

Promoting Healthier Diets through Evolved Nutrition Labelling

MARS
incorporated

Mondelez
International

 **Nestlé**
Good Food, Good Life

 **PEPSICO**

The Coca-Cola Company


Unilever



Our Starting Point

Meaningful actions needed from food industry to promote healthier diets

- Reformulation
- Innovation
- Responsible marketing
- Nutrition labelling
- Portion sizes

8 March 'Evolved Nutrition Labelling' Announcement

Recognition of shared ambition to provide consumers across Europe with **interpretative** nutrition labelling

Taskforce launched to

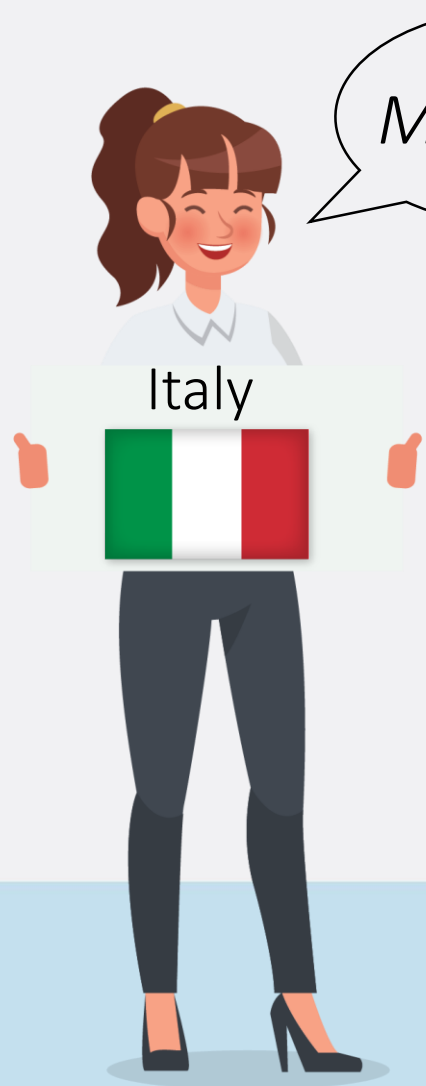
- Enhance existing colour-coded labelling scheme for small portions
- Set reference portion sizes

Today

- Sharing outcome of taskforce
- Gathering your feedback



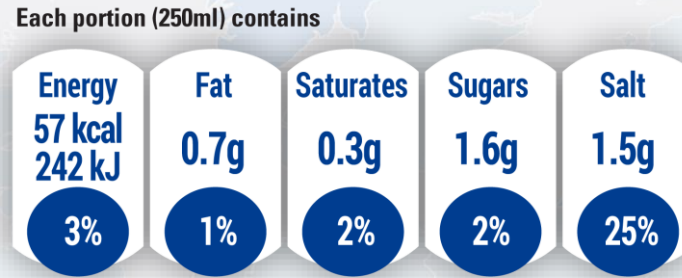
Manuela and Pavel have access to monochrome labels but more is needed *



