

Table 1

Bread

Summary of pack and serving sizes

	Serving description	Bingham & Day (1987); data collected 1977		Food Portion Sizes 1990 1993		Davies and Dickerson 1991	MAFF nutrient analysis of bread (1998)	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			Wrieden (2006)	Manufacturers/ retail data 2008
		Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)
White bread	Average portion 2 medium slices from large loaf	63	5-227					70	40	83		
White sliced bread, large loaf	Thin slice Medium slice Thick slice Extra thick slice			25 30 38	31 36 44		35, 36, 40 44				38, 40, 42 44, 45, 47, 50 67	40 45, 47, 50 67
Wholemeal bread	Average portion 2 medium slices from large loaf	59	21-170					65	39	78		
Wholemeal sliced bread, large loaf	Medium slice Thick slice			35 45	36 44		36				36, 38 44, 45, 47	36, 40 44, 47, 50
White rolls White roll, crusty	Average portion Average portion Each	57	21-170					58	50	94		63
White roll, soft	Average portion Each			45	45	55		56	45	91	36, 53, 57, 60, 63	57, 58, 68
Naan bread, plain	Average portion Large, each Serving (half naan)			160	160	170	130	110	67	160	150	130, 140, 165 70, 82.5
Croissant, plain	Average portion Standard, each Large, each Foodservice, each			50	60	50		60	49	82	45, 52	44, 54 70, 71 40, 65, 70
Garlic bread	Restaurant portion			120	60			67	44	100	120, 214	96, 100, 214

Table 2

Breakfast cereals

Summary of pack and serving sizes

	Serving description	Bingham & Day (1987); data collected 1977		Food Portion Sizes 1990 1993		Davies and Dickerson 1991	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			FSA Nutrient analysis of breakfast cereals (2002)	Wrieden (2006)	Manufacturers/ retail data 2008
		Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)	Size (g)
Flake-type cereals	Pack serving size									30		30
	Small average portion			25	20							
	Average portion/medium average portion/serving	35	14-85	40	30							
	Large average portion			55	50							
Cornflakes	Average portion/serving					25	32	26	45			
	Variety pack			17	17							
Crunchy nut cornflakes/Frosties	Variety pack			23	23							
Wheat or oat bran flakes	Average portion/serving					45	37	27	52			
Frosted corn flakes	Average portion/serving					45	52	30	67			
Muesli	Average portion/medium average portion/serving	57	35-92			95	50	37	74			
Not crunchy	Pack serving size									40, 50		40, 50
	Small average portion			30	30							
	Average portion/medium average portion/serving			70	50							
	Large average portion			90	80							
Crunchy	Pack serving size									50		50
	Small average portion			40	40							
	Average portion/medium average portion/serving			80	60		65	39	92			
	Large average portion			120	100							
Rice Krispie type cereals	Pack serving size									30		30
	Small average portion			20	20							
	Average portion/medium average portion/serving	24	14-28	30	30	35	30	20	40			
	Large average portion			45	45							
	Variety pack			20/30	20/30							
Ricicles	Average portion/serving					45						
Wheat biscuits	Average portion	33	21-64				37	21	40			
	1 biscuit			20	20							
	2 biscuits					40				37, 37.5	36, 37.5	36, 37.5
Instant oat cereal, as sold	Pack serving size									27, 39, 40		27, 30, 36
	Serving					30	36	23	40			
Instant oat cereal, made up	Small average portion (1/6 pt milk)			130	130							
	Medium average portion (1/4 pt milk)			180	180		195	165	281			
	Large average portion (1/2 pt milk)			225	225							

Table 3

Biscuits

Summary of pack and serving sizes

	Serving description	Bingham & Day (1987); data collected 1977		Food Portion Sizes 1990 1993		Davies and Dickerson 1991	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			Wrieden (2006)	Manufacturers/retail data 2008
		Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)
Biscuits, most	Average portion	29	7-64								
Digestive biscuits	Average portion						26	14	31		
	1 biscuit			17	15					14, 15	14, 15, 15.5, 15.8 16
	2 biscuits					30					
Rich tea biscuits	Average portion					15	14	9	19		
	1 biscuit			7	7					8	8
Flapjacks	Average portion						60	45	90		
	Standard			60		30				35	28, 34
	Large				90					90	85, 96
	Slice				60						
	Mini bite										14
Chocolate and nut cookies	Average portion						22	14	39		33
	Biscuit			11	8					10, 11, 11.5	10, 11
Cookies, luxury and foodservice	Biscuit				50					48	17, 22, 45, 110
Half-coated chocolate digestives	Average portion					30	30	18	36		
	Biscuit			17	18					14, 17, 17.5	17
Cream sandwich biscuits	Average portion						24	13	33		
	2 biscuits					25					
Bourbon cream sandwich biscuits	1 biscuit			12	13					12, 14	14
Custard creams, sandwich biscuits	1 biscuit			12	11					12, 13	12, 12.6
Cereal bars	Average portion						33	27	37		
	1 bar			27, 33	27, 33, 37					26, 29, 30, 35	22, 26, 29, 30, 35, 37
Biscuits, half and full-coated chocolate	Average portion	42	7-113								
Chocolate biscuits, fully coated	Average portion						25	22	27		
	1 biscuit					25					
Penguin	1 biscuit			24	25					24	22
Breakaway	1 biscuit			21	24					22	21.5

