

## 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:

- 100 % FRONERI Nestlé branded kid's products are Nutritional Foundation compliant. (for ice cream Nestle NF = < 170 kcal/portion, = < 5.3 g added fructose, = < 3.8 g SFA, = < 9 g fat and = < 0.02% TFA)
- FRONERI targets 100 % innovations of Nestlé branded kid's products with less than 110 Kcal /portion and Nestlé Nutritional Foundation.
- Around 95% of FRONERI Nestlé Kids branded products are "without artificial colour and flavoursµ" even when not always claimed.

Disney branded products:

100 % FRONERI Disney branded products are Disney nutritional guidelines compliant.

Private labels are owned by retailer companies who take full responsibility for formulation and final product under their brands. FRONERI acts as producer.

### GENERAL MILLS – HÄAGEN DAZS

Mindful of serving size and to help consumers eat smaller quantities, Häagen-Dazs has developed smaller serving size products. Häagen-Dazs has launched some individual ice-creams formats with Häagen-Dazs mini cups (between 74g and 87g per pot) and mini stick bars (37g).

### MARS

MARS is combining science and product design to continually improve its portfolio. The company has a long history of industry-leading moves, and a few recent ones are below.

Mars Wrigley Confectionery is dialing back calories, trans-fats and sugars, while dialing up smaller portion-size offerings and consumer information.

By the end of 2017, Mars Wrigley Confectionery was maintaining 99 percent compliance with our goal to limit all chocolate and confectionery products to 250 kcal per portion. To build on this commitment and increase consumer choice, MARS also started to launch packs with even fewer calories, i.e. below 200kcal/portion. About 80% of its ice creams provide already less than 200 kcal/portion.

To meet consumer expectations, MARS is working on the removal of artificial colours what will be effective in the coming years. All its ice creams products are already free from artificial colours and flavours (except M&M's)

## UNILEVER

As part of the Unilever Sustainable Living Plan the company has ambitious nutrition targets which should help hundreds of millions of people to enjoy great food and better diets.

The targets include:

- 60% of the portfolio to meet Unilever's Highest Nutrition Standards by 2020
- 100% of kid's ice creams to contain  $\leq 110$  kcal per portion by end 2014
- 80% of packaged ice cream products to contain  $\leq 250$  kcal per portion by end 2015

Since 2014 100% of Unilever's kid's ice creams have contained  $\leq 110$  kcal per portion

At the end of 2017 90% of the packaged ice cream portfolio contained  $\leq 250$  kcal per portion.

In addition, at the end of 2017, 39% of its total global foods and beverages portfolio met its Highest Nutrition Standards.

## *National Industry Associations*

### BELGIUM - FEBELGLACES

In 2012, the Belgian Ice Cream Association (FeBelGlaces) committed to contribute to the overall goal of reducing the caloric intake by the Belgian population by 5% between 1/1/2012 and 31/12/2016.

This goal was set in 2011 by the federation of producers (FEVIA) and distributors (COMEOS) of food products in Belgium, together with the Belgian Government, and was formalized in 2016 into the Convention for a Balanced Diet.

To help achieving this overall goal, FeBelGlaces members worked on three routes, by :

- 1) adjusting the nutritional composition of existing ice creams, especially products targeted to children, by reducing the calorie and/or added sugar and/or saturated fat content per portion,
- 2) developing new products such as low-fat or no added sugar ice creams alongside their existing product range,

Examples of reformulated and new ice cream products launched between 2012 and 2016 can be found at <https://www.convenantevenwichtigevoeding.be/fr>

- 3) expanding their product range by offering smaller prepacked portion sizes.

The efforts made by FeBelGlaces members in the above areas resulted in an overall weighted average calorie reduction of 11% over the period 2012-2016, i.e. a decrease from 1.717 kcal/liter ice cream in 2012 to 1.530 kcal/liter in 2016.

In the meantime, FeBelGlaces members continue taking initiatives to make the healthy choice, the easy choice for the consumer.

### FRANCE – AEG

Some AEG members have their own reformulation program generally concerning fats, sugars and energy. The members are working on their own company policies.

#### GERMANY - BDSI

The BDSI has issued a Position Statement on the Product formulation/Reformulation of confectionery, savoury snacks and ice cream.

For Example: "The confectionery industry offers a wide-ranging choice of products to suit every requirement and taste. It sees changing consumer demands as an opportunity, is continuously developing its range of products, and responds flexibly to new requirements and findings.

In addition to its classic and traditional products, which have enjoyed long-standing market success and must be left to exist unchanged, it also offers numerous sugar-reduced, fat-reduced, salt-reduced, gluten-free and lactose-free versions as well as other innovative products."

The BDSI ice cream members offer ice cream in very diverse portion and pack sizes, including many small packs. BDSI ice cream members are also working on reformulation on the base of their own Company policies. They offer for example sugar-reduced, fat-reduced, lactose-free versions of ice cream.

#### ITALY - UNIONE ITALIANA FOOD

During EXPO 2015 in Milan AIDEPI ( since 2019 called 'UNIONE ITALIANA FOOD') signed the voluntary Code of the Ministry of Health "[\*Shared objectives for improving the nutritional characteristics of food products, with a particular focus on children \(3-12 years\)\*](#)".

This Code committed AIDEPI (now 'UNIONE ITALIANA FOOD') members to a gradual reduction until end of 2017 of the average levels of some nutrients (TFA, saturated fats, sugars and energy per portion) in "all family" edible ices generally consumed by children and edible ices targeted to children.

This Code takes into account the reformulation efforts and the monitoring of the nutritional composition since 2008.

The targets have been reached and, thanks to the voluntary reformulation initiatives carried out by the companies in order to meet the consumer needs, the average of the market goes beyond the objectives: industrial TFAs eliminated, the average content of sugars/100g reduced by 34% (23 g/100g), the average content of SAFA/100g reduced by 33%(7,4g/100g) and the average content of energy/portion by 22% (164 kcal/portion).

In the same Code ice cream members have renewed their commitment (already in place since 2004) to giving up direct sale of edible ices products through vending machines in primary school and first-degree secondary schools.

#### THE NETHERLANDS - NVC

Dutch Ice cream producers have been active reformulating their products already from around 2008 when the national mandatory minimum milkfat content was successfully lowered from 8 to 5%. In addition, there is an ever-increasing different product variety offered, to ensure that there is always a product that fits everyone's diet. Thirdly there is an increase in the number of products on sale that has smaller portions and or lower energy content and an increase in products on sale with higher fruit content.

UK – FDF ICC

In March 2017 Public Health England (PHE) published voluntary guidelines for sugar reduction for 9 categories of food that make significant contributions to children's sugar intake. Ice cream is one of these categories. The guidelines set a 5% sugar reduction for year 1 and a 20% reduction by 2020. There is also a calorie cap for single serve products. ICC members are committed to working alongside PHE and other stakeholders to respond to this challenge and play their part through reformulation wherever possible.

