



Engagements
on Nutrition
and Health

CAOBISCO
Chocolate, Biscuits & Confectionery of Europe

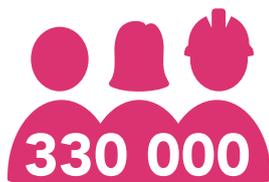


About CAOBISCO

CAOBISCO

17 National Associations | **6** Direct companies | **2** Affiliated members
MEMBERS

CAOBISCO represents 17 member National Associations, 6 direct member companies and 2 affiliated members from the chocolate, biscuit and confectionery sectors across Europe.



WORKERS

The three sectors are together composed of more than 12500 companies which employ directly more than 330 000 workers.



MILLION TONS PRODUCED

They are responsible for around 11.5 million tons of goods produced and sold across Europe.



PRODUCTION EXPORT

They export 20.7% of their production, accounting for 7.8 billion euros in 2013, i.e. 10% of the total value of EU food exports.
(Source: Eurostat)

Our Engagements on Health and Nutrition

We take our role and responsibility towards consumers in relation to nutrition and health seriously.

Chocolate, confectionery and biscuit products are fundamentally about bringing pleasure and enjoyment to people. As such, they should be used in moderation and in the framework of a balanced diet and an active lifestyle.

The confectionery industry always views the changing needs and desires of consumers as an

opportunity and takes them on board. We are constantly developing our product range taking into account evolving consumer behaviours, innovation and scientific advances.

We also continue doing our part to better understand the most helpful role we can play, along with all stakeholders, bearing in mind that solutions to the world's highly complex and multi-factorial health and wellbeing issues require a whole-of-society effort and multi-stakeholder collaboration.

Members

National associations



Member companies



FOSTER CLARK PRODUCTS LIMITED



Our Framework for Action

We have developed a menu of options that enables Caobisco members to adopt meaningful initiatives that go in the same direction, while allowing for the flexibility required in view of the diversity of the sector.

Areas of action	No. of initiatives
1 Product composition: innovation and product formulation	24
2 Mindful eating: helping consumers to control their calorie intake	8
3 Consumer information: providing consumers with the information they need	14
4 Responsible advertising and marketing to children	13
5 Promotion of healthy lifestyles	20



1

PRODUCT COMPOSITION: Innovation & product formulation

We are translating consumer insights and new scientific developments into:

- New products that bring calorie reduction and/or other nutritional benefits, for example breakfast biscuits high in wholegrain and fibre, designed to provide gradual energy release over the morning.
- Existing products that bring calorie reduction or other nutritional benefits, like improved fatty acid profile or reduction of added sugars through the use of sweeteners and/or fibre.

FACTS

- Whole grains contain bran and fibre, they slow the body's breakdown of carbohydrates and the absorption of sugar, and therefore help regulate blood sugar levels.
- Fibre helps lower 'bad' cholesterol levels, maintain bowel health.
- High-fibre foods tend to be more filling than low-fibre foods, so you're likely to eat less and having a sensation of fullness longer.
- Trans fat formed during food processing (industrial trans fat) is created when hydrogen is added to vegetable oil (a process called partial hydrogenation) to make it more solid.

Highlights of our members' engagements on PRODUCT COMPOSITION



Reduction and/or elimination of industrial trans fats:

Caobisco members have either already eliminated, or are working to eliminate industrially produced trans fats from their products. Their products contain less than 2%¹ of industrial produced trans fats related to the total fat content and contribute to reach the recommendations of national nutrition societies recommending that not more than 1% of the diet should come from TFA. Such efforts have been made by: AIDEPI (Italy), L'Alliance 7 (France), Barilla, BCCC (UK), BDSI (Germany), CHOPRABISCO (Belgium), PRODULCE (Spain), HUNBISCO (Hungary), VBZ (Netherlands), Ferrero, Mars, Mondelēz and Nestlé.

1. or will reach that limit by 31/12/2017.



Sodium reduction targets by FEVIA and its sectorial associations (CHOPRABISCO), who reached the 2012 target of a weighted average reduction across the

biscuits sector of 3% from a 2008 agreement with the Federal Minister of Public Health. **VBZ** (Netherlands) is engaged in the Dutch FNLI Taskforce Zout (about salt reduction) and on average reduced the amount of sodium by 10%.



Improved nutritional composition of several product lines, including **Barry Callebaut's** "rebalanced" chocolate range and related re-

search program initiated in 2006 and **Mondelēz'** Belvita brand which has contributed to a 51% increase in wholegrain, in line with their commitment to increase wholegrain by 25% in the global portfolio and to reduce saturated fat by 10% by 2020.

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Case Study - MARS

Scope: Europe

Through its **Product Renovation Programme**, a key element of Mars Health and Nutrition Strategy, Mars continues improving the nutritional balance of its snack food portfolio.

Key outcomes:

- **From 2002** Mars has **removed 97% of added trans-fat**. All products are below 0.5 g trans-fat/100g of products and most of them are below 0.2g.
- **In 2009**, nougat bars (Mars, Snickers and Milky Way) have seen their saturated fat content reduced between 15 to 20%. **In 2011** Balisto biscuits bars have seen their saturated fat content reduced by 30%. Mars has thus **removed 3,000 tonnes of saturated fat from the European diet per year**.

- **End of 2012:** A simple reduction in the fat content (from 27,9g to 26,7g) in the chocolate used in leading brands Snickers, Twix, Bounty and Balisto has led to **1.7 billion less calories consumed across Europe**.