Table 4

Buns, cakes and pastries

Summary of pack and serving sizes

Serving description	Bingham & Day (1987); data collected 1977		Food Portion Sizes 1990 1993		Davies and Dickerson 1991	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)		FSA nutrient analysis catch-up (2002/3)	Wrieden (2006)	Manufacturers/ retail data 2008
	Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)
Malt loaf			35	35						33
	Slice									
	Serving/average portion				60	52	35	76		28
Buns	Average portion	60	28-128							
Hot cross buns	Average portion					60	50	75		
	1bun			50	50	65			72	68, 70, 72.5
Chelsea buns	Average portion					91	78	131		
	1bun			78	78	70				85
Belgian buns	1bun			110	110				95, 120	115
Scones, retail	Average portion	62	28-120			48	40	65		
	1 scone			48	48	50			40, 54	57.5, 60
Scones, foodservice	1 scone									100, 130, 150
American muffins, retail	1 muffin								72, 75, 94, 118	72, 73, 95
American muffins, foodservice	1 muffin								72, 105	111, 120, 124, 125, 138, 140
									111, 135, 140	
Jam doughnuts, retail	Average portion					75	63	84		
	1 doughnut			75	75	70			60, 78	
Jam doughnuts, foodservice	1 doughnut									24, 77
Mini rolls, chocolate	Average portion					26	25	35		
	1 roll			26	25	25			29	27, 30
Cake slices	1 slice			38	38				30	29.8, 32, 35.2, 35.5
Cake bars	Average portion					32	25	39		
	1 bar								31, 31.5, 33, 35.5	28, 31
Cakes - small	Average portion	68	21-156			40	28	56		31, 32, 33, 34
French fancies	1 cake			30	30	25			28	28
Fruit pies, individual	Average portion					61	54	98		
	1 individual pie			50	54	110			66.5	66.2, 66.5
Fruit tarts/pies	Average portion	122	50-255	120	110	109	75	116		
Cakes - slab	Average portion	63	14-163							
Sponge cake, jam or buttercream filling	Average portion					56	35	68		
	Average slice			65	60	35			74	48, 65, 144
Fresh cream eclairs	Éclair, standard			33	35	40				44
	Éclair, large			90	90				66	59, 66, 75

Table 5

Yoghurts, fromage frais and chilled dairy desserts

Summary of pack and serving sizes

Serving description	Bingham & Day (1987); data collected 1977		Food Portion Sizes 1990 1993		Davies and Dickerson 1991	MAFF nutrient analysis projects (1995/1997)	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006); NDNS 4-18 reported by Wrieden et al (2003)*			Wrieden (2006)	Manufacturers/ retail data 2008	
	Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)	
Yoghurt, fruit	Average portion	118	14-191					125	124	148		
	Individual pot										120	120
	Individual pot			125	125						125	125
	Individual pot			150	150	150						150
	Individual pot										200	200
Thick & creamy/premium yoghurt	Average portion							150	124	167		
	Individual pot			150	150			150			150	150
Split yoghurt	Average portion							175	171	175		
Muller fruit corner	Individual pot			175	175			175			175	175
Muller corner	Snack size pot											95
Muller crunch corner	Individual pot				150/175						150	150
Fromage frais, childrens	Average portion (adults)							100	62	101		
	Average portion (children 7-10 years)							58*				
	Small pot			60	42, 60			45, 60			42, 50, 60	42, 50, 60
	Medium pot			100	100			80, 100			100	100
	Tube										40	40
	Pack serving size (Petit filous/wildlife 2 small pots)							120				100, 120
Chocolate desserts	Average portion							100	72	114		
	Individual pot				70, 90			70, 80			77, 80, 100	77, 80, 100, 125
Trifle	Average portion/serving	127	37-496	170	170	175		129	113	170		151
Fruit	Individual pot			113	113			113			115, 125, 150	113, 115, 150
Chocolate	Individual pot				105						90, 100	90, 100
Mousse, average	Individual pot			60	60			70	59	91	150	150
Mousse, chocolate	Individual pot				62			64			55, 59, 82	55, 59, 62.5

