

## Companies

### FRONERI

FRONERI is fully compliant with the commitments that licensors and private labels have taken about Nutrition. FRONERI branded products, offer a wide variety of tasty and healthy choices.

Nestlé branded products help consumers make informed and healthier choices.

To reassurance to gatekeeper, Nestlé have developed "Created for kids" logo.

"Created for Kids" is a positive context claim whereby products are:

- 110 kcal per portion
- compliant with Nestlé Kids Nutritional Foundation criteria
- Natural flavours and colors

Nestlé has developed NESTLÉ NUTRITIONAL COMPASS® which provides nutritional information per 100 gr/ml, per portion and % of an adult's Reference Intake (RI). Based on the space in the pack, it may also provide statements like "good to remember"," good to talk", "good to know" and "good questions".

All Nestlé branded products follow the NESTLÉ NUTRITIONAL COMPASS®.

### GENERAL MILLS – HÄAGEN DAZS

As a member of IFBA, General Mills has made a commitment to adopt a common global approach to nutrition information on packaging. Nutrition information on packaging includes, at minimum, the labelling of calories on front of-pack. Where space on packages permits, the five-icon 'Reference Intake' format – including energy (calories), fat, saturated fat, sugar and salt – is displayed. General Mills includes the energy icon as a minimum on smaller packages. This initiative was implemented globally during 2015 to inform consumers about specific product nutrition attributes.

All Häagen-Dazs consumer products in Europe include nutrition information per 100g, per serving and the % reference intake per serving on the packaging where space permits. General Mills aims to provide the highest level of consistency and transparency possible working within packaging constraints.

### MARS

MARS has a global commitment to add nutritional information on front of pack. The company displays calorie Guideline Daily Amounts (GDAs) or equivalent labeling on the front and back of packaging. MARS is proud to be one of the first global food & drink companies to provide guidance on how often its more indulgent meal offerings should be consumed.

## UNILEVER

Unilever has a global commitment on nutrition labelling:

- 'big 8' nutrients back-of-pack.
- per portion (preferred option) or per 100g/ml
- for energy, sugars, fat, saturated fat and salt, % contribution to the recommended daily intake given as an icon or text back-of-pack.
- front-of-pack icon showing energy content as either % contribution to the recommended daily intake or as an absolute quantity
- for small or unusually shaped packs, 'Big 4' back-of-pack (energy, protein, carbohydrate and fat) and energy per portion front-of-pack, provided this is legally allowed. For very small packs, information can often be obtained through websites and carelines.

At the end of 2017 94% of our products globally were fully in line with our global commitment.

## *National Industry Associations*

### GERMANY - BDSI

The BDSI homepage offers the consumer a wide range of information on confectionery, savoury snacks and ice cream. [www.bdsi.de](http://www.bdsi.de)

Together with an external expert, the BDSI has developed a so-called "pleasure-card-index" (Genuss-Karte) that emphasises the importance of pleasure and enjoyment for a healthy lifestyle. The so-called "pleasure concept" is one of the main pillars of the scientific PR of the BDSI. An extra homepage was created [www.genuss-tut-gut.de](http://www.genuss-tut-gut.de)

Eating with pleasure is linked to the concept of eating in moderation. [www.genuss-tut-gut.de](http://www.genuss-tut-gut.de) has about 6400 visits/months

The BDSI supports sensible and understandable nutrition labelling. Since 2008 it has advised its member companies to voluntarily print the nutrition table providing details on energy, protein, carbohydrate and fat content on confectionery packaging.

Many BDSI ice cream companies provide voluntary front-of-pack reference intake levels in addition to the nutrition table. Reference Intake %, based on a 100ml (50g) portion size. In addition, they provide consumers with clear, fact-based nutritional information that enables them to make informed dietary choices. This is often done on-pack but increasingly also via alternative communication channels such as company websites, smart-phone applications, point of sale materials, etc.

### FRANCE – ASSOCIATION DES ENTREPRISES DES GLACES (AEG)

The French ice cream sector is monitored by the French Food Observatory (OQALI) which measures changes in nutritional quality (nutritional composition and information on labelling). OQALI focuses on labelling parameters: expression of the nutritional value per portion, mention of the daily recommended allowance on the pack...

In 2012, a first report was published about the ice cream sector (data from 2010/2011), then a second progress report was published in 2017 (data from 2015). The second report progress takes into account 87% of the ice cream industry market volume in 2015 (1953 products collected).

It is observed that many products bear voluntary nutritional information:

- 74% of them present an expression of the nutritional values per portion;
- 80% have indicated a portion on the pack;
- 54% of the products bear an indication regarding the daily recommended allowance, which is a significant increase in comparison with 2010 (40% of the products).

<https://www.oqali.fr/Publications-Oqali/Etudes-sectorielles>

#### ITALY - UNIONE ITALIANA FOOD

By signing up to the voluntary Code of the Ministry of Health "*Shared objectives for improving the nutritional characteristics of food products, with a particular focus on children (3-12 years)*", AIDEPI (since 2019 called 'UNIONE ITALIANA FOOD') members are committed to introduce in addition to the new Nutrition Declaration per 100g also the nutritional information per portion or per piece and the % Reference Intakes - at least energy RI.

#### THE NETHERLANDS - NVC

The NVC members follow the Euroglaces recommendation to provide information on nutrition on front of pack. In the Netherlands 90% of all prepacked ice cream is labelled in line with this recommendation.

#### UK – FDF ICC

FDF members have voluntarily provided front of pack nutrition information in the UK since 2006. Many companies provide information on the absolute amounts of energy, fat, saturates, sugars and salt in a portion of the product, along with percentage Reference Intake information (%RI)

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