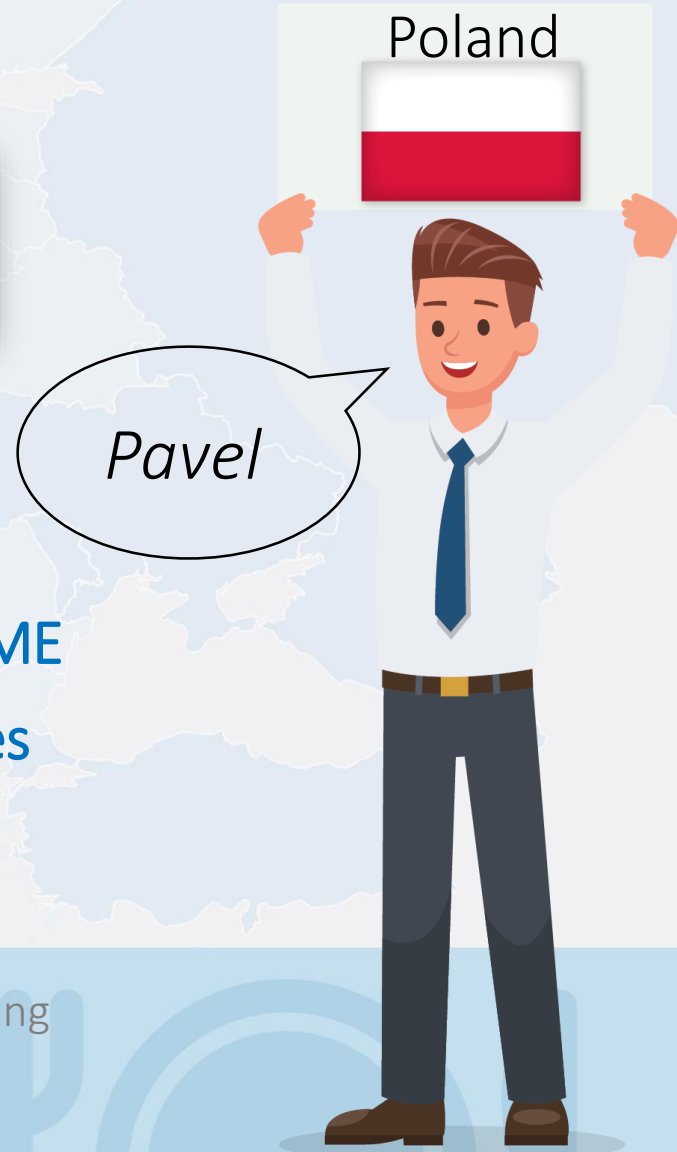
Manuela



OR



of an adult's Reference Intake (R.I.)
per 100ml: 97kJ or 23kcal



Pavel

THE MONOCHROME REFERENCE INTAKE SCHEME
is the pre-dominant scheme in 26 EU countries

*Evidence suggests that easy to understand interpretative labelling prompts a higher response rate from consumers than simply providing nutrition information. OECD Obesity update, 2017

But it should be meaningful



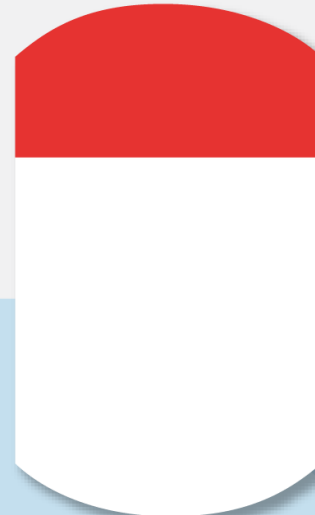
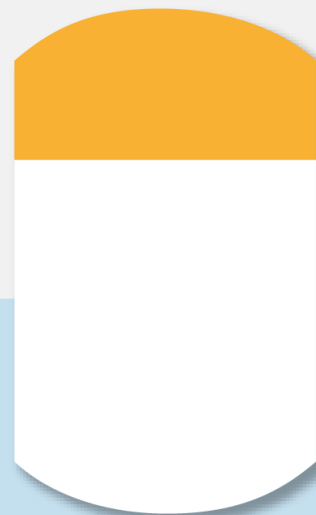
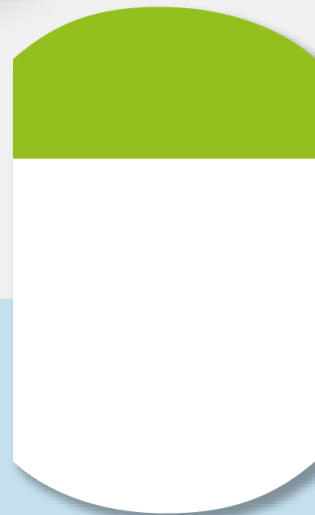
I want to see what I eat

