



Smiley System explained

The Smiley system is the Danish government's way of communicating with consumers about the safety of food outlets. It helps people feel confident that the food they consume is kept and prepared well. It also means that consumers can make educated choices about the places they use and not be dependent on hearsay of places that are 'dodgy' or not.

Fødevarerstyrelsen
Kontrolrapport

Virksomhed: Supermarkedet Faktiv

Adresse: Zemborggade 11
Postnr./By: 6100 Haderslev
CVR-nr.: 87654321

Denne kontrol, dato: 02-01-2008

Tidligere kontrol

Dato	Resultat
17-10-2007	😊
24-06-2007	😊
11-12-2006	😊

Kontrolleret	Resultat
Hygiejne: Håndtering af fødevarer	
Rengøring	
Vedligeholdelse	1
Virksomhedens egenkontrol	1
Offentliggørelse af kontrolrapport	1

HOW THE SYSTEM WORKS

Smiley reports were introduced in 2001 in Denmark and in 2008 the Elite Smiley came into being. Food inspectors check, unannounced, all food premises up to three times a year. The frequency is decided by the type of place it is. The report then must be shown prominently in the premises and on their website. Whilst the notes are in Danish the Smiley is pictorial so anyone can understand the system and the rating the establishment has.



HERE ARE THE SMILEYS AND WHAT THEY MEAN



From left to right

- Elite-smiley - The elite-smiley is awarded to enterprises with the best inspection history.
- had no remarks
- has emphasised that certain rules must be obeyed,
- issued an injunction order or a prohibition,
- issued an administrative fine, reported the enterprise to the police or withdrew an approval.

Enterprises with hazardous health conditions are closed down until problems are fixed.

The introduction of the Smiley system has raised standards in food hygiene in Denmark and offers a very transparent system for consumers. In 2010 87% of premises had the happy Smiley, 59% the Elite and only 1.6% the bottom, sour Smiley.

Smileys are displayed in all supermarkets, bakeries, food sellers such as butchers and greengrocers etc, restaurants, takeaways, work, school and hospital canteens and hot dog stands.

To check an establishment's Smiley you can search [here](#)