



Australian Government

From **1 July 2026** hospitality businesses will be required to use the AIM model to label their **seafood**



Learn how the new country of origin food labelling works at business.gov.au/seafoodlabels



Legends must be available on menus and/or display boards.

A

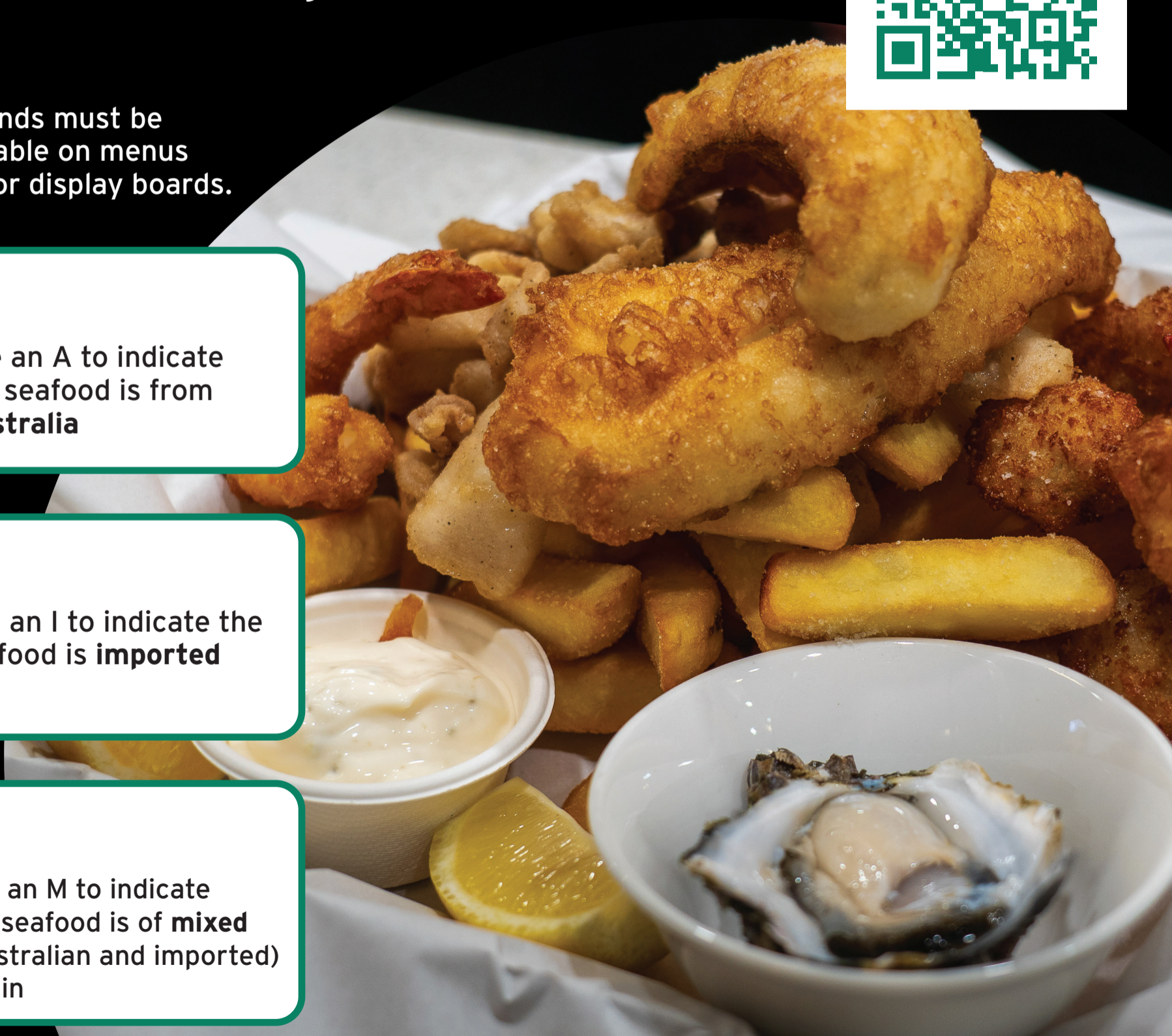
Use an A to indicate the seafood is from **Australia**