Saturates

0.3g

2%

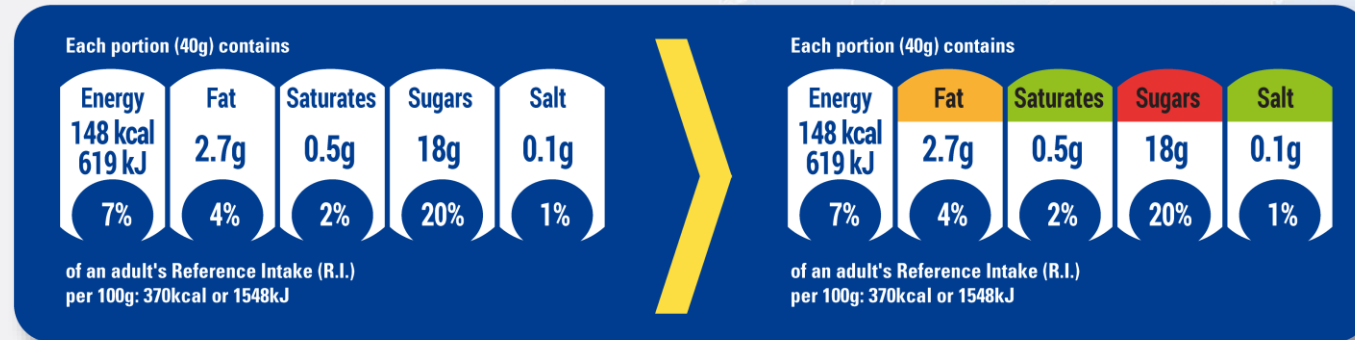
The colours should match the actual numbers on the label. No complicated calculations to convert to an actual food portion. Consumers want to make an informed choice within a category.



I have no time to study the labels.



Evolved Nutrition Label = Better Nutrition Labelling for all European Consumers



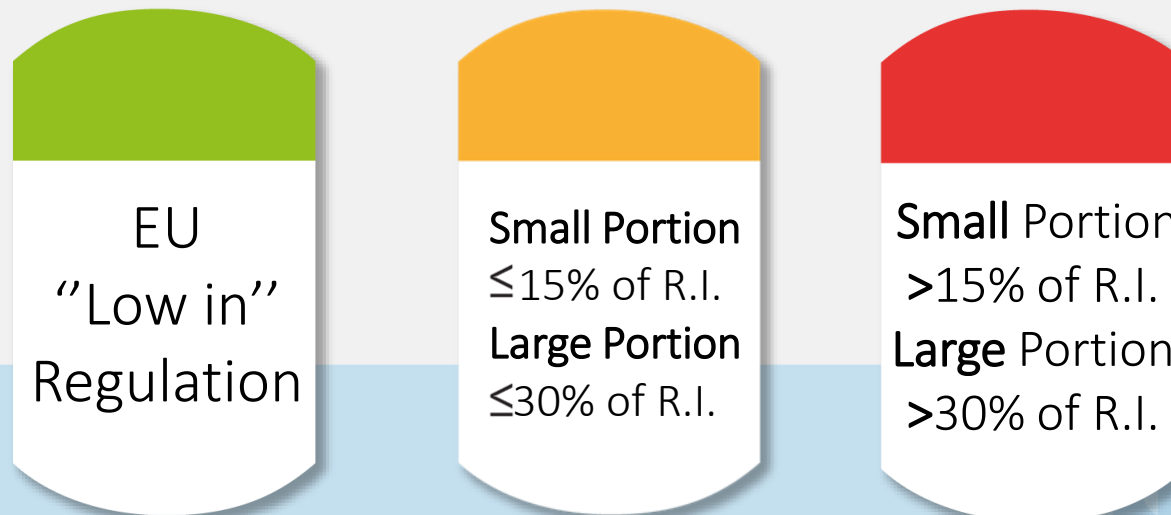
We are determined to provide a scheme that is:

