

FHRS: Displaying your rating

Making the most of your food hygiene rating

Our guides can help your food business get the most out of your food hygiene rating. We have imagery guidance, downloadable resources, and banners you can use for your website and social media channels.

A good food hygiene rating is good for business. When you achieve the top food hygiene rating, it's time to start reaping the benefits. Here are some tips that can help you make the most of your rating.

Display your food hygiene rating sticker

Make sure you display your food hygiene rating sticker in a place where your customers can see it easily, for example in a window, on your door, on your menu or in your promotional campaigns. To help, we have some images showing your rating that you can download and use.

If you've lost your sticker, [contact your local authority food safety officer](#) who can provide you with a new one.

Wales and Northern Ireland

Food businesses in Northern Ireland and Wales must display the rating sticker sent to them. It is the law. It must be displayed at or near the entrance to your business in a place where your customers can easily see it.

Display your food hygiene rating online

We provide a selection of food hygiene rating images to display online, including your website or app, on social media, and in emails.

To help you get the most from your hygiene rating online, we have published guidance on best practice for [displaying your rating on your website](#) and [on social media](#).

Rules on using Food Hygiene Rating Scheme imagery

The Food Hygiene Rating Scheme (FHRS) imagery and the FSA logo (together the "Imagery") are protected by registered UK trademarks and other intellectual property rights and are owned and controlled by the FSA.

To ensure that the public is not confused or misled the following rules must be always followed whenever the Imagery is used:

- the Imagery must not be altered or amended without our prior written permission – please contact HygieneRatings@food.gov.uk if you wish to adapt these designs
- the FHRS visual elements and the FSA logo are an integral part of the Imagery design - they may be used as part of promotional activity as described in this guide and must not be used in any other way without our prior written permission
- the use of the Imagery in any promotional activity and materials is not and must not be presented in any manner that might be seen as the FSA's endorsement of any individual food business, chain of food businesses, website, online application or other activity
- a food business must only use images of its current food hygiene rating

Failure of a food business to use the correct rating issued is a breach of these rules and may be an offence. We may immediately terminate your permission to use the Imagery as a result of that or any other breach of these rules.

We may grant, withhold, or make conditional its permission for any of the above at its sole discretion. All other rights are reserved in full.

We may amend these rules at any time. Amendments will be posted on this page. By continuing to use the Imagery you will be agreeing to the amendments. If you do not agree you must stop all use.

Important

By downloading and/or using the FHRS Imagery you expressly accept and agree to comply with these rules in full.

Rules on using FHRS stickers

FHRS stickers include the trademarked Imagery and are subject to all the rules above but are issued only by local authorities operating the scheme.

Stickers must not be acquired from any other source. If you do acquire them from another source it would be a breach of the rules stated above.

Food businesses are reminded that displaying or using an invalid rating in any promotional activity or material is a breach of the above rules and our rights. If you breach the above rules and/or our intellectual property rights, we may require you to stop using the Imagery immediately but that does not prevent us from taking legal action.

It may also constitute an offence under trading standards legislation, for example under the Consumer Protection from Unfair Trading Regulations 2008. In Northern Ireland it is an offence under the Food Hygiene Rating Act (NI) 2016. In Wales it is an offence under the Food Hygiene Ratings (Wales) Act 2013.

Download Food Hygiene Rating Scheme Imagery

You can download the artwork for window stickers, logos, and photography of FHRS stickers in windows, as well as website banners by using the following links.

Please note, if you want to display your business's rating online you should [download your food hygiene rating for online display](#) or [use the JavaScript code](#) and not use the window sticker artwork.

