

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



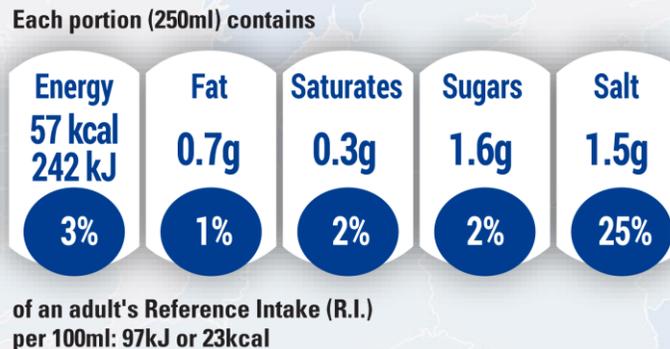
Manuela and Pavel have access to monochrome labels but more is needed *



Manuela



OR



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



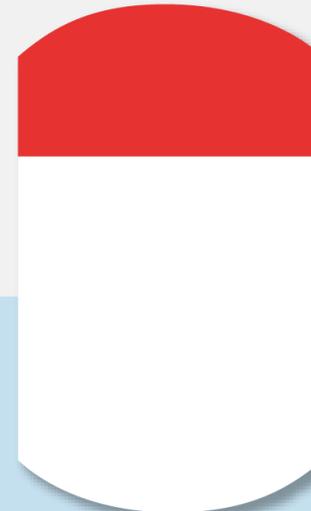
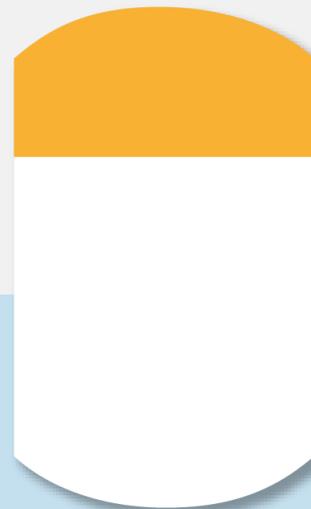
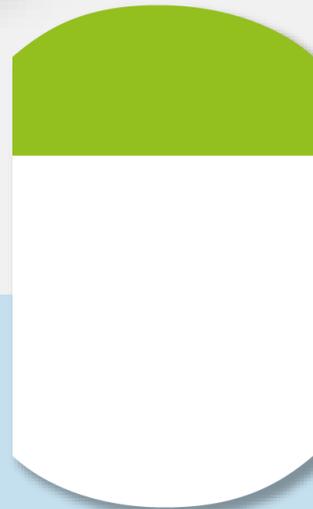
I want to see what I eat