- Simple
- Easy to understand
- Meaningful

To support consumers to make more informed choices

ENL Scheme builds on what works

- Builds on monochrome scheme that is familiar to 500 million European consumers
- Enhanced by colours matching the existing monochrome portion information
- Responsibly integrates smaller portions with credible thresholds applying the same logic as for larger portions
- Compliant with EU regulations: no changes from red/amber to green compared to existing colour-coded scheme



NB: small portions approach only for food, not beverages

Credible reference portion sizes defined by academia

- Prof. Gibney, University College Dublin
- Prof. Wim Saris, University of Maastricht
- Prof. Alfredo Martinez, University of Navarra
- Prof. Yannis Manios, University of Athens
- Prof. Hannelore Daniel, University of Munich

Category	Reference Portion Size
Breakfast Cereals (Ready-to-eat)	
Muesli - Cruesli - Granola	50-60 g
Non-whole grain (puffed flakes) and whole grain (bran flakes) cereals	40 g
Cakes (light- medium weight)	
	70 g
Cheese	
Hard cheeses	30-40 g
Soft white cheese - spreadable cream cheese	30 g
Chocolate	
Chocolate Bars	30 g
Chocolate Tablets	25-30 g
Ice cream (including frozen yogurt, sorbet, water ice)	60-70 g
Margarine	10 g
Mayonnaise	15 ml
Savory snacks (e.g. salty biscuits, crackers, pretzels)	30 g
Sugar confectionery	
Sugar confectionery	25 g
Hard candy >2g/piece (e.g. cough drops & strong mints) and chewing gum	2-5 g/per unit
Sweet Bread Toppings & Spreads	
Jam/ Marmalade/ Spreads	15 g
Nut butter spreads (e.g. peanut butter, almond butter)	15 g
Sweet biscuits	30-40 g

Based on actual consumption data across Europe



How does it look like on the label?

GREEN COLOUR LINKED TO "LOW IN" CLAIMS PER 100 G/ML (EU REGULATION)

SMALL FOOD PORTION

Cereals
Portion
40 g



Monochrome scheme
Each portion (40g) contains

Energy 148 kcal 316 kJ	Fat 2.7g	Saturates 0.5g	Sugars 9.2g	Salt 0.1g
7%	4%	2%	10%	1%

of an adult's Reference Intake (R.I.)

*ENL Scheme
Each portion (40g) contains

Energy 148 kcal 316 kJ	Fat 2.7g	Saturates 0.5g	Sugars 9.2g	Salt 0.1g
7%	4%	2%	10%	1%

of an adult's Reference Intake (R.I.)

AMBER COLOUR WHEN FOOD PORTION CONTRIBUTES ≤15% OF R.I.

MEDIUM FOOD PORTION

Ice Cream
Portion
86 g



Monochrome scheme
Each portion (86g) contains

Energy 272 kcal 1139 kJ	Fat 17.2g	Saturates 10.9g	Sugars 23.5g	Salt 0.1g
14%	25%	55%	26%	2%

of an adult's Reference Intake (R.I.)

ENL Scheme
Each portion (86g) contains

Energy 272 kcal 1139 kJ	Fat 17.2g	Saturates 10.9g	Sugars 23.5g	Salt 0.1g
14%	25%	55%	26%	2%

of an adult's Reference Intake (R.I.)

AMBER COLOUR WHEN FOOD PORTION CONTRIBUTES ≤25% OF R.I./100GR

LARGE FOOD PORTION

Ready Meal
Portion
400 g



Monochrome scheme
Each portion (400g) contains

Energy 600 kcal 2512 kJ	Fat 17.6g	Saturates 5.6g	Sugars 17.2g	Salt 2.8g
30%	25%	28%	19%	47%

of an adult's Reference Intake (R.I.)

