網購及配送食品雜貨的食物安全建議
Food safety advice for online grocery shopping and delivery

業界諮詢論壇

TRADE CONSULTATION FORUM

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食物環境衞生署
Food and Environmental Hygiene Department

食物安全中心
Centre for Food Safety

背景

Background

- 網購及配送食品雜貨越來越受人歡迎。

- 由連鎖超級市場以至小型個體商店現時均會向消費者提供網購及配送食品雜貨服務。

- 在預備、儲存和運送時若沒有遵守良好衞生規範，不僅有可能造成食物安全問題，也可能會引發消費者投訴。

- 無論由公司員工還是第三方送遞商配送，食物業界均必須確保所有食物在整個交付過程中得到妥善處理。

- Online grocery shopping and delivery is growing in popularity.

- Numerous brick-and-mortar businesses, ranging from supermarket chains to small single-store operations, now offer online ordering and grocery delivery to their consumers.

- However, failing to observe Good Hygiene Practices when preparing, storing, and delivering grocery products might not only result in food safety issues, but also invite consumer complaints.

- It is critical for food businesses to ensure that all food products are handled properly throughout the entire delivery process, whether delivered by food premises staff or third-party agents.
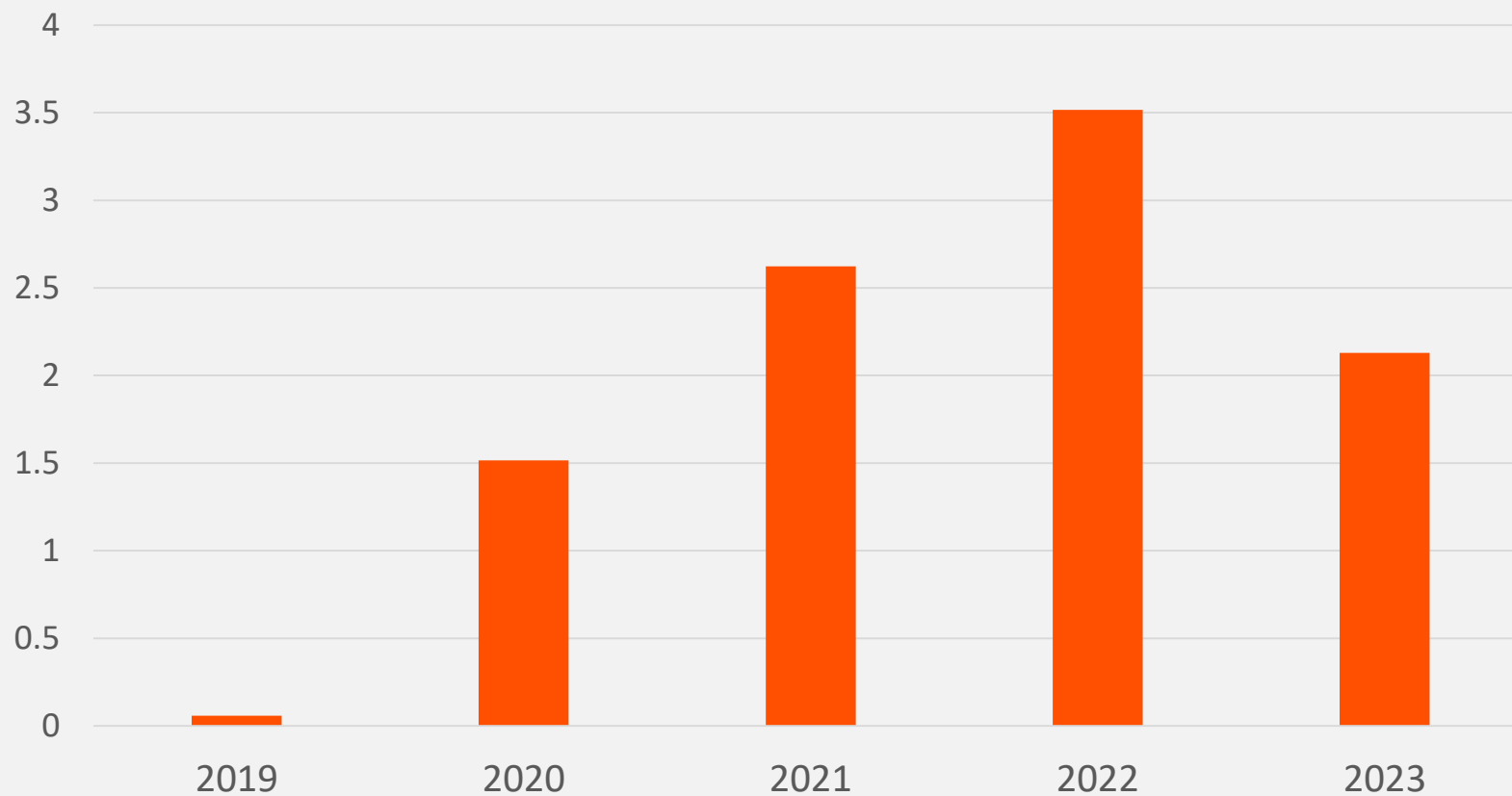
涉及網購食物安全的投訴個案
Complaints about food safety of food bought online
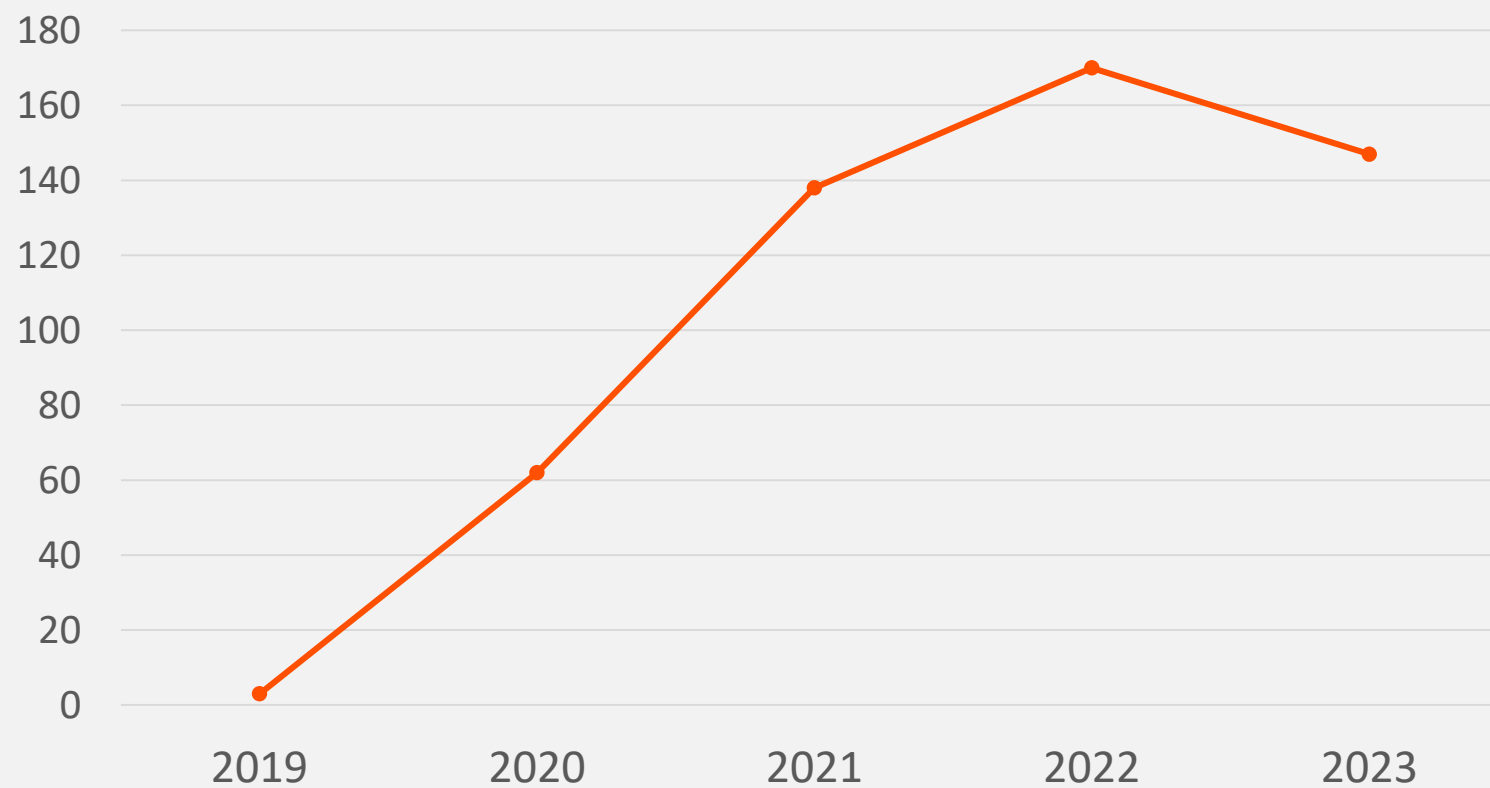
網購食物安全的投訴佔所有食物投訴個案的百分比
Complaints about food safety of food bought online as a percentage of all food complaint cases