England and Northern Ireland

[Window sticker artwork for Food Hygiene Rating Scheme \(English\)](#)

[Website banners for Food Hygiene Rating Scheme \(English\)](#)

[Photographs of FHRS stickers in a window \(English\)](#)

[Logos for Food Hygiene Rating Scheme \(English\)](#)

Wales

[Window sticker artwork for Food Hygiene Rating Scheme \(bilingual\)](#)

[Website banners for Food Hygiene Rating Scheme \(bilingual\)](#)

[Photographs of FHRS stickers in a window \(bilingual\)](#)

[Logos for Food Hygiene Rating Scheme \(bilingual\)](#)

Displaying your food hygiene rating on your website or app

This guidance sets out how to benefit from your food hygiene rating by displaying it prominently for your customers on your website or app.

Food is sold online in many ways and across many different platforms. This means that one size and format of display may not be relevant for all businesses.

When deciding how to display your food hygiene rating online, we recommend that the placement satisfies all the guiding principles. This means your rating should:

- appear prominently on your website so that it is readily seen when your customer accesses a page
- be adequately sized so that it is easily read by your customer - you should avoid reducing the image size or resolution to a point where the rating becomes hard to read or is pixelated
- appear anywhere prior to the point where your customer selects food or places an order

You should consider the different ways a customer may access your website and make sure that the rating appears prominently, even if they do not access your homepage.

As a general guide, if the user can select food or place an order without the food hygiene rating being in their field of vision prior to that point then the placement of that food hygiene rating would not be 'readily seen'. Consider displaying your rating in your website header or on the menu prior to selecting food or placing an order.

You can either download an image file or use a JavaScript code to display your rating.

Download your rating

A range of food hygiene rating images have been designed with different sizes and formats so that you can adapt to suit your business' online display requirements.

[The ratings images are available to download](#) in English and in a bilingual Welsh format for businesses in Wales.

If you have registered your food business, but have not yet received a rating, you can display the online rating 'awaiting inspection' for businesses in England and Northern Ireland or 'rating awaited' for businesses based in Wales.

If you choose to download the image file directly, you should ensure that you make the relevant changes to the rating across your digital platforms, if your rating changes.

Use the JavaScript code for your rating

If you are displaying your rating on your website, you can embed the JavaScript code for the relevant rating as opposed to downloading the image file and storing it locally.

The advantage to using the code is you only have to do it once. This is because the JavaScript code is developed to update automatically if your rating changes.

To access the unique code for your business, [search for your listing on the food hygiene ratings website](#). On the page for your business will be a link called 'Display this rating on your website'. Click through and you'll have the option to get the code.

Multiple rating widgets on the same page

Attempting to display multiple widgets on the same page may result in traffic shaping (also called traffic throttling) being applied, potentially causing all widgets to fail to load if they try to load at the same time.

If you wish to display multiple ratings on the same page, it is advised that you do one of the following:

- Do not try to add multiple widgets to a page at the same time. You can either delay adding the widget to the page until you need to show it, or add a delay between each widget you add.
- Use the daily Open Data files to cache data on your server for display.
- Use the [API](#) to request data and cache it on your server for display.

Please see the traffic shaping/throttling section in the [FAQ](#) for more details on traffic limits.

FHRS on third-party websites

For businesses that receive orders via a third-party aggregator platform or website, your rating may be displayed on their platform already.

If your rating is not correctly displayed, you should contact the aggregator platform to update this.

Third-party website operators and developers should review the [FHRS Application Programming Interface](#) for more specific advice on how to ensure their platforms meet FHRS display

requirements.

Displaying your food hygiene rating on social media

This guidance sets out how to benefit from your food hygiene rating by displaying it prominently for your customers on social media.

Many food businesses use social media to promote their products and take online orders.

When applying the guiding principles of 'readily seen, easily read prior to the point of order' (for example, in a conspicuous place which is easily seen by a potential customer), you should treat your social media business pages as the main point of sale for your customer.

As with a physical premises, we recommend that you display your rating across all social media channels you have a presence on, including where orders can be placed via messaging service.

There are many different options for online display across social media. Below we provide recommendations for how you can display your rating across different social media platforms.

The images on this page are for illustrative purposes only.