I

Use an I to indicate the seafood is **imported**

M

Use an M to indicate the seafood is of **mixed** (Australian and imported) origin



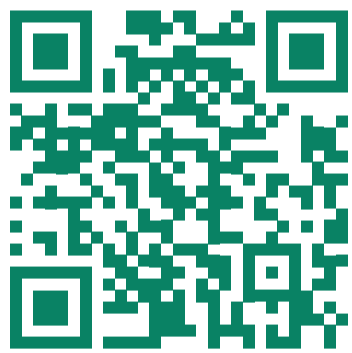


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Learn about country of origin labelling for **seafood** in hospitality

// APPETIZERS

Spring rolls (VG)

Satay chicken skewers (GF)

Crispy salt + pepper calamari (I)

Kingfish sashimi (A,GF)

// MAIN COURSES

Hoisin and ginger pork ribs

Spicy miso roast pumpkin (V, GF)

Scallop + king prawn stir-fry (M)

Grilled salmon + mixed greens (A)

// SIDES

Stir-fried greens with XO sauce

Pickles - ginger, lime (GF, VG)

Steamed rice (GF, VG, V)

Edamame (GF, VG, V)

DIETARY

GF=Gluten free VG=Vegan V=Vegetarian

SEAFOOD ORIGIN

A=Australian I=Imported M=Mixed

AIM labelling should appear after the seafood dish. Listed using an A for Australian, I for Imported, and M for Mixed origin.

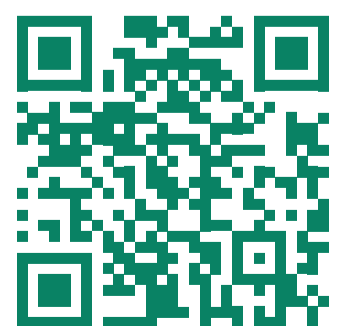
A more detailed explanation of the seafood origin can be used such as 'Australian' or 'Contains imported seafood' or 'Contains fish of mixed origin'.

No labelling is needed where a dish contains *only* non-solid forms of fish such as a stock, sauce or a paste.

Legends must be available on menus and/or display boards to help consumers understand any labelling. Labelling must be provided within the physical location of the business, and online if food can be ordered by a QR code or similar system.



For detailed information on approved seafood labelling options, visit business.gov.au/seafoodlabels





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Is all the **seafood** you serve Australian?

You can use a single statement about origin in place of AIM labelling



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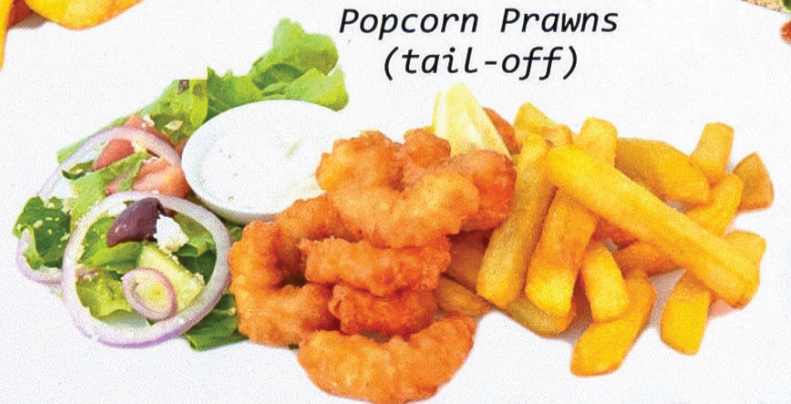
All Australian-sourced seafood



*Prawn Cutlets
(tail-on)*



*Squid & Prawn
combo*



*Popcorn Prawns
(tail-off)*



Prawn Cocktail

The statement must be available on menus and/or display boards.