收集消費者的意見
Collect information from Consumers

食安中心消費者聯繫小組

- 提供一個平台讓中心就各項食物安全事宜與市民加強溝通，從而收集他們的建議和意見；以及了解市民對食物安全的知識、觀念和風險認知，藉以制訂適切的風險傳達信息，回應他們的需要。
  - 現屆會員: >400人, 51%男，49%女
  - 年齡: (15+, 主要為 19-60)
  - 教育: (主要為中學至大學)

- 大眾對網上雜貨購物的看法和知識
  - 2023.04: 網上問卷調查 (130人)
  - 2023:07: 焦點小組會議 (14人)

Consumer Liaison Group of the CFS

- Provides a platform for better communication with the public on various food safety issues so as to collect suggestions and comments from them; and to understand public's knowledge, beliefs and risk perception on various food safety issues in order to tailor risk communication messages to meet their needs.
  - Current members: >400 ppl, 51%% male, 49% female
  - Age: (15+, majority 19-60)
  - Education: (majority secondary school to degree)

- Public perceptions and knowledge on online grocery shopping
  - Online survey (n=130) in April 2023
  - Focus group meeting (n=14) in July 2023

你認為網購食物安全嗎？ Do you think online food shopping is safe?	%
非常安全，不擔心 Very safe, no worries	2
大致安全，但都有少許擔心 Generally safe, but there are some concerns	53
不太安全，總是擔心食物有問題 Not very safe, always worried about food problems	28
很不安全，在沒有選擇時才使用 Very unsafe, only use it when there is no other choice	9
極不安全，亦不會使用網購食物 Extremely unsafe and will not use online shopping for food	8
合共 Total	100

你認為網購食物在以下哪一方面最易出現問題？ Do you think online food shopping is safe?	%
食物的來源不明，質素和味道與實體店售賣的有差異 The origin of the food is unknown, and the quality and taste are different from those sold in physical stores	45
收到的食物與在網購店所刊登的照片或聲稱的質素有很大落差 The quality of the food received is significantly different from the photos or claims posted in the online shopping store	24
食物在運送時因碰撞而有破損 Food is damaged due to collision during transportation	19
食物的保質期快到 Food is approaching expiry date	7
食物出貨時遭偷龍轉鳳，被換了劣質貨品 When food was shipped, it was stolen and replaced with inferior goods	5
合共 Total	100

