



## **Mondelēz International, Nestlé, PepsiCo, The Coca-Cola Company and Unilever plan trials of the Evolved Nutrition Label (ENL) in selected EU Member States**

*Companies welcome European Commission-led process to assess labelling schemes and call for a harmonised approach across Europe to support healthy food choices*

**BRUSSELS**, 3 May 2018 – Mondelēz International, Nestlé, PepsiCo, The Coca-Cola Company and Unilever confirmed today they plan trials of the Evolved Nutrition Label (ENL) scheme in a number of European markets in continued engagement with EU Member States and relevant stakeholders. Results from these real-life tests will contribute to the EU-process of assessing nutrition labelling options for Europe, which was launched at the EU Joint meeting on front-of-pack nutrition labelling on 23 April.

### **Building on what works**

The ENL scheme is a voluntary initiative, open to any organisation, which aims to help support healthier food choices by providing simple, easy-to-understand and meaningful nutrition labelling information on foods and beverages. The ENL approach builds on the existing EU-wide reference intake scheme, which is already familiar to 500 million consumers in the EU, by adding colours to the numbers that reflect the nutrient content per actual portion consumed<sup>1</sup>.

The proposed label will provide consumers with accurate information about what is in the actual portion of food they are consuming. In the absence of EU-defined portion sizes, the ENL companies sought scientific expertise to develop a credible methodology to identify the average reference portion for food and drink in the EU. The ENL approach was developed to build on what works for consumers, to be compliant with EU-law and to be scalable across the EU.

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<sup>1</sup> This refers to the ENL approach based on a compilation of consumption data from countries across Europe, providing a portion that reflects average typical product consumption.

## **Consumers come first**

The ENL scheme has been developed over the last year during which the participating companies consulted with scientific and nutrition experts, engaged with Member States, NGOs and other public stakeholders, making feedback transparent to interested stakeholders. Above all, consumer insights have been the key driver for ENL. The initial proposal arose from an interesting finding: coloured labels have the potential to increase the number of people who make a healthy choice by 18%, leading to a 4% reduction in caloric intake.<sup>2</sup>

Recently, a survey on the ENL model was run among 3,500 consumers in 7 EU Member States. This has led to the following insights:

- 8 out of 10 consumers found the ENL label easy to understand and helpful to assess the nutrient content of food and beverages, allowing them to make an informed product choice at a glance.
- There is clear preference for coloured labels over the monochrome Reference Intake label.
- European consumers in general prefer per portion labelling over per 100g labelling when it comes to comparing the nutrient content of different products using a colour-coded label.

The survey report has been published on the ENL website: <https://evolvednutritionlabel.eu/>

## **ENL as a contribution to the EU debate**

The participating companies welcome the fact that the European Commission convened a multi-stakeholder meeting on 23 April to discuss various approaches to labelling, during which the ENL scheme was presented, alongside other interpretative nutrition labelling schemes. The companies appreciated the open and constructive feedback in this platform and are committed to contributing to the upcoming meetings as announced by the European Commission. The participants to the ENL scheme firmly believe this will allow dialogue around all proposed nutrition labelling schemes in Europe and ultimately lead to a more coordinated, EU-wide approach to front-of-pack nutrition labelling.

The companies also call upon the European Commission to set portion sizes, as required by the EU Food Information to Consumers Regulation. To date, there are no standardised or regulated portion sizes across Europe, although information per portion is already given to consumers by food manufacturers. Harmonisation provides clarity for consumers and certainty for business. In the absence of EU-defined portion sizes, the ENL companies sought scientific expertise to develop a

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<sup>2</sup> OECD Obesity update, 2017

credible methodology to identify the average reference portion for food and drink in the EU. We hope the European Commission and the multi-stakeholder platform will take stock of the progress made on the portion work and issue a recommendation in due time.

### **Trials to support the European process**

Engagement by the ENL companies with stakeholders including governments has shown openness to trial the label's impact on consumer understanding, awareness and behaviour.

Each of the individual companies within the scheme may communicate separately about their trials in selected EU Member States, and will gather and share feedback following the completion of trials, in compliance with EU Competition Law.

ENL labels will begin to appear gradually on shelves by end 2018 and the companies anticipate to have gathered consumer insights as of end of 2020.

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