

How can we unlock the full potential of the Food labelling system?

Elements of an efficient Front-of-pack (FOP) labelling system to help consumers make healthier choices



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The European Green Deal (Farm to Fork Strategy)



A key priority for the EU

Harmonized & mandatory **Nutrition Labeling System**

Making healthier food choices is a major challenge for the prevention of various chronic diseases (WHO)

We need to help European consumers make healthier and more informed choices

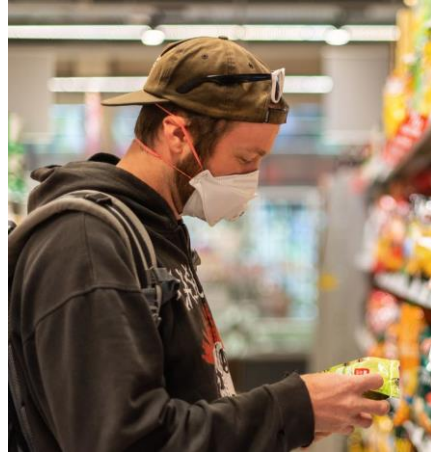


A front-of-pack labeling system should

Drive I&R for manufacturers



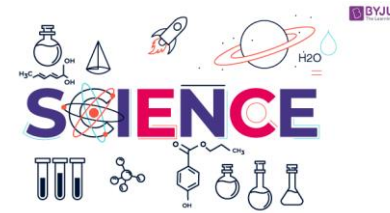
Be Transparent towards consumers



Be effective with consumers



Be BASED on sound & independent science



Be Harmonized across the EU



Incentive to improve the nutritional profile of food products and to continuously offer healthier choices to consumers

According to a standard 100 gr/ml reference that reflects the mandatory nutritional declaration.

Backed by strong consumer studies proving its effectiveness in helping make healthier and informed food choices

Rules and algorithms developed by independent experts based on nutrition and science.

Harmonization ensures a level playing field.

An Example

Nutriscore

Colorful, eye-catching and easy to read



Compare products of the same product category

Nestlé reformulation journey and Nutri-Score



	2003	2004	2006	2011	2013	2021	Aim (2022)	% change
Sugar (g/100g)	38	36	35	30	25	25	22.5	34% Decrease
Fiber (g/100g)	2.4	4.7	4.7	5.1	9.5	8.7	8.7	262% Increase
Sodium (g/100g)	300	240	232	232	232	176	176	41% Decrease
Saturated Fats (g/100g)	3	1.6	1.7	1.7	1.7	0.6	0.6	80% Decrease
Energy (kcal/100g)	390	390	390	389	381	369	369	5% Decrease
NUTRI-SCORE per year	D	C	C	C	C	B	A	



Thank you