Promoting Healthier Diets and Better Choices

for European Consumers through

Evolved Nutrition Labelling

Towards a healthier food environment
in Europe

REFORMULATION

INNOVATION

RESPONSIBLE MARKETING

NUTRITION LABELLING

PORTION SIZES

Nutrition Labelling:
The industry has been engaged in a dynamic process

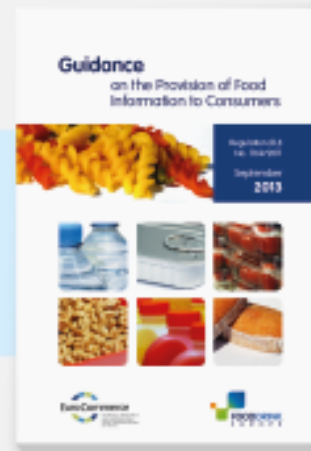# The Evolved Nutrition Label has been developed around 3 Key Principles

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

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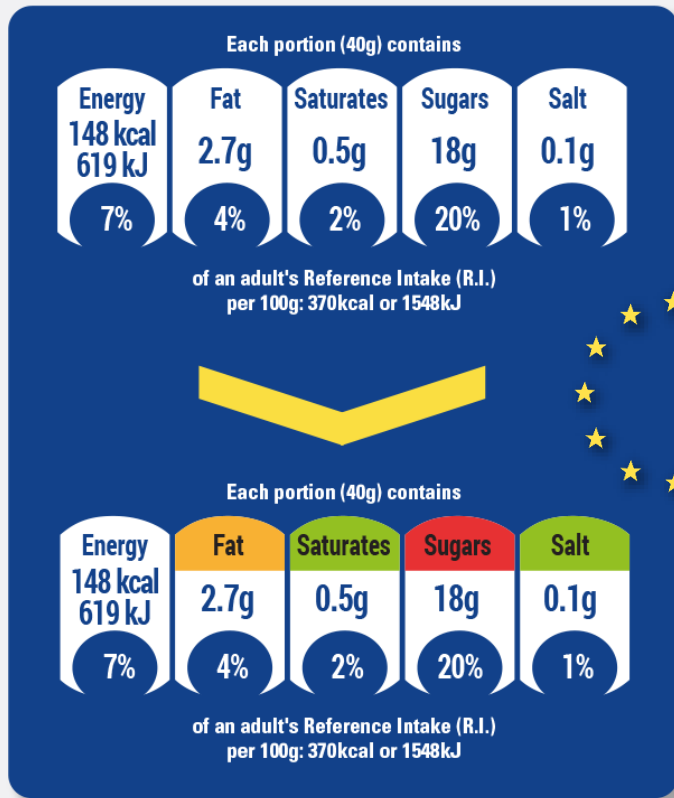
- ENL aims to provide **simple**, **easy-to-understand** and **meaningful** nutrition labelling information

- ENL **builds on the existing EU-wide** Reference Intake scheme

- 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

- Prof. Mike Gibney, University College Dublin
- Prof. Wim Saris, Maastricht University
- Prof. Alfredo Martinez, Universidad de Navarra
- Prof. Yannis Manios, Harikopio University, Athens
- Prof. Hannelore Daniel, Technische Universität, Munich

Category	ENL Reference Portion Amount as endorsed by the Advisory Expert Group
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
Individually wrapped mini soft cakes	40g
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)	100 ml
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

* Reference portion amount originally defined at 60-70g

Based on actual consumption data across Europe

ENL compliance with art. 35 of FIC Regulation

- Based on **sound and scientifically valid consumer research**

- **Consultation** with a wide range of stakeholder group

- Aim to **facilitate consumer understanding**

- **Supported by scientifically valid evidence of understanding**

- **Objective** and **non-discriminatory**

- Presentation of **energy value and amount of nutrients based on Reference Intakes (RI)**

- **No obstacle to the free movement** of goods

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)

