Promoting Healthier Diets and Better Choices for European Consumers through Evolved Nutrition Labelling
The Evolved Nutrition Label has been developed around 3 Key Principles

**Building on what works**

The ENL approach builds on the existing EU-wide reference intake scheme familiar to 500 million consumers and is compliant with EU law.

**Inclusive and transparent process**

300+ stakeholders across Europe engaged and consulted. All the work on ENL is publicly available: [evolvednutritionlabel.eu](http://evolvednutritionlabel.eu)

**Consumers first**

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. OECD Obesity update, 2017
Key Features of the Evolved Nutrition Label

- ENL aims to provide **simple, easy-to-understand** and **meaningful** nutrition labelling information.

- ENL **builds on the existing EU-wide** Reference Intake scheme, in compliance with art. 35 of FIC Regulation.

- ENL **adds colours to the numbers** that reflect the nutrient content per actual portion consumed.

- This will **provide consumers with accurate information about what is in the actual portion** they are consuming.

- **Credible** EU reference **portion sizes** defined by academia.
Consumer survey to validate ENL understanding* and usefulness

Methodology and scope of the survey

Toluna Quick Survey online study with 18-65yr olds (March 2018)

Sample of N=3500 respondents across 7 countries (Belgium, Bulgaria, Germany, Greece, Poland, Portugal, Spain)

Respondents had to:

- Be responsible for shopping in their household
- Do one of the following when grocery shopping:
  - Look for the best quality
  - Look for lowest price
  - Look for best ratio between price and quality
  - Read the nutritional information on the pack
- Have consumed at least 3 of the 5 categories in the last 6 months (chocolate snacks, soft drinks, mayonnaise, soups, sweet biscuits)

* Understanding is tested both objective (knowledge insight questions) and subjective (respondent opinions with a 5 point likert scale)
Consumer survey results

- Over 93% of consumers prefer the coloured label when compared directly with monochrome.
- 82% of consumers find ENL “easy to understand.”
- Over 80% of consumers are able to assess correctly the nutrient content of food and beverages.
- Over 70% of consumers find ENL useful.
- Consumers from 6 out of 7 countries prefer per portion labelling.
3 May - ENL Trial Announcement

- Announced real-life trials in selected number of Member States

- Labels to begin appearing gradually from end 2018.

- Each ENL company to announce specific countries where trials will take place in compliance with EU Competition Law.
Objectives of Real-Life ENL trials

Contribute to EU-process of assessing different nutrition labelling schemes for Europe

- Leverage benefits of:
  - Real-life consumer insights vs online research
  - Local consumer insights on the same scheme across various Member States.
  - Meaningful insights over a longer time period

- Inform local public health policies by providing local consumer preferences and behaviours

- Gather and share feedback on consumer insights of ENL impact on consumer understanding, awareness and behavior at local and European level

- Share experiences and insights with Member States and stakeholders during future EU Joint Meetings on front-of-pack nutrition labelling
Our proposed criteria for ENL Trials

**Consumer behaviour**

- To be measured over medium to long term to ensure reliability and meaningful results
- To evaluate testing on consumer understanding, preference, assessment in real-life conditions
- EU-wide consistent criteria for evaluation of all nutrient labels

**Market impact**

- To be measured over long term
Timeline

- **2018**: ENL labels begin to appear gradually on shelves
- **2019**: ENL company-members continue to change products with ENL labels
- **2020 Q2**: Start gathering consumer feedback
- **2020 END**: Initial consumer insights to be shared with EC and JRC and other public health stakeholders
Rolling out a new front-of-pack labelling

**Guidelines**
- Brand guidelines
- Product guidelines
- ENL label guidelines

**Details to fix**
- Grams or ml
- Multi country/language

**Regulations (FIC)**
- Small pack
- Serving size
- Other

**Artwork CYCLES**

**Public announcement**
- R&D
- Marketing
- Nutrition
- Printing agencies
- Production teams

**Time**
- ENL on pack
What do we propose?

• Define together the guidelines of the EU-wide trials
• Continue to Share experiences and insights with European Commission, Member States and stakeholders during future EU Joint Meetings on front-of-pack nutrition labelling