Facebook - displaying your food hygiene rating

Some businesses may take orders by direct message on Facebook or through Facebook Marketplace.

When selling food through Facebook, you should ensure:

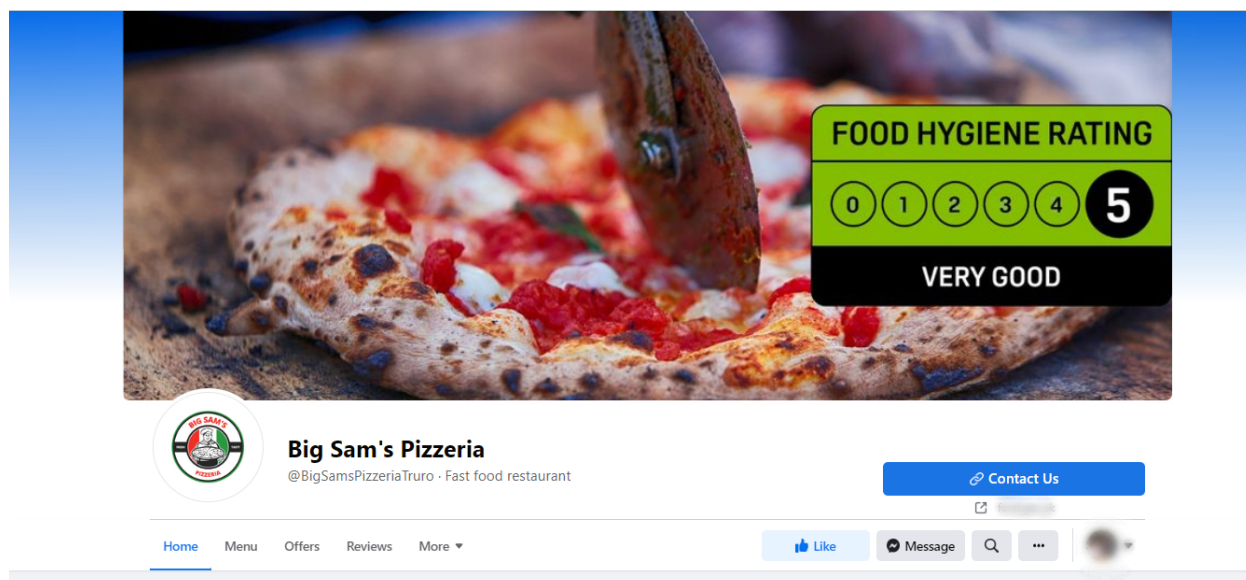
- a permanent, fixed display of your rating on your profile that can be seen by a customer when they visit your page
- adequate sizing of the rating so that it can be easily read and is not significantly reduced in size when accessing via a mobile device

This can be achieved through displaying your rating as part of your Facebook profile's cover image, as a pinned Facebook post or in the Facebook Marketplace listing.

Facebook cover image

You can prominently display your rating by embedding the relevant rating image in your profile cover image. This should be added to the right hand side of the cover image so that it does not conflict with your profile image.

The rating can be easily embedded on your cover image by using free online image editing tools such as [PIXLR](#) or [Canva](#).



Pinned Facebook post

You can upload your rating as an individual post as long as it is [pinned to your profile](#) so that it appears prominently at the top of your page.

Failure to pin the post will mean that future posts will send the rating further down your page feed and make it difficult for customers to find your rating. This would not meet the FHRS display guiding principles.

By adding a pinned post you can provide a permanent place for your rating on your profile and provide any additional context in the accompanying text.

