



EU Nutrition and Health Claims - *practical considerations*

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Communicating Reformulation



- Interpretation - 'no hydrogenated fat', 'contains wholegrain', contains probiotics – ingredient or nutrition claims?
- Similarly, salt reduction poster may not necessarily meet EU 'reduced' criteria. Even using terms such as 'less salt' are likely to have the same meaning (and could therefore be prohibited).
- On pack – no longer compare product to previous recipe even if product meets reduced criteria, therefore cannot say "new recipe with 30% reduction in saturated fat"
- No incentive for reformulation

We're reducing salt in our food faster than you can say 'sodium chloride!'

The salt that your food contains is not the same as the salt that you eat. And for children's health, it's important to keep salt per portion low, the less you eat, the less you're already eating.

Our ready meals lack a certain something. Hydrogenated fats.

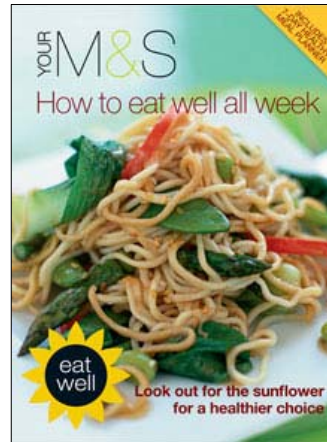
We've removed all the hydrogenated fats from our ready meals and are working to do the same to all our food. This means we're making our food healthier and tastier. If you're looking for a 'Ready Meal' that's also good for you, look for the 'No Hydrogenated Fats' label. We've also got a range of 'No Added Salt' ready meals. For more information, visit our website at www.marksandspencer.com.



YOUR M&S
look behind the label

'Commercial Communications'

- FSA 2007 Consumer Survey identifies retailers as prime source of information on healthy eating (38% - 12 points ahead of the FSA).
- Scope of the Regulation includes 'commercial communications' (includes in-store décor, signage, M&S magazine, web-site, radio/TV ad etc).
- EU Regulation could prohibit retailers providing healthy eating messages. Example shown.
- Interpretative issues being considered by FSA – guidance needs to be clear



Impact of Nutrient Profiles?

SERVES 1 - THIS PACK PROVIDES				
CALS	SUGAR	FAT	SAT FAT	SALT
460	3.2g	18.8g	11.6g	2.64g
23%	4%	27%	58%	44%
OF YOUR GUIDELINE DAILY AMOUNT				

- Awaiting clarity on whether front of pack colour coding is considered a claim – undesirable consequence
- LACORS advice 27 July 2007
“Looking at the definition of “nutrition claim “in the Food Labelling Regulations 1996 LACORS considers that front of pack signpost labelling in all its many forms (e.g. Guideline Daily Amounts, FSA traffic light signposting etc) fall within the definition”
- Article 4 (nutrition profiling) has potential to ban sign-posting where features a ‘green’ and two ‘reds’.
- Nutrient profiles need to allow comparisons to be made between food categories