Table 6

Ice cream and frozen desserts

Summary of pack and serving sizes

	Serving description	Bingham & Day (1987); data collected 1977		Food Portion Sizes 1990 1993		Davies and Dickerson 1991	MAFF nutrient analysis projects (1992/1998)	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			Wrieden (2006)	Manufacturers/ retail data 2008
		Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)
Ice cream	Average portion/serving	61	18-127		75	75		60	47	90		44, 50, 100
	Average slice from block			75	75			60	51	80		
Cornetto-type ice creams, chocolate/nut	Average portion			74	73		110ml	75	71	81	90ml, 77g (100ml)	60 (90ml), 63 (100ml), 115ml
	Each											19
	Miniature, each											
Ice cream bars, premium	Average portion			60	57		60ml	57	50	86	47.5ml, 48ml, 50ml	31, 41.8, 44.5, 48, 71ml
	Standard (e.g. Mars)			94	94		110ml				120ml	86 (120ml)
	Large (e.g. Magnum)											17, 18, 22.5, 50
	Miniature, each											
Choc ices	Average portion			44, 50	44, 50		66ml, 75ml	43	38	48	39	43.4 (70ml)
	Each											
Fab ice lolly	Each			61	61						60	58ml
Fruit split lolly	Average portion			67	77			80	71	95	66	62.9
	Each											
Cheesecake, retail	Average slice			110	120	100						75, 85, 91.9, 105
	Average portion							120	96	125	100	100, 132, 136, 155, 190
Cheesecake, foodservice	Portion/slice										113	
Lemon meringue pie	Average slice			150	150	95						
Chocolate gateau (e.g. black forest, fudge cake)	Average portion				95			95	94	116		67, 71.6, 79
Retail	Average slice					45						
	Average portion			90	90			85	60	98		59, 70, 75
Foodservice	Average slice/portion										154	175

Table 8

Fat spreads

Summary of pack and serving sizes

Serving description	Food Portion Sizes (1990)		Davies and Dickerson 1991	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)		
	1990	1993		Median (g)	25th%ile (g)	75th%ile (g)
	Size (g)	Size (g)	Size (g)			
Reduced/low fat spread	Average portion			10	6	15
	Average on slice of bread, thin	5	5			
	Average on slice of bread, medium	7	7	8		
	Average on slice of bread, thick	10	10			
Butter	Average portion			10	7	15
	Average on slice of bread, thin	7	7			
	Average on slice of bread, medium	10	10	8		
	Average on slice of bread, thick	12	12			
Butter/spread	On baked potato	20	20	10		

Table 10

Meat, meat products and pies

Summary of pack and serving sizes

Serving description	Bingham & Day (1987); data collected 1977		Food Portion Sizes 1990 1993		Davies and Dickerson 1991	MAFF nutrient analysis projects (1994)	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			FSA sausage mini-survey (2004)	Wrieden (2006)	Manufacturers/ retail data 2008
	Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)	Size (g)
Chicken/turkey slices	Average portion						40	26	61			
	Average slice						20					20
	Thin slice						11.3				12	8, 12.5
Chicken roll	Average portion							33	22	53		
	Slice			19	12						13.5	13
Sausage rolls	Average portion	90	50-170					64	47	96		
	1 mini cocktail			21	14						15	14
	1 small			35	32						33.5	29
	1 medium			60	60	65					67	63, 67
	1 large/jumbo			85	145							150
Cornish pasty	Average portion	156	78-220					155	133	203		
	1 medium			155	155							130, 150
	1 large			260	260	255						199, 227
Pork pie	Average portion	133	43-298					89	64	140		
	Mini pie			50	50						80	50, 75, 80
	Individual pie			140	140	150						
	Slice			60	60							