你認為網購食物最需要注意的事項是什麼？ What do you think is the most important thing to pay attention to when shopping for food online?	%
食物的來源是否合法? Is the food source legal?	48
貯存的環境是否妥當 Is the shipping process fast?	40
運送的過程是否快捷 Is the storage condition appropriate?	7
貨品是否出名的品牌? Is the product a well known brand?	4
食物的價格是否便宜? Is the price of food cheap?	1
合共 Total	100

如發現有問題的食物，以下哪項可以視為你最合適的處理方法？If you find problematic food, which of the following would be considered your most appropriate approach?	%
聯絡網購店，保留單據，要求網購店作出跟進或更換 Contact the online shopping store, keep the receipt, and ask the online shopping store to follow up or replace it	79
致電政府食物投訴熱線 Call the government food complaint hotline	9
檢查食物，如無明顯破損，可照常烹煮或食用Check the food. If there is no obvious damage, it can be cooked or eaten as usual	6
扔棄食物，不再光顧該網購店 Throw away food and no longer visit the online shopping store	5
訴諸法律，申請民事索償 Take legal action and apply for civil compensation	1
合共 Total	100

你認為以下哪一項是網購店的最大優點？ Which of the following do you think is the biggest advantage of online shopping stores?	%
下單快捷 Quick order placement	33
交收方便 Convenient delivery	23
食物種類選擇多 Lots of food choices	16
價錢容易作比較 Easy to make price comparison	15
食物搜尋有系統 Systematic food search	14
合共 Total	100

你認為以下哪一項是網購店的最大缺點？ Which of the following do you think is the biggest disadvantage of online shopping stores?	%
運送過程難以監察 The delivery process is difficult to monitor	42
食物來源沒有保障 Food sources are not quaranteed	37
退款換貨手續繁複 The procedures for refund and exchange are complicated	11
收貨的時間或地點難以準確控制 It is difficult to accurately control the time or place of receipt	7
網購系統容易發生故障 Online shopping systems are prone to failure	2
合共 Total	100

焦點小組的部分意見 (1)

- 在網店購買食物，不應只注重外觀，而忽略食物安全。

- 會參考網上評論來決定購買對象，對大牌子較有信心，購買的食物包括冰鮮食物，但不會購買海鮮或生食的海產。

- 在網店牌照問題較難監察，而實體店購買食物較為安全，因為可以核實賣方有否持有相關牌照。

- 網購店應公佈網購食物的來源證明，讓顧客安心購買貨品，並要求網購店必需要提供在香港的聯絡地址及電話，方便顧客投訴，更可讓食環署有需要時作出跟進行動。

- When buying food in online stores, one should not only focus on appearance and ignore food safety.

- I will refer to online reviews to decide what to buy, and I am more confident in big brands. The food I buy includes chilled food, but I will not buy fresh seafood or seafood for raw consumption

- Licensing issues in online stores are more difficult to monitor, while buying food in physical stores is safer because you can verify whether the seller holds the relevant licence.

- Online shopping stores should show proof of origin of food purchased online to allow customers to purchase goods with confidence, and online stores should provide a local contact address and phone to facilitate customer complaints and allow the FEHD to take follow-up actions when necessary.

焦點小組的部分意見 (2)

- 消費者是有權知道出售之貨品是就快到期，因為進行網購至貨物交到消費者手上能已相隔數天，食用期應該至少有一至兩個星期。

- 包裝主要顧及衞生問題，因此網購預先包裝食物不需要太多包裝。

- 不過網購食物會經過一系列運輸程序，用作保護貨物的額外保護包裝是需要的。

- 網購店從業員應參與相關食物安全課程，以加強食物安全，保障市民健康。

- Consumers have the right to know that the goods sold are about to expire, because there can be several days between the time of online ordering and the delivery of the goods to consumers, and there should be least one to two weeks before expiry.
- Packaging mainly takes into account hygiene issues, so prepackaged food purchased online does not require much packaging.
- However, food purchased online will go through a series of transportation procedures, and additional protective packaging is needed to protect the goods.
- Online store employees should participate in relevant food safety courses to enhance food safety and protect public health.