ENL Scheme
Each portion (400g) contains

Energy 600 kcal 2512 kJ	Fat 17.6g	Saturates 5.6g	Sugars 17.2g	Salt 2.8g
30%	25%	28%	19%	47%

of an adult's Reference Intake (R.I.)

AMBER COLOUR WHEN FOOD PORTION CONTRIBUTES ≤30% OF DAILY R.I.

BEVERAGES

Soft Drink
Portion
250 ml



Monochrome scheme
Each portion (250ml) contains

Energy 150 kcal 628 kJ	Fat 0g	Saturates 0g	Sugars 27g	Salt 0g
7%	<1%	<1%	30%	<1%

of an adult's Reference Intake (R.I.)

ENL Scheme
Each portion (250ml) contains

Energy 150 kcal	Fat 0g	Saturates 0g	Sugars 27g	Salt 0g
7%	<1%	<1%	30%	<1%

of an adult's Reference Intake (R.I.)

SAME COLOUR CODING SCHEME AS USED IN UK AND IRELAND



John from Ireland



I like spreads but I shouldn't eat too much saturated fat.

Colour-coding per 100g.
Existing scheme

Colour-coding per portion
ENL scheme



	Light margarine	Extra Light Butter	Butter
Saturated Fat g/100g	6g	13g	52g
Label colour assessed per 100 gram			
Label colour assessed per portion (10 g)		<p>AMBER COLOUR WHEN FOOD PORTION CONTRIBUTES ≤15% OF R.I.</p>	



Marie from France

I need soup but I shouldn't have too much salt.



NUTRI-SCORE



ENL

Each portion (250ml) contains

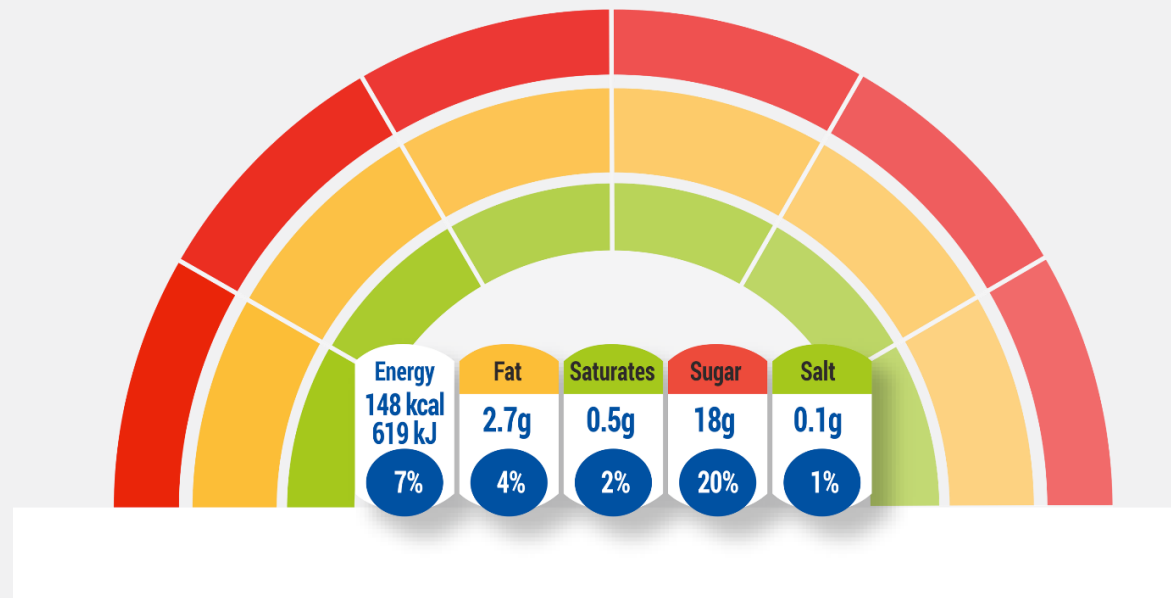
Energy	Fat	Saturates	Sugars	Salt
57 kcal 242 kJ	0.7g	0.3g	1.6g	1.5g
3%	1%	2%	2%	25%

of an adult's Reference Intake (R.I.)
per 100ml: 97kJ or 23kcal



What is next?

- We need to act on all fronts to **promote healthier diets**
- Our consumers want **easy to understand labels now**
- We need to respond rapidly and **trial at scale**
- **Learn by doing** based on co-existing schemes across Europe



Call for Action

European-led initiative to learn and evolve nutrition labelling together

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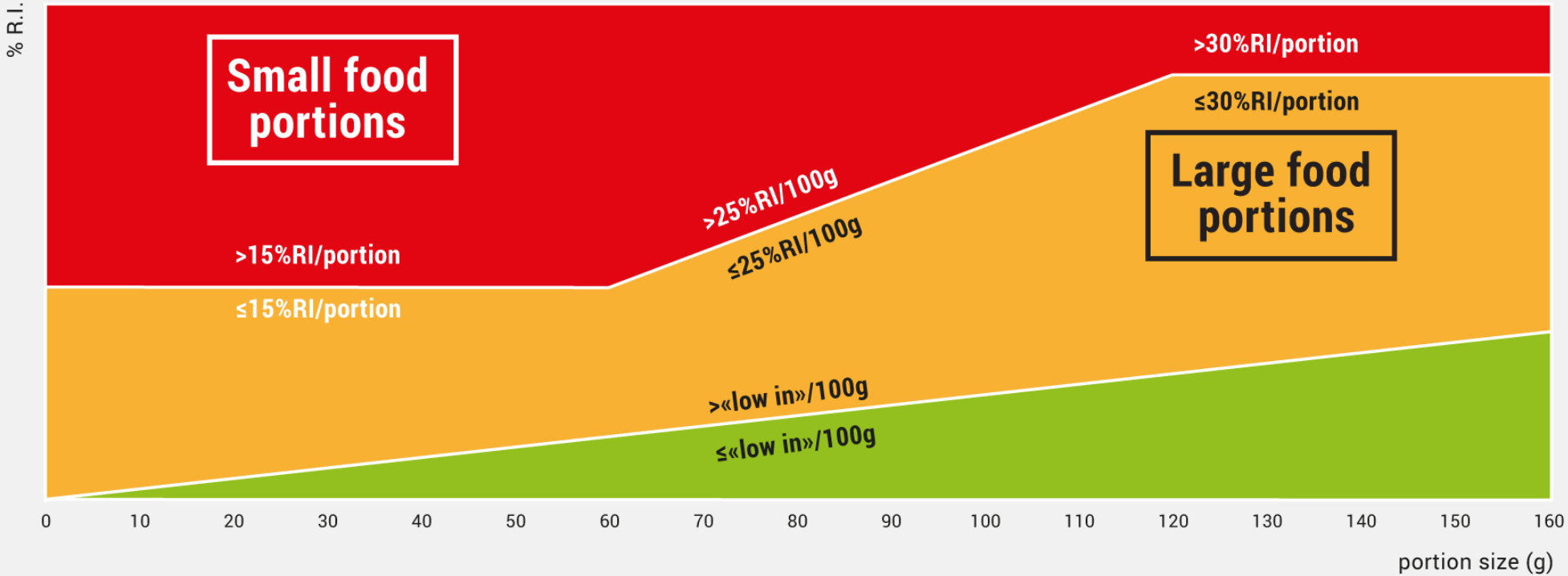
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VISUALIZATION OF SCHEME FOR FOOD



WHAT DO THE COLOURS MEAN?



High in a specific nutrient.



Neither high nor low for that nutrient.



Low in a specific ingredient that you may wish to avoid overconsuming.

