

# 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](mailto: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 \(bilingual\)](#)