The screenshot shows the Facebook profile of 'Big Sam's Pizzeria'. The page header includes the profile picture, name, and location '@BigSamsPizzeriaTruro · Fast food restaurant'. A 'Contact Us' button is visible. The navigation bar shows 'Home', 'Menu', 'Offers', 'Reviews', and 'More'. The 'About' section states 'Serving hot slices of 'za to you, the good people of Truro.' and includes a 'Send message' button. The 'Photos' section displays a collage of images, including a Food Hygiene Rating badge. A pinned post from 'Big Sam's Pizzeria' (1m) announces a Food Hygiene Rating of 5 (FIVE!) and includes a large image of the rating badge. The badge is green and black, showing a scale from 0 to 5 with '5' highlighted and the text 'VERY GOOD'.

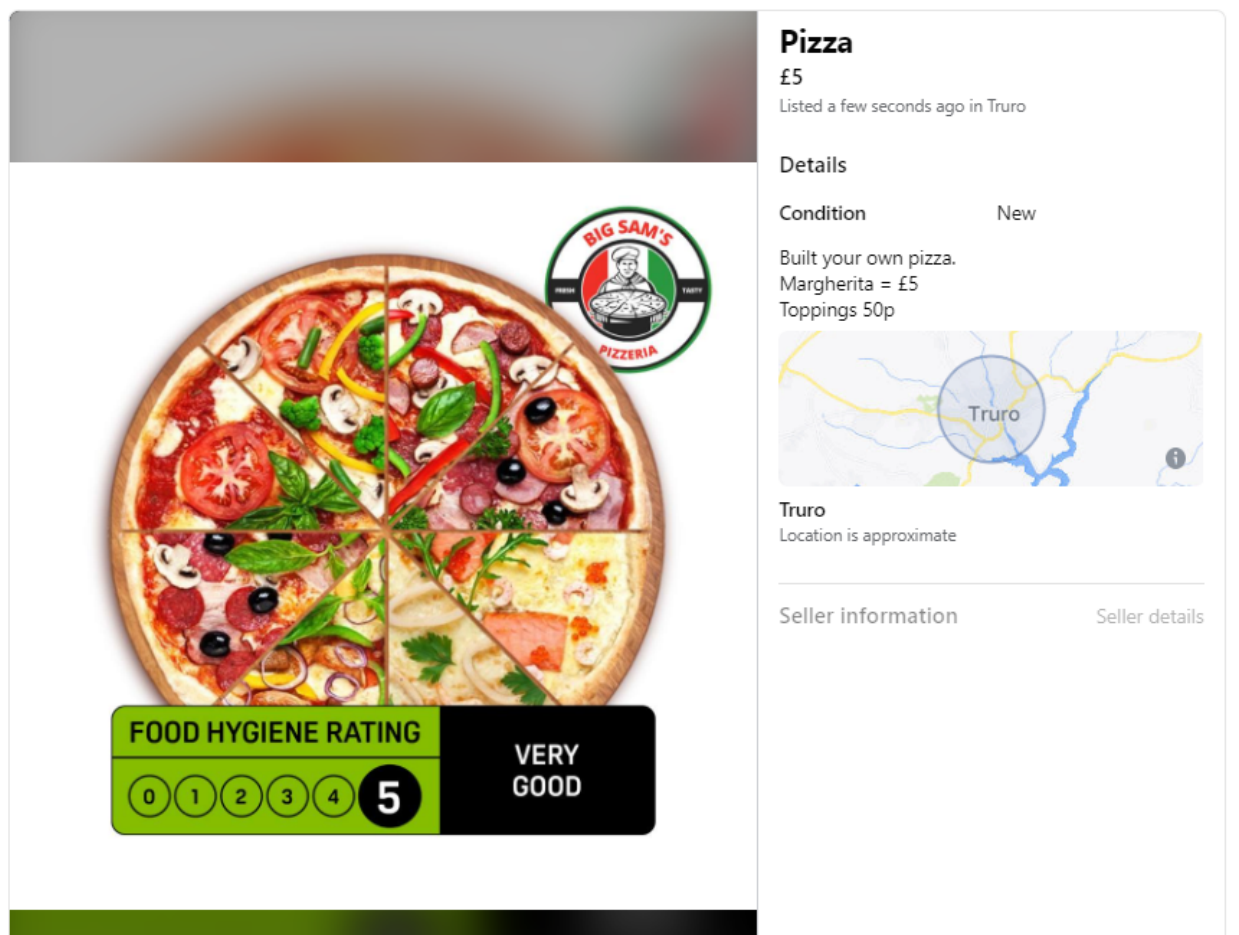
Facebook Marketplace

Some food businesses and individual users sell food directly through Facebook Marketplace.