Saturates

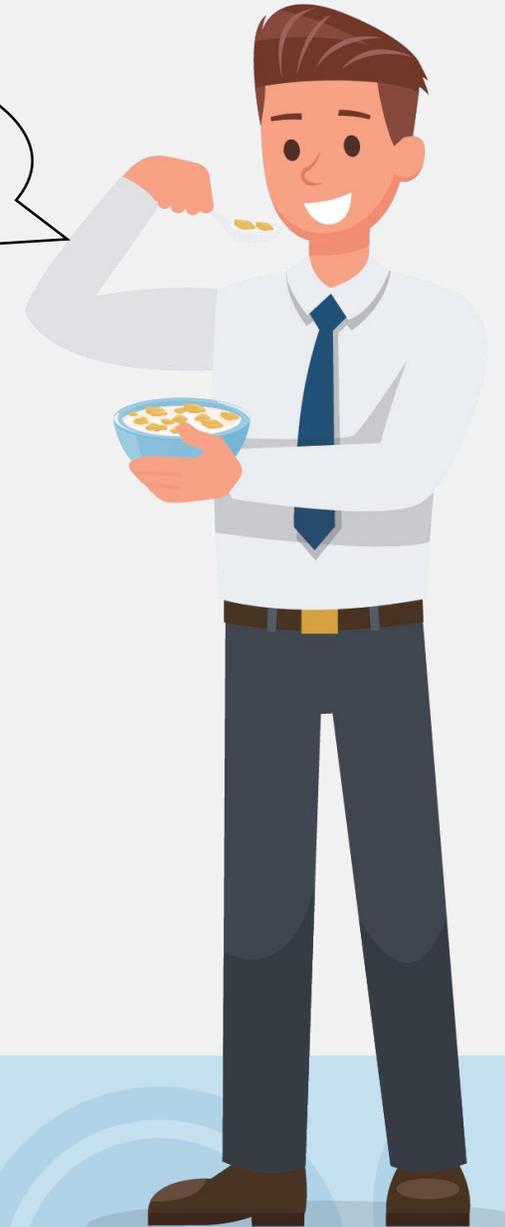
0.3g

2%

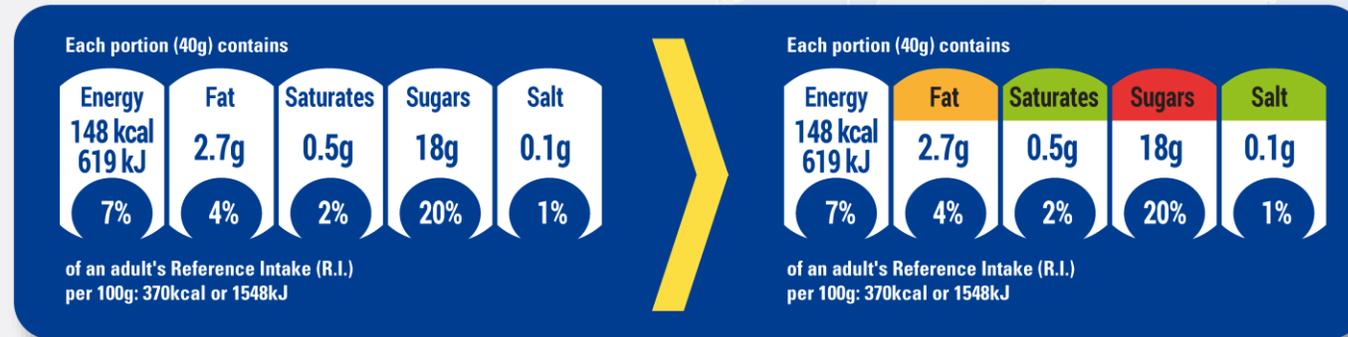
The colours should match the actual numbers on the label. No complicated calculations to convert to an actual food portion. Consumers want to make an informed choice within a category.



I have no time to study the labels.



Evolved Nutrition Label = Better Nutrition Labelling for all European Consumers



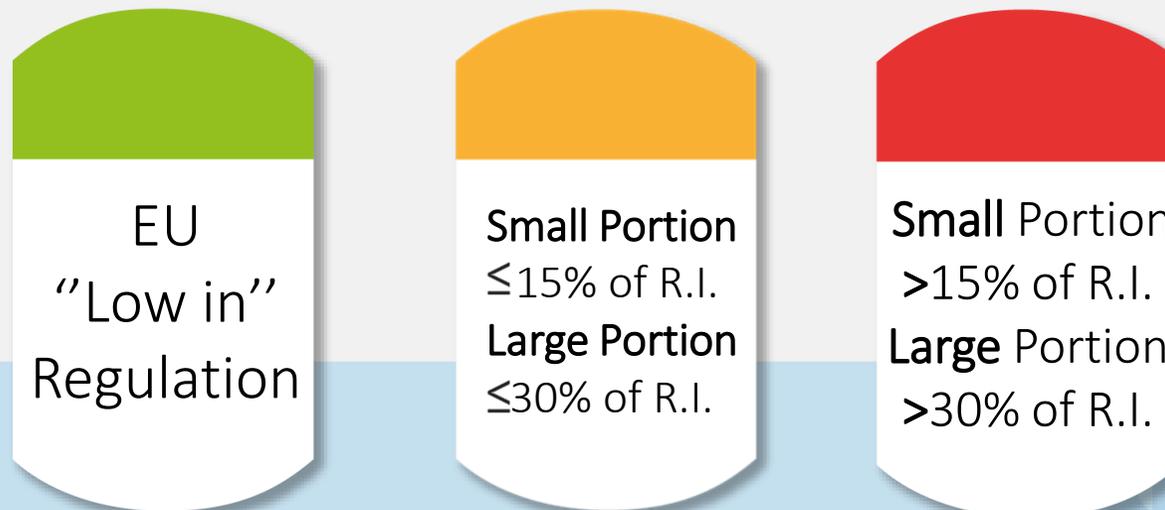
We are determined to provide a scheme that is:

- 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%

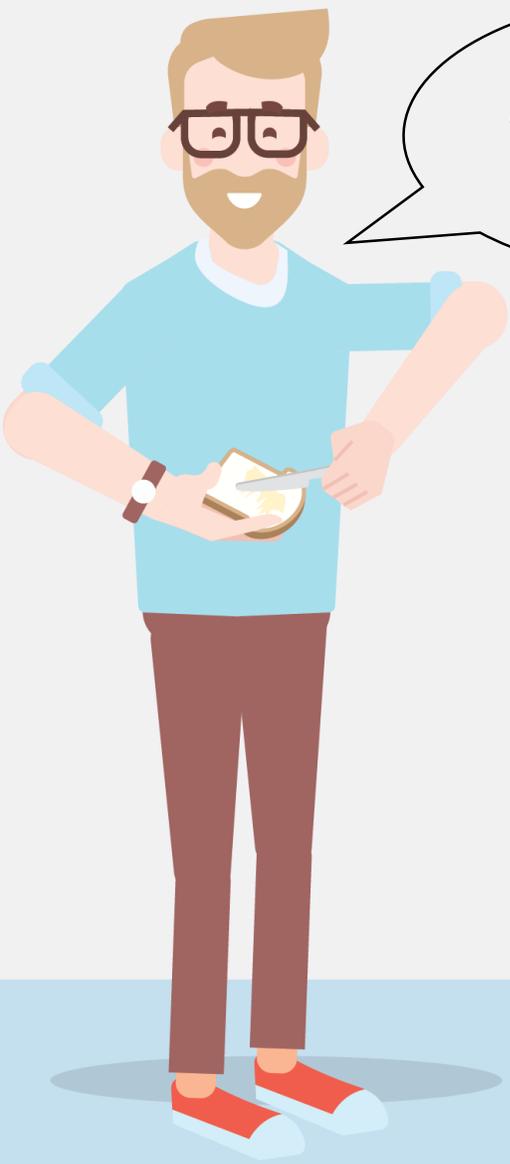
of an adult's Reference Intake (R.I.)

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

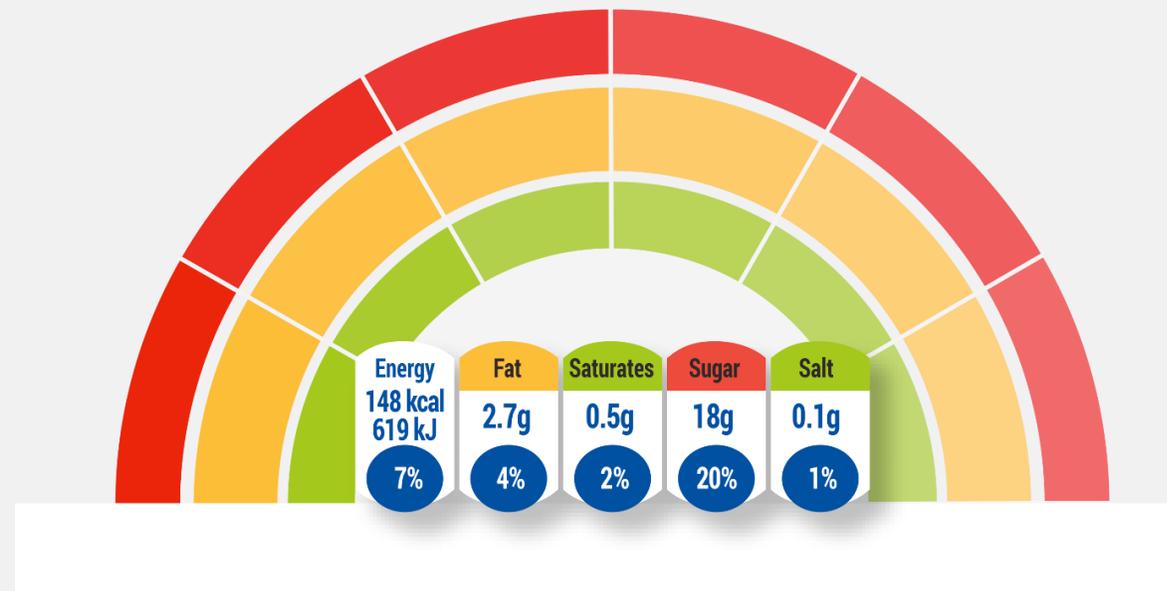
Energy	Fat	Saturates	Sugars	Salt
57 kcal 242 kJ	0.7g	0.3g	1.6g	1.5g
3%	1%	2%	2%	25%

