

Promoting Healthier Diets and Better Choices for European Consumers through Evolved Nutrition Labelling

Mondelēz
International

Nestlé
Good Food, Good Life

PEPSICO

The Coca-Cola Company

Unilever



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

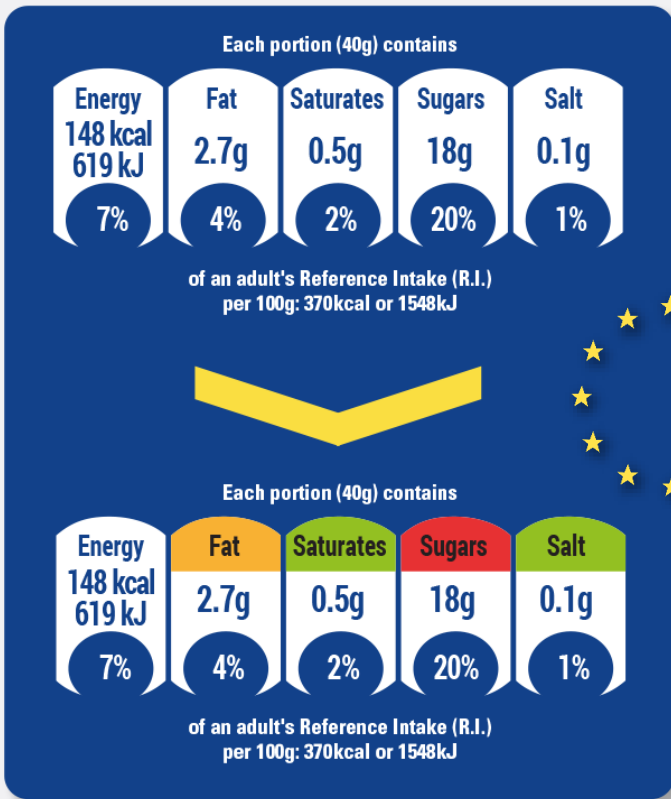


Coloured labels have the potential to increase the number of people who make a healthy choice by 18%, leading to a 4% reduction in caloric intake. OECD Obesity update, 2017



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, 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