To display a rating on Facebook Marketplace, you should include your rating image in each listing post and accompanying text.

This can be done by adding the rating as an overlay to the first image in the listing, or by including an image of the full rating in the carousel.

The rating image can be easily added to a listing image using free online image editing tools such as [PIXLR](#) or [Canva](#).



Instagram – displaying your food hygiene rating

On Instagram, there should be a prominent fixed display of your rating on your profile.

Visual display can be supported by including a written description of your FHRs rating in your account biography, but text should not be seen as an alternative to using an image of your rating.

Like Facebook, you can also [pin a post to the top of your Instagram profile](#).

If you don't pin the post, any future posts will push your rating further down your page feed. This would make it difficult for customers to find your rating and would not meet the FHRs display guiding principles.

By adding a pinned post, you can provide a permanent place for your rating on your Instagram profile.

X/Twitter – displaying your food hygiene rating

When applying the guiding principles to your business's X/Twitter profile page, there should be:

- a permanent, fixed display of your rating on your profile
- adequate sizing of the rating so that it can be easily read and is not significantly reduced in size when accessing via a mobile device

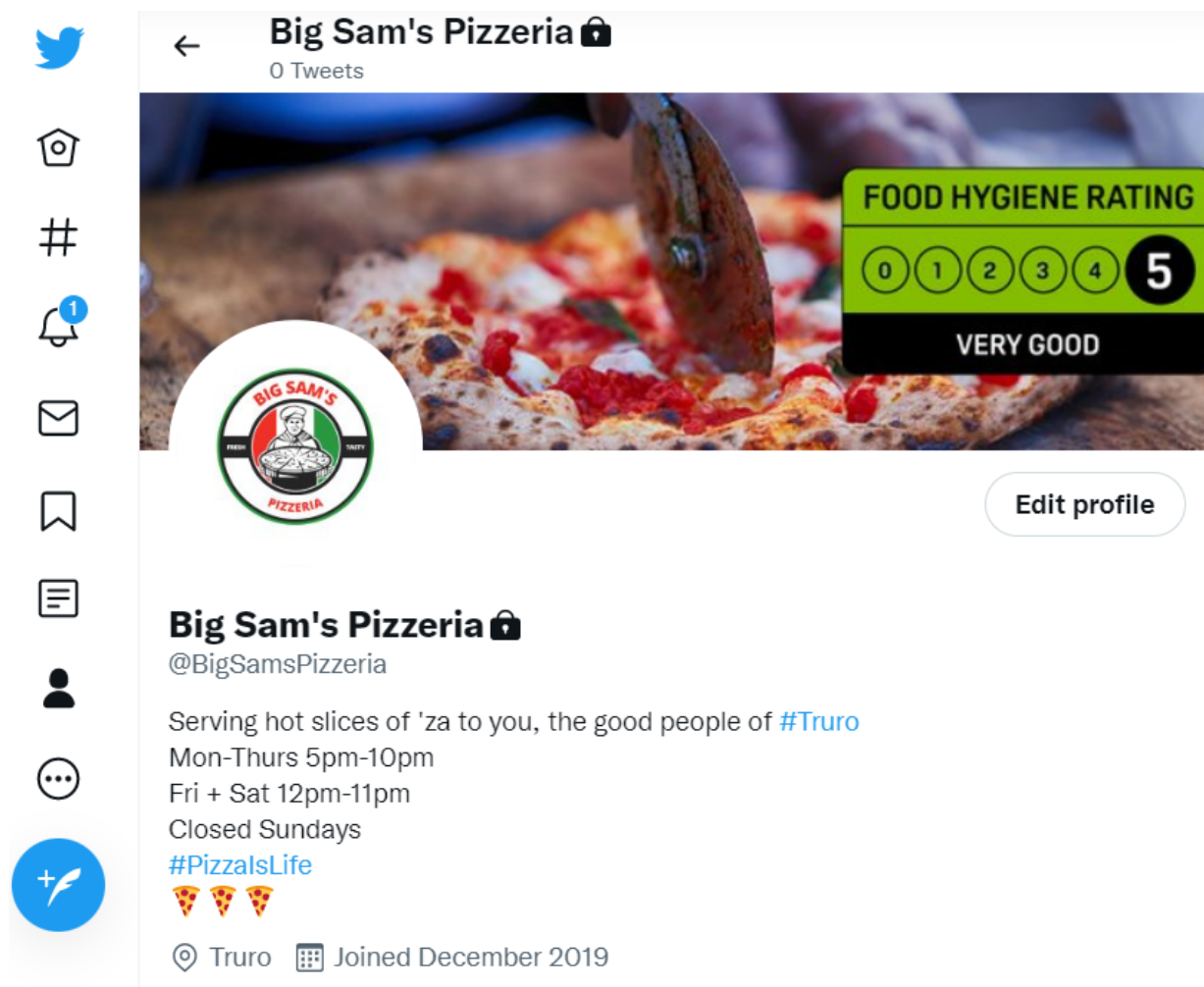
This can be achieved through displaying your rating as part of your profile's header image or as a pinned post.