目的及適用範圍

Purpose and Scope

- 本建議適合提供網購及/或配送食物雜貨的運營商，包括雜貨店、超級市場、 網上商店以及第三方食物送遞商

- 旨在協助業界在營運中實施適當的食物安全措施，以減低提供食品雜貨送貨服務時引致食源性疾病的風險。

- 本建議並非法律文件，其使用純屬自願性質，但當中審視了一系列與「良好衞生規範」(Good Hygiene Practices，簡稱 GHPs) 相關的重要指標，並提出任何食物業經營者及第三方送遞商均應考慮採納，從而向消費者提供安全食物的最佳做法。

- This set of advice is intended for operators that offer online ordering and/or delivery of groceries including operators of grocery stores, supermarkets, online shops as well as third-party food delivery agents.

- It aims to assist the trade in implementing appropriate food safety measures in their operations to reduce the risk of foodborne diseases when providing grocery delivery services.

- While this is not a legal document and its use is voluntary, it reviews some essential parameters related to Good Hygiene Practices and recommends best practices that any food business operator (FBO) or third-party food delivery agent should consider in providing safe foods to consumers

食品雜貨

- 本建議中的「食品雜貨」是指常在雜貨店、超級市場或網上 商店出售的食物，包括預先包裝和非預先包裝食物。

- 這些食物中部分是容易變壞的食物，例如新鮮水果和蔬菜、蛋類、 肉類、家禽、海鮮、奶類製品、果汁、方便餸菜包和各種冷藏 食物。

- The term "groceries" in this set of advice refers to food items commonly sold in grocery shops, supermarkets or online shops, including pre-packaged and non-prepackaged foods.

- Some of these foods are perishable such as fresh fruits and vegetables, eggs, meats, poultry, seafood, dairy products, fruit juices, convenient meal-kits, and a variety of frozen food products.

網購及配送食品雜貨的常見食物安全問題

Common food safety problems related to online grocery shopping and delivery

- 時間／溫度控制不當
- 食物交叉污染
- 撞損壞造成的變質
- 沒有向消費者提供食物資料
- 銷售接近食用限期的食物
- 沒有交付食物

- Improper time / temperature control
- Cross-contamination of food
- Spoilage caused by physical damage
- Lack of food information for consumers
- Sale of food products close to expiry date
- Non-deliveries

時間 / 温度控制

Time/temperature control

- 冷凍（冰鮮）-> 攝氏 4度或以下
- 冷藏（急凍）-> 攝氏-18度或以下

- 運送過程中需要冷凍或冷藏的食物，最好使用配備製冷設備和溫度數據記錄儀的車輛。

- 把食物包裝在冷凍容器、發泡膠或瓦楞紙板中，並使用溫度計檢查，確保冷凍及冷藏的易變壞食物在攝氏4度以上保存的時間不超過兩小時。

- Chilled food -> below 4ºC
- Frozen food -> below -18ºC.

- Preferably, use vehicles fitted with refrigeration equipment and temperature data logger to transport perishable food that needs to be kept cold during delivery.

- Pack them in coolers, foam or corrugated cardboards and make sure that the chilled and frozen foods are not kept above 4ºC for more than two hours by checking with a thermometer.

時間 / 温度控制

Time/temperature control

- 改善配送路線，縮短運輸時間。

- 盡量減少冷凍或冷藏食物在裝卸、貯存和運送過程中暴露在室溫下的時間。

- 運送過程中，如車輛或其冷卻裝置出現故障，應迅速提供 符合規定標準的替代車輛，確保食物安全。

- 實行在配送過程中測量和記錄溫度的制度，並定期校準製冷設備和温 度計，作為部分有記錄的程序。

- Optimise the delivery route to shorten transportation time.

