

## **New Seafood Labelling Laws – What Hospitality Venues Need to Know**

**Effective: 1 July 2026 (Australia-wide)**

### **What's Changing?**

From **1 July 2026**, all hospitality businesses in Australia must clearly tell customers **where the seafood they serve comes from**.

This applies to:

- Restaurants, cafés, pubs, clubs
- Takeaway and fast-food venues
- Catering businesses
- Food trucks and market stalls

If your venue serves seafood for **immediate consumption**, these rules apply.

### **The AIM Labelling System (New Requirement)**

All seafood dishes must be labelled using the **AIM model**:

- **A = Australian**
- **I = Imported**
- **M = Mixed origin (both Australian & imported)**

Example:

- Grilled Barramundi (A)
- Seafood Basket (M)
- Garlic Prawns (I)

### **Where Must Labels Be Displayed?**

Customers must see the origin **before they order**.

Labels must appear on:

- Menus (printed & digital)
- Menu boards
- In-venue signage

- Online ordering platforms (apps/websites)

The information must be **clear, accurate, and easy to understand**.

### How Can You Display It?

You have **3 compliant options**:

1. **Simple letter (A/I/M) - (A) Australian (I) Imported (M) Mixed**
  - Must include a legend explaining the meaning
2. **Written description**
  - Example: “Contains imported seafood”
3. **Whole-of-business statement**
  - Example: “All seafood served is Australian”  
*(Only if this is 100% true)*

### What Food Does This Apply To?

The seafood labelling laws apply to:

- Seafood dishes that are **clearly marketed as seafood**
- Meals that contain seafood as a **key ingredient**
- Food that is **ready for immediate consumption** (dine-in, takeaway, delivery)

Examples:

- Grilled fish
- Seafood pasta
- Prawn dishes
- Seafood platters

### Important:

If seafood is a **feature of the dish or advertised to the customer**, it must be labelled.

## When You DON'T Need a Label

You **do not need to provide seafood origin labelling** in the following situations:

### 1. Seafood is NOT a featured ingredient

- Dishes **not marketed as seafood**, even if they contain small amounts
- Example:
  - *Supreme pizza with anchovies*

### 2. Seafood is in liquid or processed form

- Fish sauce
- Prawn oil
- Shellfish stock

### 3. Shelf-stable seafood products

(Products that do not require refrigeration and are highly processed)

- Shrimp paste
- Canned tuna
- Bonito flakes

### 4. Special event or fundraising food

- Seafood served at **fundraising events**

### 5. Pre-ordered meals (more than 24 hours in advance)

- Seafood served **more than 24 hours after ordering**
- Example:
  - Pre-booked Valentine's Day set menu

## Key Takeaway for Staff

"If seafood is a key part of the dish and the customer is choosing it on the menu — it needs a label. If it's minor, processed, or not promoted — it likely doesn't."

## Supplier Responsibilities

Suppliers must provide you with seafood origin information:

- Australian
- Imported
- Mixed

This helps your venue meet compliance requirements.

## What This Means for Your Team

### Staff

- Understand what **A, I, and M** mean
- Be able to **answer customer questions confidently**
- Ensure menus are followed correctly

### Managers / Licensees

- Update menus, boards, and systems
- Confirm seafood origin with suppliers
- Train all staff on the new requirements
- Monitor compliance across the venue

### Compliance / Business Owners

- Ensure compliance with **Australian Consumer Law**
- Avoid misleading or incorrect information
- Maintain documentation and supplier records

## Why This Matters

These laws are designed to:

- Improve **transparency for customers**
- Help customers make **informed choices**
- Reduce misleading or unclear food information

Non-compliance may result in:

- Breaches of consumer law
- Fines or enforcement action

## Need More Information?

Visit:

[Australian Government business.gov.au](https://www.business.gov.au)