



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 foods
and be physically active.

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



helsenorge.no/kostrad



HelseDirektoratet
Norwegian Directorate of Health



HEALTHY CHOICES MADE 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.



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