

TOP FOOD & DRINKS COMPANIES UNITED ON LABELLING



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Brussels, 11 July 2006. European CEO's from the world's top food & drinks manufacturers today united on a commitment to on-pack labelling designed to give consumers across Europe helpful meaningful and consistent nutritional information.

Coca-Cola, Danone, Kellogg's, Kraft Foods, Nestlé, PepsiCo and Unilever will voluntarily commit to putting the number of Calories (energy) per serving on **front** of pack of their branded products, along with the percentage these calories represent as a proportion of total recommended daily calorie consumption (Guideline Daily Amount – or GDA) (see ^{#1} in notes to editor below). This is because consumer research has shown that the majority of consumers want at-a-glance information about the Calorie and energy content of their food and drinks in order to help them balance their energy intake and output.

In addition, each company will expand the labelling on the **back** of their products to include a nutrient list, nutrition information per serving Guideline Daily Amounts (GDAs) for energy and the four nutrients of public health concern (^{#2}). The inclusion of GDAs will provide consumers with a science-based, non-discriminatory and easy to use system that facilitates informed dietary choices.

This initiative implements a voluntary industry-wide scheme that has been presented by the European Food and Drink industry association (CIAA) (^{#3}) to the EU Platform for Action on Diet, Physical Activity and Health (^{#4}).

The seven companies welcome the CIAA scheme and encourage other companies to adopt it across the whole of Europe to promote consistent nutrition labelling and information for consumers. The CIAA scheme also provides positive evidence of progress by the food industry to address diet and health concerns as well as constructive input to the upcoming revision of EU Nutrition Labelling legislation.

The companies plan will start rolling out this initiative by the end of this year. Each will be monitoring and reporting on progress.

This joint initiative reflects each company's commitment to giving consumers information which is meaningful in helping them to make informed purchasing decisions. Nutritional information can be difficult to understand and the companies believe that this approach will be genuinely effective in getting complex messages across in an easily understood way.

Today's on-pack nutrition labelling announcement is the latest in a series of similar voluntary initiatives by food and drinks manufacturers to actively address diet, physical activity and health concerns in Europe. Over the last few years each of the companies has taken major steps to reformulate their products including, for instance, reductions in levels of salt, sugar and fat. Other initiatives include voluntary agreements for responsible marketing and advertising of foods and beverages as well as programmes that promote physical exercise to encourage people to live more active, healthier lives.

-ENDS-

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Notes to editors:

The seven manufacturers are responsible for many leading brands, including Bertolli, Bird's Eye, Coca-Cola, Dairylea, Danone, Fanta, Kellogg's Corn Flakes, Knorr, Lays, Lu, Maggi, Nestlé, Pepsi, Philadelphia, Quaker, Sprite and Tropicana.



^{#1} Individual food and drinks companies may also decide to introduce front of pack GDA symbols or healthy choice logos. Where this is the case, the commitment will be to standardise the approach towards GDA front of pack symbols and to transparently communicate to consumers the criteria on which their healthy choice logos are based.

^{#2} Nutrition per serving in addition to the current information per 100g/100ml already required.



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The nutrient list covers the so-called 'Big 8' nutrients:

- energy (Calories)
- protein
- carbohydrates
- sugars
- fat
- saturated fat
- fibre
- sodium (salt)



This will be provided on pack where this is feasible. In those instances where due to limited space this is not possible the companies will provide information on the so-called 'Big 4' (energy, protein, carbohydrates and fat). Additional information will be made available to consumers via websites, leaflets, care lines, etc.



The four key nutrients covered by the Guideline Daily Amounts (GDAs) are:

- fat
- saturated fat
- sugars
- sodium (salt)

Energy (calories) is the fifth element that will be included in the GDA list.



^{#3} The CIAA is the voice of the European food and drink industry – the leading manufacturing sector, major employer and exporter in the EU. The CIAA's role and mission is to represent the food and drink industries interests with both European and international institutions. For more information on the CIAA Nutrition Labelling Scheme see www.ciaa.be.



^{#4} The European Platform for Action on Diet and Physical Activity is one of the initiatives currently underway which brings together key EU-level representatives of the food, retail, catering, and advertising industries, consumer organisations and health NGOs. It acts as a forum for all those capable of committing themselves to action. The spirit of the platform is to work under the leadership of the European Commission to provide an example, which others in Europe will hopefully follow, of coordinated but autonomous action to reverse current negative trends. The Platform approach takes account of the World Health Organization's Global Strategy on Diet, Physical Activity and Health, adopted by the World Health Assembly in 2004. For further information, please see:

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/platform_en.htm



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