Table 11

Ready meals and meal centres

Summary of pack and serving sizes

Serving description	Bingham & Day (1987); data collected 1977		Food Portion Sizes 1990 1993		Davies and Dickerson 1991	MAFF nutrient analysis projects (1990, 1994, 1997)	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			Wrieden (2006)	Manufacturers/ retail data 2008
	Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)
Beef lasagne			450	420	230		315	270	407		400, 450, 475
Beef lasagne, retail			250	290		283, 300, 330				400	320, 400, 450, 500
Beef lasagne, foodservice						312				440	350, 516
Beef lasagne, children's											220, 250, 300
Beef stew			330	270	175		309	218	415		
Beef stew, retail						284, 305				330, 400, 500	400, 500
Beef stew, foodservice											340
Shepherds/cottage pie			300	310	165		299	191	352		
Shepherds/cottage pie, retail						190, 227, 285, 300					190, 300, 400, 450, 500
Shepherds/cottage pie, foodservice						333				240	350, 400
Shepherds/cottage pie, children's										210, 235, 250	200, 220, 250, 275, 280, 300
Pasta meal (e.g. tagliatelle carbonara, macaroni cheese)							331	242	418		
Pasta meal, retail				235		300, 350					400, 430
Pasta meal, foodservice										475	455
Pasta meals, children's										225	250, 300
Spaghetti bolognese		258 163-425		470			339	283	400		
Spaghetti bolognese, retail				320		283, 300, 340, 400				300, 320, 400	320, 400, 500
Spaghetti bolognese, foodservice				400		312				475	400
Spaghetti bolognese, children's											250, 280, 300
Chicken curry			330	260	245		345	290	410		
Chicken curry and rice, retail				290		340, 408				320, 400, 420, 500	320, 400, 450, 500, 550
Chicken curry (no rice), retail						227, 250, 283, 340, 350					350, 400
Chicken curry (no rice), retail											175, 200
Chicken curry (no rice), foodservice						255, 368					255, 350
Sweet and sour chicken/pork			300	300			260	175	350		
Sweet and sour chicken/pork and rice										400	400, 450
Sweet and sour chicken/pork (no rice), foodservice											350
Chicken/beef chow mein			350	350			331	175	350		
Chicken/beef chow mein										400	400, 450

Table 11**Ready meals and meal centres**

Summary of pack and serving sizes

Chicken/beef chow mein, foodservice Average portion

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Table 12

Sandwiches

Summary of pack and serving sizes

Serving description	Food Portion Sizes (1993)	MAFF survey of the composition of commercial sandwiches (1995)	Wrieden (2006)	Manufacturers/ retail data 2008	
	Size (g)	Size (g)	Size (g)	Size (g)	
Cheese-based, retail	1 round	185	133, 139, 168, 176	182, 190	181, 220, 226
Cheese-based, foodservice	1 round				192
Chicken-based, retail	1 round	205	198	179, 193	168, 188, 207
Chicken-based, foodservice	1 round				206
Meat-based, retail	1 round	180	161, 174	178, 192	178, 197, 224
Meat-based, foodservice	1 round				167, 178

Table 13

Fast food

Summary of pack and serving sizes

Food description	Serving description	Food portion sizes		NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			Food Magazine (2004)	Wrieden (2006)	Manufacturers/ retail data 2008
		1990	1993	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)	Size (g)
McDonalds hamburger		103	100					105	104
Hamburger in bun				105	105	114			
McDonalds quarter pounder with cheese		186	195					206	194
Quarterpounder with cheese in bun				200	195	206			
McDonalds big mac		207	204					215	216
Hamburger in bun (double burger)				204	204	215			
McDonalds McChicken sandwich			159					167	170
Chicken burger in a bun				167	167	170			
McDonalds chicken nuggets	6 pieces	109	105					106	104
Burger King kids hamburger								107	100
Burger King hamburger			106					116	110
Burger King double cheeseburger			166					184	173
Burger King whopper			258					274	274
Quarterpounder in bun				180	165	268			
Burger King double whopper			334					355	355
Burger King double whopper with cheese			359					380	380
Burger King chicken royale			224					210	210
Burger King Flamer			167						
Burger King LA flame grilled chicken sandwich								172	
Burger King chicken pick em ups	6 pieces		111					78	
Burger King chicken bites								175	132
Burger King breaded chicken fillet strips	5 strips								
Burger King fries	Small		75					74	74
Burger King fries	Regular		116					116	111
Burger King fries	Large		142					142	137
Burger King fries	Super							174	174
Kentucky Fried Chicken French fries	Regular	112	130					105	
Kentucky Fried Chicken French fries	Large	168	165						
McDonalds fries	Regular/small	93	77				78	78	80
McDonalds fries	Medium		110				110	111	114
McDonalds fries	Large	124	155				155	155	160
McDonalds fries	Super size						183		