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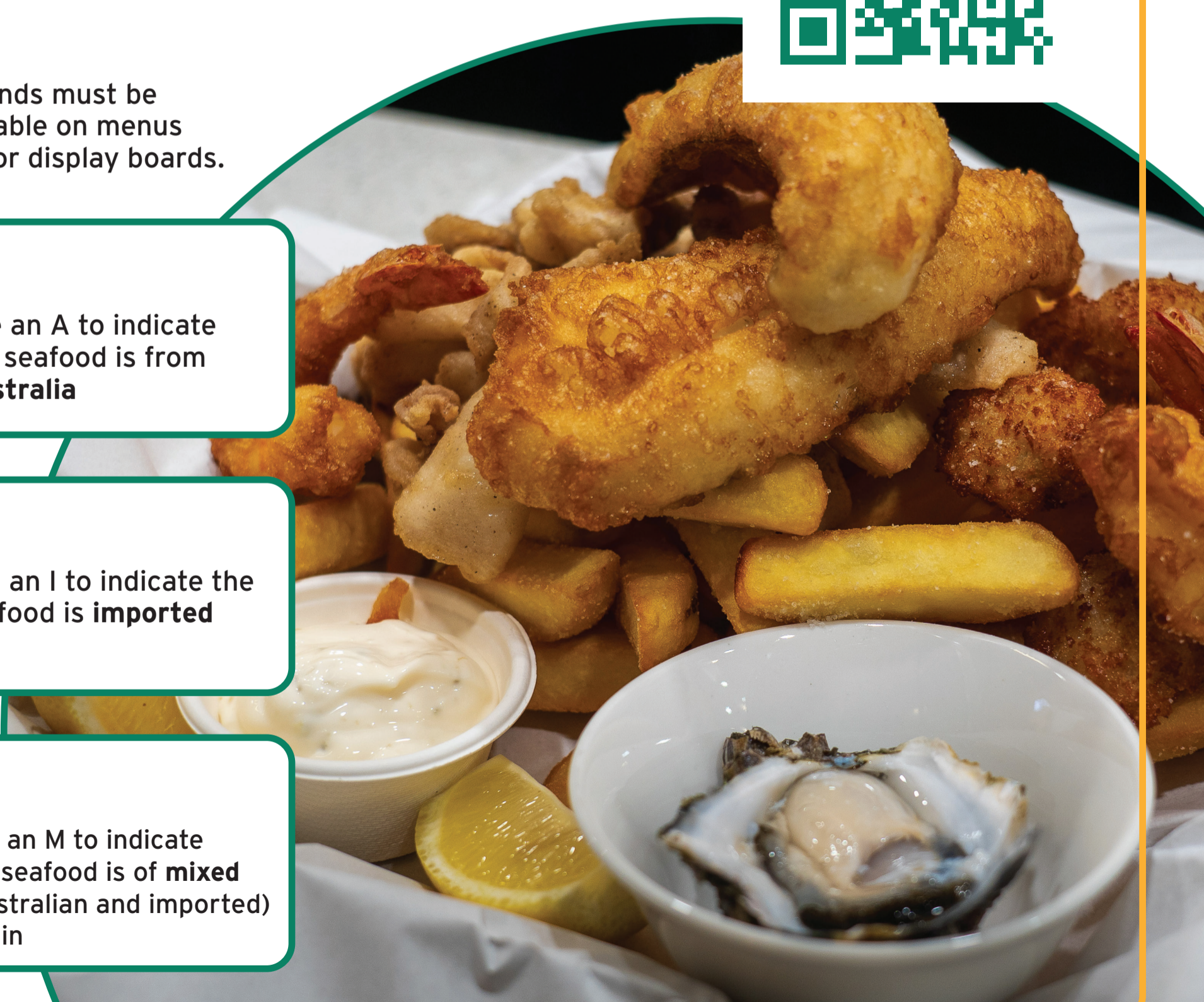
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