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

Promoting Healthier Diets through Evolved Nutrition Labelling

MARS
incorporated

Mondelēz
International

 **Nestlé**
Good Food, Good Life

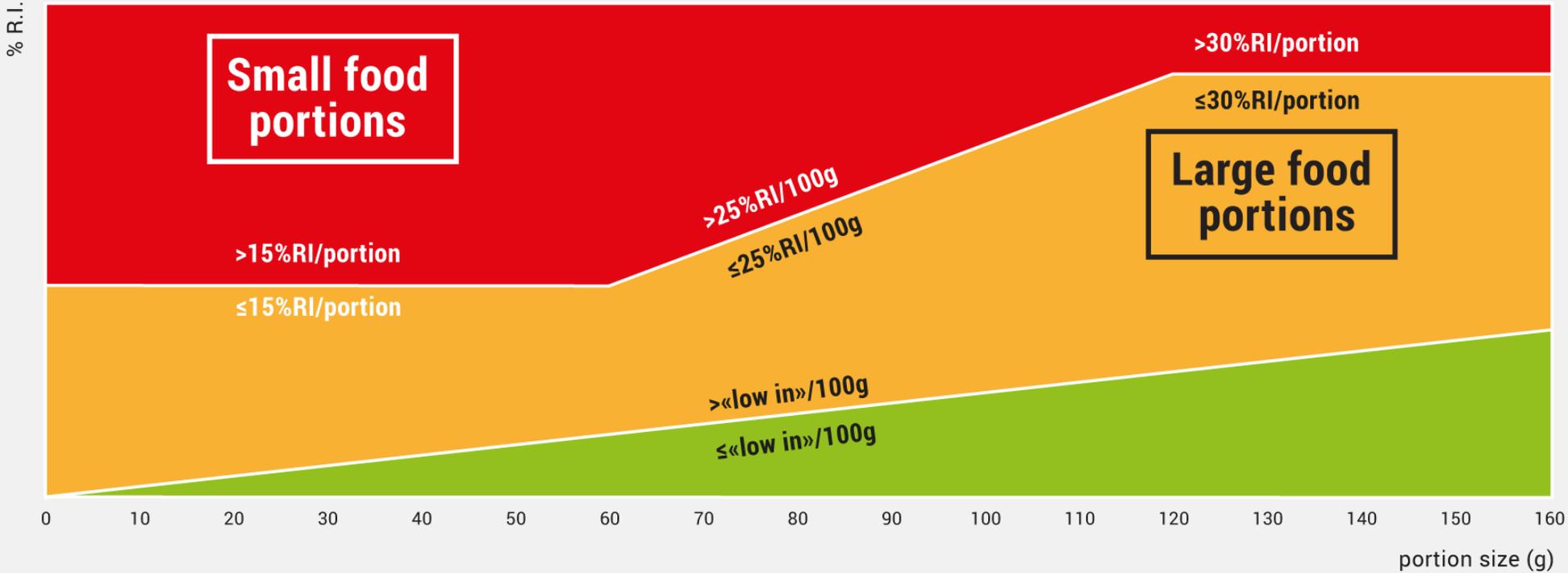
 **PEPSICO**

The Coca-Cola Company


Unilever



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.