Table 15

Chocolate confectionery

Summary of pack and serving sizes

Serving description	Bingham & Day (1987); data collected 1977		Food portion sizes 1990 1993		Davies and Dickerson 1991	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			Food Magazine (2004)	Wrieden (2006)	Manufacturers/ retail data 2008
	Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)	Size (g)
Cadburys milk chocolate buttons	Treat size			14						14	15
	Standard packet		33	33						32	32.4
	Large packet		51	51							
	Tube										100
	Bag									145	
Cadburys giant buttons	Bag										175
Nestle milky bar buttons	Bag			30						30	30
Aero chocolate	Mini			11						11	11
	Snack size			28						20.5	21.5
	Chunky bar		36	37						38.5	38.5
	Bar/flat bar/medium		45	48						46	47.5
	Giant									128	128
	Giant, 1/4 bar										32
Mars bar	Fun size/mini		20	19							19.8
	Snack			42							36.5
	From multipack										54
	Standard/regular/single		68	65	65				62.5	62.5	62.5
	Average portion					65	42	65			
	King size/Big one/ Duo		100	100					85		85
Kit Kat	2 fingers		20	22					21	21	21
	4 fingers		43	49					48	48	45.5
	Average portion					23	22	48			
Kit kat chunky	Mini									17	17
	Snack size										27
	Chunky standard								55	55	50
	Chunky king size								77	77	
Twix	Mini/funsize			21							21
Twix	Biscuit									25	25
Twix	Snack size										42
Twix	Standard/regular/2 finger		50	56					58	58	58
Twix	King size/XTRA								85		85
Milk chocolate	Average portion	47	7-227				32	19	49		
	1 bar					50					

Table 15

Chocolate confectionery

Summary of pack and serving sizes

Serving description	Bingham & Day (1987); data collected 1977		Food portion sizes 1990 1993		Davies and Dickerson 1991	NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			Food Magazine (2004)	Wrieden (2006)	Manufacturers/ retail data 2008
	Size (g)	Range (g)	Size (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)	Size (g)
Cadburys dairy milk	Treat size			15							15
	99 calorie bar										17.5
	Kids										21
	Snack size			30							
	From multipack										39
	Standard			50	54					49	49
	Bar									-	85
Bar									200	250	
Bar									400	400	
Galaxy milk chocolate	Snack size										24.5
	Bar			50	47					46	46
	Bar										75
	Bar										150
	Big value bar										390
Maltesers	Fun size/treat size			21							21.5
	Standard/regular bag/bag from multipack			40	37				37	37	37
	Average portion					37	13	37			
	King size bag								58.5		58.5
	Family bag				80						
	Handy bag										100
	Box										146
	Pouch										175
	Pot										210
	Box										400
Bucket										800	
Smarties	Mini box/carton				15					15	14.9
	Mini pyramid									20	
	Tube/hexa tube			36	37					42.5	40
	Average portion					24	10	42			
Smarties, giant	Box			125							
	Bag									51.5	
Toffee crisp	Mini				18					18	18
	Snack size				33					30	30
	Standard			40	48					48	44

Table 16

Beverages

Summary of pack and serving sizes

	Serving description	Bingham & Day (1987); data collected 1977		Food Portion Sizes 1990		NDNS adults (2000/1), all age groups, reported by Wrieden et al (2006)			Food Magazine (2004)	Wrieden (2006)	Manufacturers/ retail data 2008
		Size (g)	Range (g)	Size (g)	Size (g)	Median (g)	25th%ile (g)	75th%ile (g)	Size (g)	Size (g)	Size (g)
Milkshake	Average portion					214	70	300			
Milkshake, thick/takeaway	Average portion			300	300	336	335	408			
Milkshake, McDonalds	Small								336	177	
	Medium									336	
	Large								430	431	
Ice cream shake, Burger King	Small/kids								98	98	
	Regular								145	145	
	Large								198	198	
Flavoured milk	Cartons			214, 227	190, 192, 214, 227						
	Bottles			544	544				90, 100, 500	65ml, 90, 100, 500	
Soft drinks (not low calorie)	Average portion	207	35-582								
Carbonated soft drinks	Bottled, average portion					221	150	292			
	Bottles				250ml, 500ml					250ml, 500ml, 1.25l, 2l	
	Canned, average portion					330	281	330			
	Cans			250ml, 330ml	150ml, 250ml, 330ml					150ml, 330ml	
Burger King carbonated drinks	Small				341ml				300	300	
	Regular				455ml				400	400	
	Large				682ml				600	600	
	Super								900	900	
McDonalds carbonated drinks	Small (250ml)								250ml	251	
	Medium (400ml)								400ml	400	
	Large (525ml)								525ml	526	
	Super Size								750ml	525	
Fruit squash/fruit juice drinks	Average portion	59	21-113			198	112	256			
	Cartons				206-208 (200ml), 253-263 (250ml), 394						
	Bottles			200, 250						200ml, 250ml, 288ml 200ml, 330ml, 500ml	