SCREENER

TESTING UNDERSTANDING

TESTING USEFULNESS

TESTING LABEL PREFERENCE
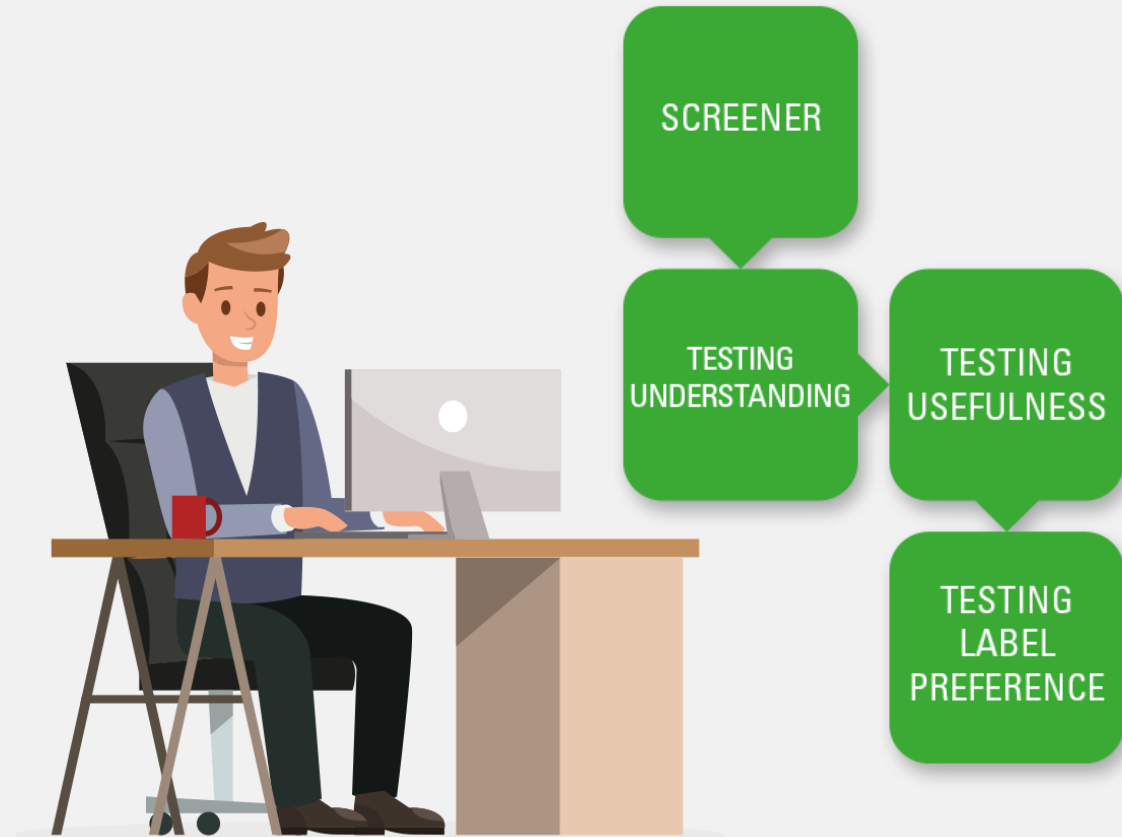
* Understanding is tested both objective (knowledge insight questions) and subjective (respondent opinions with a 5 point likert scale)

Over 93% of consumers prefer the coloured label when compared directly with monochrome

	🇧🇪	🇧🇬	🇩🇪	🇬🇷	🇵🇱	🇵🇹	🇪🇸	🇧🇪	🇧🇬	🇩🇪	🇬🇷	🇵🇱	🇵🇹	🇪🇸
Which of the two labels would help guide your/ your families daily diet better?	95%	97%	93%	98%	96%	99%	96%	5%	3%	7%	2%	4%	1%	4%
Which label helps you make an informed product choice?	96%	97%	93%	99%	97%	99%	97%	4%	3%	7%	1%	3%	1%	3%
Which label is the most easy to understand?	96%	96%	93%	98%	97%	99%	97%	4%	4%	7%	2%	3%	1%	3%