X/Twitter header image

You can prominently display your rating by embedding it in your profile header photo. This should be added to the right-hand side of the header photo so that it does not conflict with your profile photo.

Choosing suitable photos to embed the rating in can enhance your promotional activity and make it clear for customers when they access your page.

The rating image can be easily added using free online image editing tools such as [PIXLR](#) or [Canva](#).



Pinned post on X/Twitter

You can add your rating as an individual post, but this should be [pinned to your profile](#) so that it appears prominently at the top of your page.

Failure to pin the post will mean that future posts will send the rating further down your feed and make it difficult for customers to find your rating. This would not meet the FHRs display guiding principles.

By adding a pinned post you can provide a permanent place for your rating on your profile and provide any additional context in the accompanying text.



Download your food hygiene rating for online display

There are three designs of the food hygiene rating image to suit your business's online display requirements.

These food hygiene rating images are available to download in English and in a bilingual (Welsh and English) format for businesses in Wales. They are available as PNG files and SVG files. If you're not sure which to use, [Abode has a guide to these image filetypes](#).

If you have registered your food business, but have not yet received a rating, you can display the online rating 'awaiting inspection' for businesses in England and NI or 'rating awaited' for businesses based in Wales.

Images have been provided for all ratings including from 0 - urgent improvement necessary to 5 - very good.

Please see the [Rules on using Food Hygiene Rating Scheme imagery section](#) before downloading imagery.

Design version 1: English-language



For use by businesses in England and Northern Ireland:

- [Food Hygiene Ratings 0-5 \(English-language\) - Design version 1 - PNG files](#)
- [Food Hygiene Ratings 0-5 \(English-language\) - Design version 1 - SVG files](#)
- [Awaiting inspection, awaiting publication, and exempt \(English-language\) - Design version 1 - PNG files](#)
- [Awaiting inspection, awaiting publication, and exempt \(English-language\) - Design version 1 - SVG files](#)

Design version 1: Bilingual



For use by businesses in Wales:

- [Food Hygiene Ratings 0-5 \(bilingual\) - Design version 1 - PNG files](#)
- [Food Hygiene Ratings 0-5 \(bilingual\) - Design version 1 - SVG files](#)
- [Rating awaited, awaiting publication, and exempt \(bilingual\) - Design version 1 - PNG files](#)
- [Rating awaited, awaiting publication, and exempt \(bilingual\) - Design version 1 - SVG files](#)

