



HEALTHY CHOICES MADE EASY



Helsedirektoratet
Norwegian Directorate of Health







THE NORWEGIAN DIETARY GUIDELINES - IN SHORT

CHOOSE MORE:

Vegetables, fruit and berries
Fish and fish products
Physical activity

CHOOSE INSTEAD:

Whole grain over refined grain products
Cooking oils and soft margarine over butter
Low-fat over full-fat dairy products
Water over sugary drinks

CHOOSE LESS:

Red meat and processed meat
Salt and foods that are high in salt
Sugar, sugary drinks and candy
Inactivity

Eat a variety of different foods and be physically active.

The Keyhole can help you make healthier
choices when shopping for food.

helsenorge.no/kostrad





HEALTHY CHOICES MADE EASY

The food you eat has an impact on your health.
The Keyhole makes healthy choices easy.

Compared with the same types of foods, products
with the Keyhole symbol meet one or more of
the following requirements:

Less saturated fat

Less sugar

Less salt

More fibre and wholegrain

The Keyhole is for everyone.
You can find the Keyhole on a number
of different food products.

The following pages show some examples ►





FLOUR, BREAD AND OTHER CEREAL PRODUCTS
porridge, grain, pasta, rice and breakfast cereals.





FISH, SHELLFISH, TOPPINGS AND OTHER FISH PRODUCTS
fresh, frozen or processed.

All fresh fish and shellfish are Keyhole products even when they do not have the label.





OIL AND MARGARINE

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MEAT, MEAT PRODUCTS AND TOPPINGS
fresh, frozen or processed.





PLANT-BASED PRODUCTS

almond-, soy- and oat drinks, tofu, legumes and other plant-based alternatives to dairy products, meat and fish.





DAIRY PRODUCTS
milk, yoghurt and cheese.





READY MEALS AND SAUCES

dinner meals, soups, pizzas, wraps, sandwiches, sauces and dressings.





THE KEYHOLE IS A HEALTHIER CHOICE WITHIN A FOOD GROUP

The Keyhole means that a food product contains more wholegrain and less saturated fat, salt and sugar than similar products without the Keyhole symbol.

A cheese is compared with other cheeses, a bread with other breads.

Soft drinks, candy, cakes and snacks cannot be labelled with the Keyhole.

Food containing artificial sweeteners also cannot have the Keyhole label.





LOOK FOR THE KEYHOLE WHEN SHOPPING FOR FOOD

The Keyhole can be found on the packaging.

You can also find the label on fish, fruit, berries, vegetables, potatoes, breads, meat and cheeses that are not packaged.

Ready-packed foods with the Keyhole must have a table showing the nutritional content of the food product.





The Keyhole is a voluntary, joint Nordic labelling scheme. The criteria for the Keyhole have been developed by the authorities in Norway, Sweden, Denmark and Iceland.

The label is supported by the Nordic Council of Ministers. In Norway, the Norwegian Directorate of Health and the Norwegian Food Safety Authority are responsible for the label.

Read more about the Keyhole at:
helsenorge.no/keyhole

