Promoting Healthier Diets through Evolved Nutrition Labelling
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 *

**THE MONOCROME 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

I have no time to study the labels.

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.
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

EU “Low in” Regulation

Small Portion ≤15% of R.I.
Large Portion ≤30% of R.I.

Small Portion >15% of R.I.
Large Portion >30% of R.I.

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

Based on actual consumption data across Europe

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

**SMALL FOOD PORTION**
Cereals
Portion 40 g

- Monochrome scheme
- ENL Scheme

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

**MEDIUM FOOD PORTION**
Ice Cream
Portion 86 g

- Monochrome scheme
- ENL Scheme

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

**LARGE FOOD PORTION**
Ready Meal
Portion 400 g

- Monochrome scheme
- ENL Scheme

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

**BEVERAGES**
Soft Drink
Portion 250 ml

- Monochrome scheme
- ENL Scheme

SAME COLOUR CODING SCHEME AS USED IN UK AND IRELAND

GREEN COLOUR LINKED TO “LOW IN” CLAIMS PER 100 G/ML (EU REGULATION)
**John from Ireland**

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

<table>
<thead>
<tr>
<th></th>
<th>Light margarine</th>
<th>Extra Light Butter</th>
<th>Butter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturated Fat g/100g</td>
<td>6g</td>
<td>13g</td>
<td>52g</td>
</tr>
<tr>
<td>Label colour assessed per 100 gram</td>
<td><img src="#" alt="Saturates 0.6g (3%)" /></td>
<td><img src="#" alt="Saturates 1.3g (7%)" /></td>
<td><img src="#" alt="Saturates 5.2g (26%)" /></td>
</tr>
<tr>
<td>Label colour assessed per portion (10 g)</td>
<td><img src="#" alt="Saturates 0.6g (3%)" /></td>
<td><img src="#" alt="Saturates 1.3g (7%)" /></td>
<td><img src="#" alt="Saturates 5.2g (26%)" /></td>
</tr>
</tbody>
</table>
Marie from France

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

**Nutri-Score**

**ENL**

Each portion (250ml) contains

- Energy: 57 kcal (242 kJ)
- Fat: 0.7g (3%)
- Saturates: 0.3g (1%)
- Sugars: 1.6g (2%)
- Salt: 1.5g (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
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.