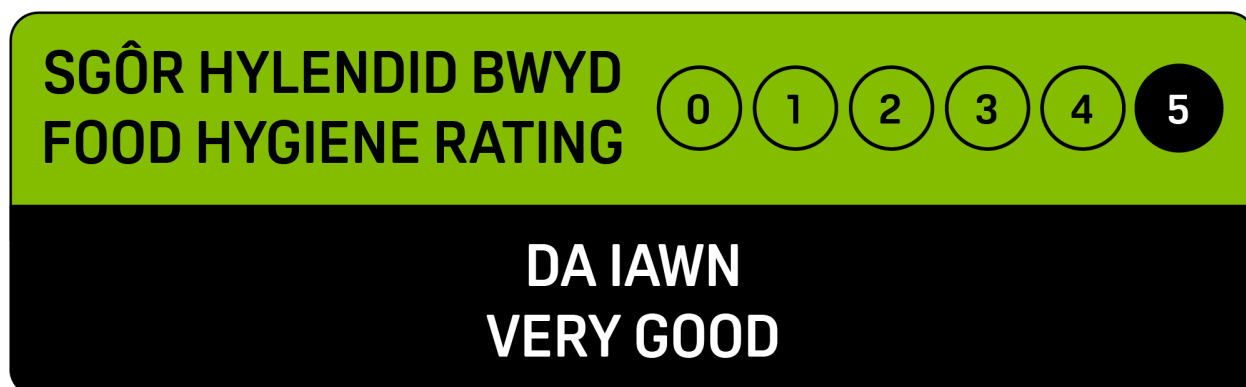
Design version 2: English-language



For use by businesses in England and Northern Ireland:

- [Food Hygiene Ratings 0-5 \(English-language\) – Design version 2 - PNG files](#)
- [Food Hygiene Ratings 0-5 \(English-language\) – Design version 2 - SVG files](#)
- [Awaiting inspection, awaiting publication, and exempt \(English-language\) - Design version 2 - PNG files](#)
- [Awaiting inspection, awaiting publication, and exempt \(English-language\) - Design version 2 - SVG files](#)

Design version 2: Bilingual



For use by businesses in Wales:

- [Food Hygiene Ratings 0-5 \(bilingual\) – Design version 2 - PNG files](#)
- [Food Hygiene Ratings 0-5 \(bilingual\) – Design version 2 - SVG files](#)
- [Rating awaited, awaiting publication, and exempt \(bilingual\) - Design version 2 - PNG files](#)
- [Rating awaited, awaiting publication, and exempt \(bilingual\) - Design version 2 - SVG files](#)

Design version 3: English-language



For use by businesses in England and Northern Ireland:

- [Food Hygiene Ratings 0-5 \(English-language\) – Design version 3 - PNG files](#)
- [Food Hygiene Ratings 0-5 \(English-language\) – Design version 3 - SVG files](#)
- [Awaiting inspection, awaiting publication, and exempt \(English-language\) - Design version 3 - PNG files](#)
- [Awaiting inspection, awaiting publication, and exempt \(English-language\) - Design version 3 - SVG files](#)

Design version 3: Bilingual

SGÔR HYLENDID BWYD FOOD HYGIENE RATING



**DA IAWN
VERY GOOD**

For use by businesses in Wales:

- [Food Hygiene Ratings 0-5 \(bilingual\) – Design version 3 - PNG files](#)
- [Food Hygiene Ratings 0-5 \(bilingual\) – Design version 3 - SVG files](#)
- [Rating awaited, awaiting publication, and exempt \(bilingual\) - Design version 3 - PNG files](#)
- [Rating awaited, awaiting publication, and exempt \(bilingual\) - Design version 3 - SVG files](#)

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