- Minimise the time that chilled or frozen foods are exposed to ambient temperature during loading, unloading, holding and transit.

- In case of any breakdown of the vehicle or its cooling units during delivery, provide an alternative vehicle that conforms to the stipulated standards promptly to ensure food safety.

- Implement a system of taking and recording temperature during food delivery and regularly calibrate refrigeration equipment and thermometers as part of the documented procedures.

保護食物免受污染

Protect food from contamination

- 確保食物運送設備，包括車輛、手推車、箱子、托盤等的設計、構造、 保養和使用能夠保護食物免受污染。

- 如顧客的訂單同時包含食物和非食物類貨品，請使用瓦楞紙箱或膠袋分開包裝。

- 車輛由運送非食物類貨品改為運送食物時，應適當進行徹底清潔，避免食物受污染，並保存清潔記錄。

- 在散裝的非預先包裝食物（例如方便餸菜包）上使用撕拉條等防干擾設計，讓人容易分辨包裝在交付前是否已被打開，有助顧客知道食物不曾受到干擾，可以安全食用。

- Make sure that food transportation units, including vehicles, trolleys, boxes, trays, etc., are designed, constructed, maintained and used in a manner that protects food from contamination.
- If a customer's order contains both food and non-food products, pack them separately using corrugate boxes or plastic bags.
- Conduct proper and thorough cleaning if a vehicle is changed from transporting non-food products to transporting food products to avoid contamination, and keep cleaning records.
- Use tamper-evident devices, such as tear strips, on loose non-prepackaged foods such as convenient meal kits to make it obvious if the package has been opened before delivery. This helps customers to know that the food has not been tampered with and is safe to eat.

保護易碎食物免受碰撞損壞

Protect fragile foods from mechanical damage

- 將顧客訂單的不同物品裝入箱子時，把較重的物品放在底部，較輕的物品放在頂部，以防止較重的物品壓壞下面的食物。

- 利用包裝向送貨遞人員傳達重要的搬 運指示，例如在適當的情況下在盒子上貼上「小心輕放」或「易碎」標籤。

- 僅在必要時才使用額外的包裝和緩衝物料，因為大多數易碎食物已配備了生產商或分銷商的原有包裝，足以保護食物。

- Place heavier items on the bottom and lighter items on top when packing different items of a customer order into a box to prevent heavy products from crushing those below.

- Make use of the packaging to convey important handling information that deliverers should know, such as applying a label with 'HANDLE WITH CARE' or 'FRAGILE' on the box when appropriate.

- Apply extra packaging and cushioning materials only when necessary, as most fragile foods already come with original packaging from producers or distributors that should be sufficient to protect the food.

食物標籤

- 在網購平台上展示預先包裝食物準確的食物標籤，如營養成分表、成分列 表（包括食物致敏物），以便消費者作出明智的選擇。

- 確保食物資訊，無論是照片、圖像還是文字均與包裝標籤一致，並且能用筆記本電腦和智能手機等設備取閱並清晰可讀。

- 定期向製造商或供應商作出查詢，若食品配方有變化或發現產品資料有誤，便應更新網站。

Food Labeling

- Display accurate food labels for prepackaged food, such as nutrition information and ingredient list (including food allergens), on the online shopping platforms to enable consumers to make informed choices.

- Make sure that the food information, whether in the form of photos, graphics or texts, is consistent with the package label and is legible, readable and accessible on all devices, such as laptops and smartphones.

- Regularly check with manufacturers or suppliers, and update the website if there is a reformulation of the products or if an error in product information is detected.