82% of consumers find ENL "easy to understand"

What the label looks like:

The colour of either red, amber or green reflects the % of recommended daily intake of a nutrient per portion:

chaque portion (50g) contient

Energie 1047kJ 250kcal	Matieres grasses 12.5g	Acides gras saturés 2.5g	Sucres 0.5g	Sel 0.1g
13%	18%	13%	1%	3%

de l'apport de référence d'un adulte
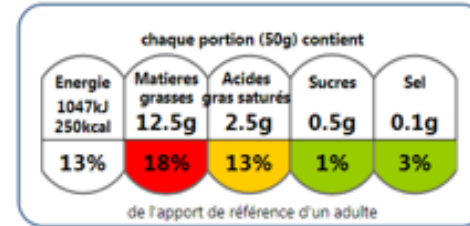
What it means:

This label tells you if the product has high (red), medium (amber) or low (green) amounts of fat, saturates, sugars and salt.

Top 2 box agreement (Agree + Strongly agree)	Average	🇧🇪	🇧🇬	🇩🇪	🇬🇷	🇵🇱	🇵🇹	🇪🇸
The label is easy to understand	82%	75%	85%	75%	88%	82%	86%	83%
This label can help me understand the nutrient content of the products when shopping	81%	75%	84%	75%	86%	80%	85%	83%
The colours facilitate my understanding of the contribution of this food to my diet	79%	71%	83%	74%	85%	78%	81%	82%

Over 80% of consumers are able to assess correctly the nutrient content of food and beverages

Véritable Petit Beurre is correctly identified by the majority of participants (81%) across all markets as the product with the **lowest amount of saturated fats** per portion

Based on the packs below and their labelling, which product do you think contains the lowest amount of saturated fats in a portion?

	🇧🇪	🇧🇬	🇩🇪	🇬🇷	🇵🇱	🇵🇹	🇪🇸
Véritable Petit Beurre	84%	84%	87%	90%	88%	81%	82%
Oreo	3%	3%	5%	1%	3%	3%	4%
Milka Choco Brownies	13%	13%	8%	9%	9%	17%	14%

Véritable Petit Beurre
Each portion (33.3g) contains

Energy 607kJ 145kcal	Fat 4.0g	Saturates 2.5g	Sugars 7.7g	Salt 0.5g
7%	6%	12%	9%	8%

of an adult's reference intake

Oreo original
Each portion (33g) contains

Energy 663kJ 158kcal	Fat 6.6g	Saturates 3.2g	Sugars 12.4g	Salt 0.3g
8%	9%	16%	14%	5%

s reference intake

Milka Brownie
Each portion (30g) contains

Energy 594kJ 142kcal	Fat 8.7g	Saturates 3.6g	Sugars 11.4g	Salt 0.1g
7%	12%	18%	13%	2%

of an adult's reference intake

The majority of consumers (80%+) are able to identify that Coca-Cola zero sugar **has the lowest amount of sugar in a portion.**

Based on the packs below and their labelling, which product do you think contains the lower amount of sugar in a portion?

	🇧🇪	🇧🇬	🇩🇪	🇬🇷	🇵🇱	🇵🇹	🇪🇸
Coca-Cola Zero Sugar	83%	86%	90%	87%	83%	*	80%
Coca-Cola	13%	11%	7%	9%	13%	*	15%
Fuzetea/Nestea	4%	3%	3%	4%	5%	*	5%
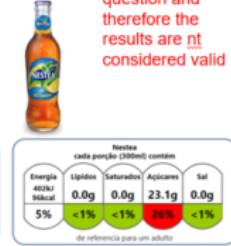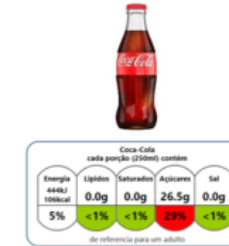
*Data from Portugal has been removed from this slide due to inaccurate translation of the question and therefore the results are nt considered valid

