)

Enter your response here.

Does the product or range contain any added sugar? (delete as applicable)

Yes

No

Does the product or range contain any added fat? (delete as applicable)

Yes

No

Does the product or range contain any added salt? (delete as applicable)

Yes

No

1. If you have answered yes to any of the above, the product or range cannot carry the government 5 a day logo. Please [see the licensing guidelines for exceptions](https://www.gov.uk/government/publications/government-5-a-day-logo/government-5-a-day-logo-licensing-guidelines).

What is the packaging type?

Enter your response here.

What is the net quantity of the pack? (in grams or millilitres)

Enter your response here.

Where do you want to use the government 5 a day logo? (delete as applicable)

Note that 100% concentrated puree can only count as 1 portion.

On the pack

On promotional material or at point of sale

If applicable, give details on the promotional material or at point of sale

Enter your response here.

What is the typical serving size? (in grams or millilitres)

Enter your response here.

Detail the portion explanation you propose to use

You will need to send a copy of the product specifications with this application.

Enter your response here.

What is your target market?

Enter your response here.

## Beans and other pulses

Specify the type of bean or pulse (if more than one, list all)

Enter your response here.

Does the product or range contain any added sugar? (delete as applicable)

Yes

No

Does the product or range contain any added fat? (delete as applicable)

Yes

No

Does the product or range contain any added salt? (delete as applicable)

Yes

No

1. If you have answered yes to any of the above, the product or range cannot carry the government 5 a day logo. Please [see the licensing guidelines for exceptions](https://www.gov.uk/government/publications/government-5-a-day-logo/government-5-a-day-logo-licensing-guidelines).

Is the product dried or canned? (delete as applicable)

Dried

Canned

Is the product to be sold loose or pre-packed (delete as applicable)

Loose

Pre-packed

If pre-packed, what is the net weight of the pack in grams?

Enter your response here.

If canned, what is the drained weight in grams?

Enter your response here.

Where do you want to use the government 5 a day logo? (delete as applicable)

Note that beans and pulses can only count as 1 portion.

On the pack

On promotional material or at point of sale

If applicable, give details on the promotional material or at point of sale

Enter your response here.

What is the typical serving size (as cooked)? (in grams)

Enter your response here.

Detail the portion explanation you propose to use

You will need to send a copy of the product specifications with this application.

Enter your response here.

What is your target market?

Enter your response here.

## Dried fruit and vegetables

Specify the type of fruit and/or vegetable (if more than one, list all)

Enter your response here.

Does the product or range contain any added sugar? (delete as applicable)

Yes

No

Does the product or range contain any added fat? (delete as applicable)

Yes

No

Does the product contain any added salt? (delete as applicable)

Yes

No

1. If you have answered yes to any of the above, the product cannot carry the government 5 a day logo. Please [see the licensing guidelines for exceptions](https://www.gov.uk/government/publications/government-5-a-day-logo/government-5-a-day-logo-licensing-guidelines).

Is the product to be sold loose or pre-packed (delete as applicable)

Loose

Pre-packed

If pre-packed, what is the net weight of the pack in grams?

Enter your response here.

Where do you want to use the government 5 a day logo? (delete as applicable)

Note that dried fruit and vegetables can only count as 1 portion.

On the pack

On promotional material or at point of sale

If applicable, give details on the promotional material or at point of sale

Enter your response here.

What is the typical serving size (as eaten)? (in grams)

Enter your response here.

Detail the portion explanation you propose to use

You will need to send a copy of the product specifications with this application.

Enter your response here.

What is your target market?

Enter your response here.

## Promotional material only

Specify the type of promotional material, for example advertising, carrier bags, premises and so on (if more than one, list all)

Enter your response here.

Give details on how the government 5 a day logo will be used

You will need to send a copy of the proposed material with this application.

Enter your response here.

What is your target market?

Enter your response here.

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