



## ***Smileys keep food safety high in Denmark***

**The Smiley-scheme has, since its launch in 2001, become highly popular among Danish consumers as well as the enterprises, and has proved effective in raising food safety**

Now a new elite-smiley has been introduced giving enterprises yet another incentive to keep up their standards. The elite-smiley also announces a change to a risk-based control strategy.

The Smileys appear at the top of the official food inspection reports. The report must now be displayed so consumers can read from the outside – before deciding to enter a shop or a restaurant.

The expression of the smiley is a signal to consumers about how well a shop or a restaurant complies with the food regulations.

By publishing inspection results, consumers get relevant information. And shops and restaurants get an extra incentive to comply with the rules. This is in short the philosophy behind the Danish Smiley-scheme, which, since the launch in 2001, has proved an effective tool in keeping food safety high.

### **Shops and restaurants responsible**

In Denmark the shops and restaurants are responsible for complying with the food regulations. The inspectors of the regional food authorities control how well the enterprises comply with rules and regulations. All shops, restaurants and other enterprises selling foods and drinks to the public are inspected on a regular basis – typically one to three times a year. How often is determined annually based on a risk evaluation of all lines of food enterprises. Smiley-reports are to be posted in all supermarkets, at groceries, bakeries, butchers, greengrocers, in kiosks, restaurants, pizzerias, canteens, hospital kitchens and elderly homes. Even the outdoor hot-dog stands have them.

### **What do the Smileys symbolize?**

There are four different Smileys. They symbolise that the inspector either

- 😊 had no remarks, or
- 😊 has emphasised that certain rules must be obeyed, or
- 😐 issued an injunction order or a prohibition, or
- 😞 issued an Administrative Fine, reported the Company to the Police or withdrew an approval.

The elite-smiley is awarded to enterprises who have received the happy smile on the last four inspection-reports – and no remarks during the last 12 month.

The inspections, which are unannounced, will over time cover all regulations concerning hygiene and other areas such as food contamination and labelling.

At each inspection a number of control areas are checked. The Smiley given by the inspector equals the result of the worst area. All results and the inspectors' remarks are published on the inspection report.

In Denmark inspections are carried out on a need-oriented basis. Thus, the areas controlled may vary from inspection to inspection and from shop to shop.

### **You are most likely to meet a smile**

There is a great deal to smile about in Denmark. In 2007, 75% of the establishments received the happy smile, 18% the small smile, 2% received the straight face and 5% the sour smiley.

"I am pleased that so many shops and restaurants comply with the rules," says Eva Kjer Hansen, Danish minister of Food, Agriculture and Fisheries.

### **Sour Smileys bad for business**

With a 99,8% high consumer-awareness the Smiley scheme is one of the best-known public schemes in Denmark. And, according to the latest survey carried out by the Nielsen research company in November 2007, 97% of the consumers agree that Smileys are "a good or very good idea".

Two out of three consumers say they would reject a restaurant with a bad Smiley. And 59% state that they actually have chosen to dine somewhere else because of the face on the Smiley. Thus, a sour Smiley is really bad for business.

### **Enterprises: Fair scheme**

Therefore it is both surprising and positive that as many as 88% of the enterprises agree that the scheme is "a good or very good idea".

When the scheme was launched the trade was quite sceptic. The change may partly be due to the fact that as many as 86% agree that their Smiley was 'fair' - no matter the smile.

When 8 out of 10 owners or managers state that they have held discussions with their staff, and many have improved their routines and standards, to secure a happy Smiley, it's because the scheme works.

Enterprises have accepted that in Denmark only happy smiles are good for business.

**Last modified date: 08-05-2008**

For more information on the Danish Smiley program, please go to <http://www.findsmiley.dk/en-US/Forside.htm> or <http://www.findsmiley.dk/da-DK/index.htm> and type in Copenhagen Marriott in place of "Find."



Fødevarestyrelsen

# Kontrolrapport

Virksomhed Copenhagen Marriott

Adresse Kalvebod Brygge 5

Postnr./By 1560 København V

| Smiley-regler kontrolleret          | Resultat* |
|-------------------------------------|-----------|
| Hygiejne: Behandling af fødevarer   |           |
| Rengøring                           |           |
| Vedligeholdelse (lokaler, inventar) | 1         |
| Uddannelse i hygiejne               |           |
| Virksomhedens egenkontrol           | 1         |
| Mærkning og information             |           |
| Godkendelser m.v.                   | 1         |

\*Dårligste resultat bestemmer smiley-kategorien.  
Det er ikke alle regler, der bliver kontrolleret hver gang.

| Andre regler kontrolleret | Resultat |
|---------------------------|----------|
|                           |          |
|                           |          |

Denne kontrol, dato

17-02-2009

**Tidligere kontrol**

|   |            |  |
|---|------------|--|
| Dato  | 22-01-2009 |  |
| Hygiejne: Vedligeholdelse (lokaler, inventar) |            |  |
| Dato  | 11-07-2008 |  |
|   |            |  |
| Dato  | 30-04-2008 |  |
|   |            |  |

| Resultat | Kategori | Betyder  |
|----------|----------|--|
| 1        |          | Ingen anmærkninger                                       |
| 2        |          | Indskærpelse*  |
| 3        |          | Påbud eller forbud                                       |
| 4        |          | Bødeforlæg, politianmeldelse eller godkendelse inddraget |

\*Virksomheden kan få uddybet en indskærpelse i regionen.

**Få mere at vide: [www.fvst.dk/smiley](http://www.fvst.dk/smiley)****Tilsynsførendes bemærkninger**

Hygiejne: Vedligeholdelse (lokaler, inventar): Fulgt op på indskærpelse fra forrige kontrolbesøg.

Forholdet er bragt i orden. Ingen anmærkninger til vedligeholdet af plastskæreplankerne i køkkenet.

Godkendelser m.v.: Ophængning af kontrolrapport kontrolleret. Ingen anmærkninger. Udleveret blanket om kontrol i virksomheder.

Virksomhedens egenkontrol: Følgende er kontrolleret uden anmærkninger: Egenkontrollens resultater for kontrol af køleopbevaringen.

Vejledt specifikt om egenkontrollens dokumentation med hensyn til hvem der har kontrolleret kontrolresultatet og rengøringens effektivitet og kontrol heraf.

Ordinært tilsyn  Opfølgende tilsyn  Bestilt af virksomhed  Kontrollkampagne  Godkendelser m.v.  Prøver udtaget

Fødevareregion Øst

Kontrolafdeling Rødovre

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2610 Rødovre F 72 27 63 99[www.fvst.dk](http://www.fvst.dk)  
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1 time

Tilsynsførendes underskrift

Aflleveret til

Tilsynsførendes underskrift

Virksomhedens kommentar:  Enig  Uenig  Fejl rettes straks  Andet: