



Update on Evolved Nutrition Label Trials

BRUSSELS, 20 November 2018 – Companies supporting the Evolved Nutrition Label scheme have decided to suspend ENL trials for food. Trials of interpretative colour-coded labelling for beverages will continue, which already follows the established, voluntary UK and Ireland ‘traffic light’ scheme. All five companies continue to call for the establishment of a broadly supported EU-wide front-of-pack interpretative labelling scheme and express willingness to support this process.

Prominent on-pack nutrition labelling can play an important role to inform consumers on the levels of nutrients and the overall energy content of what they eat and drink, thus empowering them to make healthier choices and eat and drink mindfully.

Responding to consumers’ feedback for meaningful and easy to understand nutrition labelling, The Coca-Cola Company, Mondelez, Nestlé, PepsiCo and Unilever had previously announced to trial the Evolved Nutrition Labelling scheme in selected markets. This colour-coded interpretative labelling scheme builds on the existing Reference Intake scheme, familiar to 500 million consumers in the EU, and reflects the nutrient content per actual portion consumed.

The ENL scheme is the result of a broad consultation with stakeholders at EU and national level. The ensuing dialogue has provided valuable insights on the role of interpretative nutrition labelling. The companies are particularly pleased that the EU Commission has taken the initiative to facilitate a process to exchange views and learnings on the different labelling schemes currently being used in anticipation of its report to be published in the coming months.

At the same time, the ENL companies acknowledge that the lack of EU-defined portion sizes has led to insufficient understanding and support of the proposed scheme. In this context, and in the absence of legally defined portion sizes, the companies have decided to suspend ENL trials for food.

Trials of interpretative colour-coded labelling for beverages will continue. As beverages are not consumed in portions smaller than 100ml, the debate on reflecting smaller portion sizes in labelling doesn’t apply.

The ENL companies continue to advocate for harmonisation of interpretative labelling at EU level and call on the European Commission and Member States to take the necessary steps. Such a harmonisation needs to be principles-based and build on the existing Food Information to Consumers Regulation.

The ENL companies will continue to actively contribute to the EU-led process and work with the rest of the food and drink industry to share experiences and feedback with national and EU stakeholders.

The ENL companies repeat their call on the European Commission to set portion sizes for food and beverages. Alongside reformulation and innovation, smaller portion sizes based on credible portions play a key role to support healthier consumer choices.

Each company will communicate further details individually.

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