Coca-Cola zero sugar
cada porção (250ml) contém

Energia 3kJ 1kcal	Lípidos 0.0g	Saturados 0.0g	Açúcares 0.0g	Sal 0.0g
<1%	<1%	<1%	<1%	<1%

de referência para um adulto

Coca-Cola
cada porção (250ml) contém

Energia 448kJ 106kcal	Lípidos 0.0g	Saturados 0.0g	Açúcares 26.5g	Sal 0.0g
5%	<1%	<1%	29%	<1%

de referência para um adulto

Fuzetea
każda porcja (250ml) zawiera

Energia 199kJ 48kcal	Tłuszcz 0.0g	Nasycone 0.0g	Cukry 10.8g	Sól 0.0g
2%	<1%	<1%	12%	<1%

referencyjnej wartości spożycia dla przeciętnej osoby dorosłej

Nestea
cada porção (300ml) contém

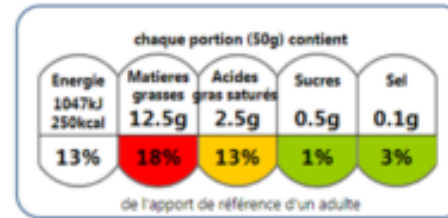| Energia 402kJ 96kcal	Lípidos 0.0g	Saturados 0.0g	Açúcares 23.1g	Sal 0.0g
5%	<1%	<1%	28%	<1%

de referência para um adulto

Over 70% of consumers find ENL useful

What the label looks like:

The colour of either red, amber or green reflects the % of recommended daily intake of a nutrient per portion:

chaque portion (50g) contient

Energie 1047kJ 250kcal	Matieres grasses 12.5g	Acides gras saturés 2.5g	Sucres 0.5g	Sel 0.1g
13%	18%	13%	1%	3%

de l'apport de référence d'un adulte

What it means:

This label tells you if the product has high (red), medium (amber) or low (green) amounts of fat, saturates, sugars and salt.

Top 2 box agreement (Agree + Strongly agree)	Average	🇧🇪	🇧🇬	🇩🇪	🇬🇷	🇵🇱	🇵🇹	🇪🇸
The colours help me to make an informed choice at a glance	78%	68%	82%	72%	85%	77%	80%	79%
The information on this label is transparent	75%	66%	72%	69%	85%	77%	76%	78%
The information on this label is credible	70%	65%	63%	69%	82%	69%	74%	71%
This label helps guide me / my family's daily diet	66%	63%	61%	67%	68%	66%	68%	70%
The information on this label is trustworthy	65%	60%	54%	62%	64%	65%	66%	69%

In 6 out of 7 countries, consumers prefer the per portion labelling

Each portion (40g) contains

| Energy 148 kcal 619 kJ | Fat 2.7g | Saturates 0.5g | Sugars 18g | Salt 0.1g |
| 7% | 4% | 2% | 20% | 1% |
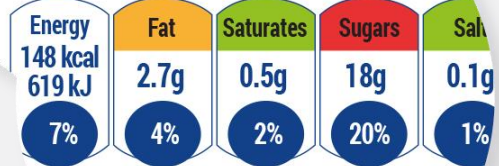
an adult's Reference Intake (R.I.)
100g: 370kcal or 1548kJ

Please indicate which of the below options makes it easier to compare the nutrient content of different products using a colour-coded label

Option selected	Average	🇧🇪	🇧🇬	🇩🇪	🇬🇷	🇵🇱	🇵🇹	🇪🇸
Per portion	55%	53%	60%	41%	54%	68%	61%	49%
Per 100g of the product	36%	31%	34%	48%	40%	29%	32%	40%
I do not know/ I do not have a preference	9%	16%	6%	10%	6%	3%	8%	11%

What do we propose?

Real-life ENL trials in EU member states that will allow us to:
- Learn by doing: gather consumer insights across a representative EU population
- Contribute to an EU led process on the assessment of co-existing schemes
- Commitment to work with all stakeholders to support consumers with simple, easy to understand and meaningful nutrition labelling