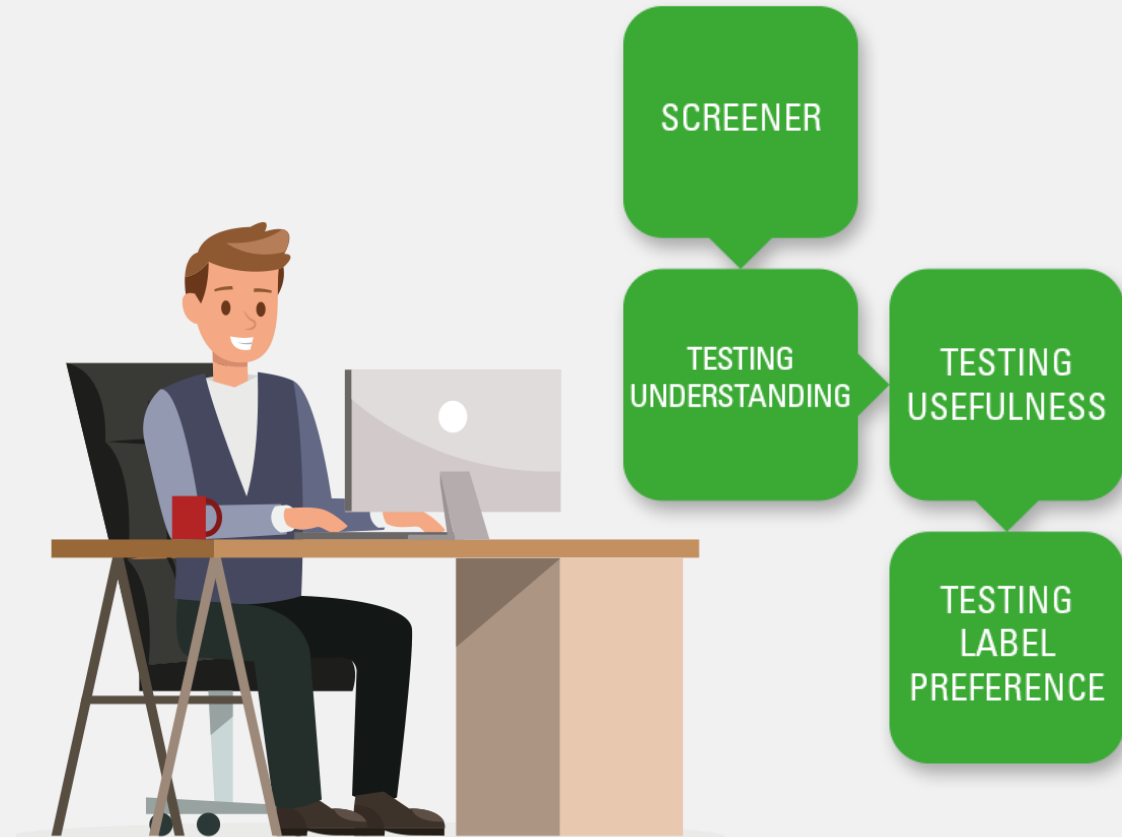
Methodology and scope of the survey

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

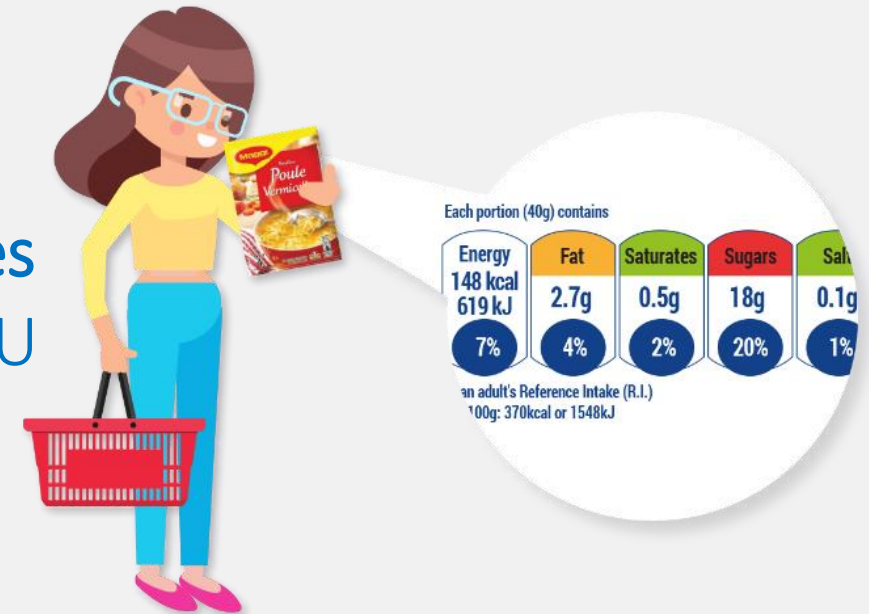


- Over 93% of consumers **prefer the coloured label** when compared directly with monochrome
- 82% of consumers **find ENL “easy to understand”**
- Over 80% of consumers are **able to assess correctly the nutrient content** of food and beverages
- Over 70% of consumers find **ENL useful**
- Consumers 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

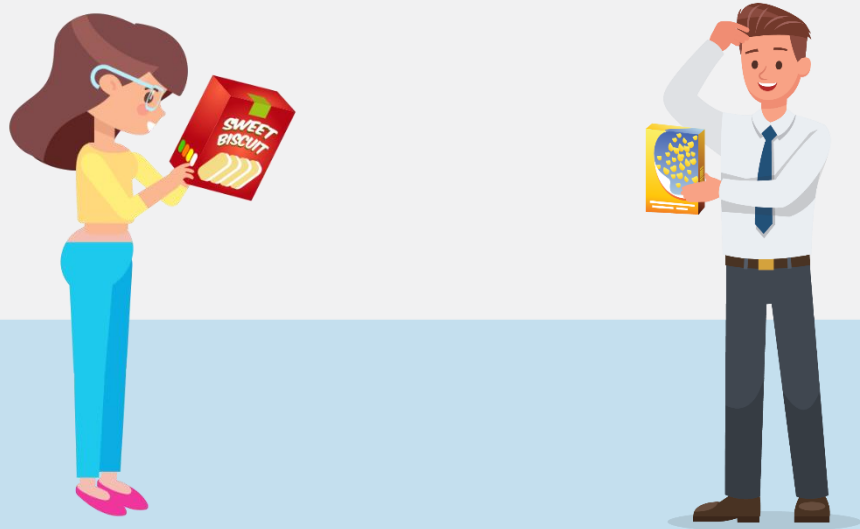
- Leverage benefits of:
 - Real-life consumer insights vs online research
 - Local consumer insights on the same scheme across various Member States.
 - Meaningful insights over a longer time period
- Inform **local public health policies** by providing local consumer preferences and behaviours
- **Gather 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



