

DANONE

We are very happy with this initiative for regulation on claims. We have practically all days questions and problems with this issue.

We support your proposal in general, but we have only one question:

In all Dietary Guidelines increased consumption of carbohydrates (especially of starch) is recommended. Why is it not suggested to make claims on the high(er) level of carbohydrate/starch? Now very much attention is paid to "negative" communications as "low", "less" for fat and sugar, while "positive claims as "rich" and "more" as proposed for carbohydrates and starch are much more attractive for consumers.

Therefore it is suggested to include claims as "rich" and/or "more" for carbohydrates and starch as well in the forthcoming regulations.

I am always willing to give more explanation to this writing.

Yours sincerely,

Dr. Ir. George de Bekker

Nutrition Manager

LU BENELUX