食用限期

Expiry date

- 「此日期前最佳」日期關乎食物品質，「此日期或之前食用」日期則關乎安全。切勿繼續出售已過「此日期或之前食用」日期的食物，也不應向消費者配送該等食物。

- 為避免糾紛，當顧客選擇的食物（例如奶類製品、肉類、烘焙食品和蛋 類）接近食用限期時，網購平台應能自動提醒顧客。此外，平台也可採納實體店的慣常做法，對快要過期的食物提供折扣。

- 網購平台可以讓顧客在網上訂單中填寫備註說明他們的要求（例如未熟的香蕉供該週較後的日子食用或送達後可立即食用的牛油果），從而更能滿足顧客需要。

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在網站平台提供「常見問題解答」

Providing FAQs on your platform

- 教育消費者提供有關「此日期前最佳」和「此日期或之前食用」日期之間的區別，對你的商店有多種好處：

  - 可促進臨近食用限期食品的銷售

  - 可向顧客展現你重視他們的健康及對產品的滿意度

  - 可幫助顧客減少浪費家中的食物

- Providing consumer education on the difference between "best before" and "use by" dates can help your store in several ways:

  - It can encourage product purchase closer to the expiry date

  - It can show customers that you value their health and satisfaction with your products

  - It can help consumers to reduce food waste in their homes

此日期前最佳
02 06 2025

沒有交付食物的管控

Management of non-deliveries

- 允許顧客選擇方便他們的交貨日期和時段，以避免錯過或無法送貨。

- 通過發送訂單和送貨通知與消費者溝通， 讓他們 知悉訂單貨品的到達日期和時 間。

- 按照預定的時段進行配送。如訂單食物無法在預定 的日期和時間送達，請盡快通知顧客。

- Allow customers to select their preferred delivery day and time frame to avoid missing or failed deliveries.

- Communicate with consumers by sending order and delivery notifications to keep them informed about the arrival date and time of their orders.

- Follow the agreed time slot. If the food order cannot be delivered at the agreed date and time, notify consumers as soon as possible.

沒有交付食物的管控

Management of non-deliveries

- 制定並 遵守公司的沒有交付食物政 策。例如，若在指定時間家中無人收貨，訂單將被取消，食品雜貨將被退回商店。客戶其後可以重新安排 送貨時間。

- 若送貨時顧客不 在家，請 勿將食物留在無人看管的地方，除非已與顧 客作出「無接觸送貨」等安排。

- 提醒 顧客，若食物無人看管，食物安全便無法得到保證。

- Set up and adhere to the company's non-delivery policy. For example, if there is no one at home to receive the delivery at the appointed time, the order will be cancelled, and the groceries will be sent back to the shop. Customers can then reschedule the delivery.

- If customers are not at home at the time of delivery, do not leave food unattended unless arrangements, such as "no-contact delivery", have been made with the customer.

- Advise customers that the safety of food cannot be guaranteed if it has been left unattended.

外出

物雜貨儲物櫃

Grocery lockers

- 食物業經營者也可以提供網上購買、店內提貨的服務或使用食物雜貨儲物櫃進行非接觸式送貨。

- 食物業經營者必須確保易變壞食物在衛生的情況下以適當的溫度貯存在商店或儲物櫃中。

- 食物雜貨儲物櫃應有三個溫度區（冷藏、冷凍和室溫）來處理不同性質的食物雜貨。

- FBOs can provide buy online, pick up in store (BOPIS) services or use grocery lockers for no-contact delivery.

- FBOs must ensure that perishable food is stored at proper temperatures in the stores or lockers in a hygienic condition.

- For grocery lockers, there should be three temperature zones (frozen, chilled and ambient) to manage groceries with different properties.

培 訓

網 店 經 營 者及 第三 方 送 遞 商應 向
員 工 提 供 培 訓，確 保 他 們 能 保 持
個 人、環境(包括車輛)及食物衞生。

Online shop operators and third-party delivery agents should provide training to employees to ensure that they maintain personal, environmental (including vehicle) and food hygiene.

謝謝！Thank you!