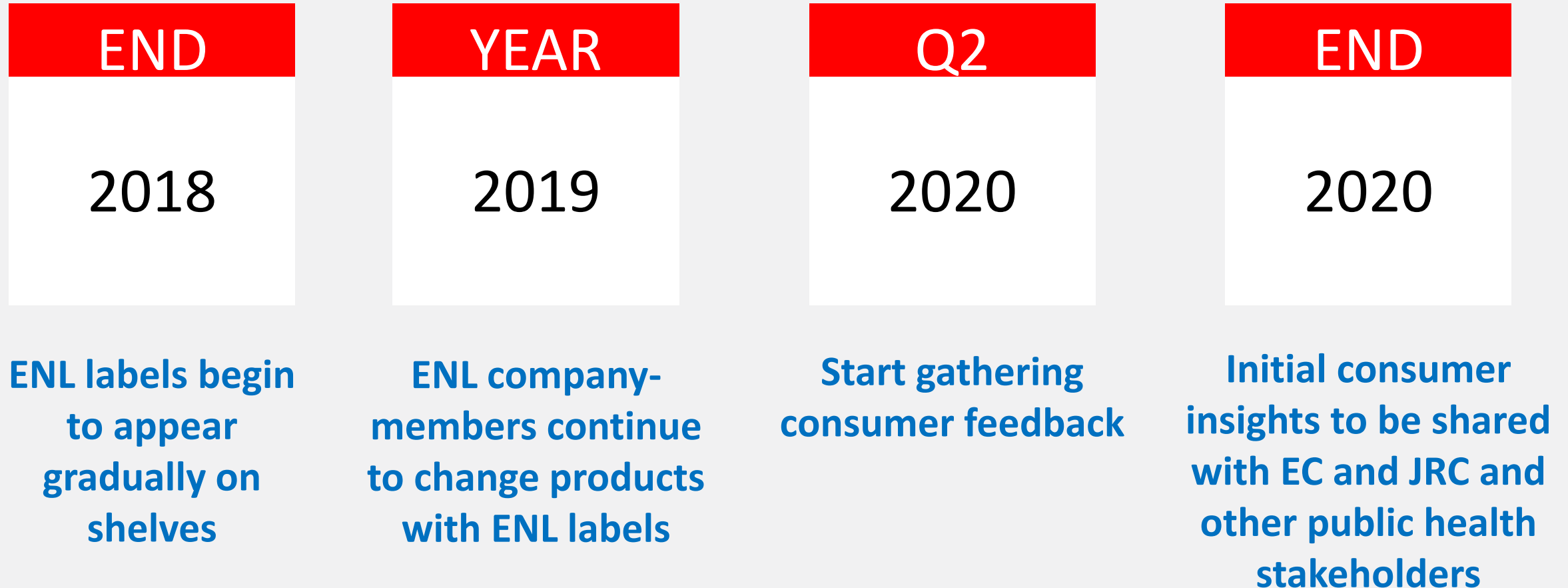
INNOVATION



REFORMULATION



Timeline



ENL labels begin to appear gradually on shelves

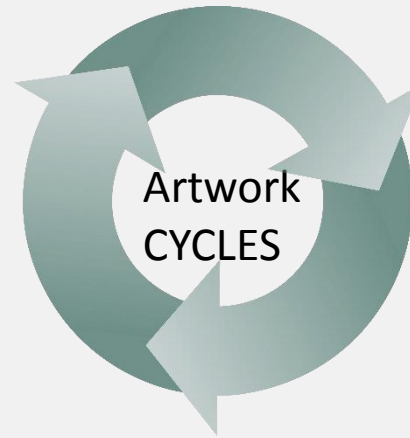
ENL company-members continue to change products with ENL labels

Start gathering consumer feedback

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

Public announcement

Time

ENL on pack

R&D

Marketing

Nutrition

Printing agencies

Production teams

Regulations (FIC)

- Small pack
- Serving size
- Other



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