Case Study - AIDEPI

Scope: Italy

In 2015, AIDEPI signed a voluntary Code called "**The common objectives for the improvement of the nutritional characteristics of food products to children (3-12 years)**", under the leadership of the Minister of Health. **AIDEPI members have committed to a gradual reduction, by 2017**, of the market average level of some nutrients (fats, salt, sugars) and to an increase of the market average level of fibre in biscuits, merendine and crackers. The commitments will be monitored at the end of 2017.



2

MINDFUL EATING: Helping consumers to control their calorie intake

We design products that fit the intended eating occasion by:

- Increasing the range of available portion sizes including small portions and “bite -size” variants
- Providing individually wrapped portions
- Providing visual representation of portions
- Setting calorie caps on ‘countlines’ designed to be fit with the appropriate eating occasion
- Providing re-sealable packs, so that consumers may enjoy part of a product and save the rest for later.

Highlights of our members' engagements on MINDFUL EATING



Calorie caps: Several Caobisco members have been working to design products that do not exceed specific calorie caps, e.g. <250 Kcal in the UK (Members of BCCC); <200Kcal for Mondelez products.



Portion sizes:

- **Ferrero** has long been committed to providing consumers with a reasonable and acceptable energy content per portion: 91,4% of Ferrero products are <130 Kcal and 68% are <100 Kcal. Moreover 52,5% of Ferrero products weigh <15 g and 17% weigh <25 g.
- **Mars** is committed to have all products reduced to less than 250kcal/portion. Since 2013, Mars has improved the portion size of several single packs: e.g. Twix single bar has been reduced by 13.7% and Snickers single bar by 10.5%. This resulted in a 14% calorie intake reduction for each bar consumed. More recently, the Snickers fun size

was reduced by a total of 4% energy and new portion sizes were launched for M&M's Chocolate and M&M's Peanut, achieving a reduction in the total weight of 62% and 56% respectively. Finally, each miniature Celebration product offers less than 99 calories. At the global level, Mars is committed to increasing the percentage of products with less than 200kcal/portion.

- In 2015, **AIDEPI** signed a voluntary Code called "The common objectives for the improvement of the nutritional characteristics of food products to children (3-12 years)", under the leadership of the Minister of Health. AIDEPI members are committed to a gradual reduction of the market average portion size (<170 kcal) of sweet snacks ("merendine"²) by 2017. The engagement will be monitored at the end of 2017.

2. In Italy, "merendina" is a small mid-morning or mid-afternoon meal, such as serving-size baked cakes, prepared based on traditional home-made recipes.

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Case Study - NESTLÉ

Scope: Europe

To complement the Nestlé Nutritional Compass and GDA labelling, Nestlé has adopted a **Portion Guidance Framework** to help consumers make better portion decisions, with on-pack guidance. The Nestlé Portion Guidance initiative is designed to bridge international dietary recommendations and nutrition labelling regulations. This guidance is presented through a variety of consumer-engaging ways: product form, pack design and clear illustrations.

Key outcomes:

- In 2015, **63.3% of children's and family products** had specific Portion Guidance.
- **76.9% of products that have a significant impact on the overall diet of children**, such as recurring choices and more indulgent foods, featured Portion Guidance.
- Product information is also now being provided via more than **3000 product websites, covering 78 brands in 50 countries**, especially children's and family brands. Other sources of information include **social media apps with practical videos, help lines, email alerts, brochures and newsletters**.



3

CONSUMER INFORMATION: Providing consumers with the information they need

We aim to help consumers make informed dietary decisions, by providing clear, fact-based nutrition information on- and off-pack, through:

- EU-wide Front of Pack Labelling based on Reference Intakes, and additional voluntary national initiatives
- Other channels (e.g. online/off-pack communication)

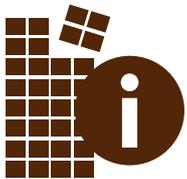
REFERENCE INTAKES

(formerly known as Guideline Daily Amount GDAs) communicate recommended nutrient intake according to the nutrient needs of an average adult.

Highlights of our members' engagements on CONSUMER INFORMATION



Reference Intakes labelling on products of numerous Caobisco members including PRODULCE (Spain), Polbisco (Poland), BDSI (Germany), BCCC (UK), AIDEPI (Italy), VBZ (Netherlands), Barilla, Ferrero, Nestlé, Mondelēz and Mars.



Guidelines of per-portion information, in addition to information by 100g, by VBZ (Netherlands) and L'Alliance 7 (France), which covered 76% of the fine bakery wares and the chocolate products in 2012.



Voluntary on-pack information: Barilla provides voluntarily information on the front/back of pack such as nutritional claims (e.g. 30% less sugar, rich in fibre, wholegrain), advice to consumers on healthy lifestyle and balanced diets (“eating a variety of different foods during the day contributes to your well-being”), absence of certain ingredients/components (e.g. no preservatives, no colour additives, no GMO), portion guidance in relation to daily intake. This type of information is present on 60% of their packs in Europe.

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Case Study - JOINT INITIATIVE INCL. FERRERO, MARS, MONDELĒZ AND NESTLÉ

Scope: Europe

Along with other food companies, since 2012 four Caobisco members (Ferrero, Mondelēz, Mars and Nestlé) committed to continue to provide voluntary nutrition information in addition to the legal requirements established by the FIC Regulation, in particular by providing at least the energy value per 100 gr. and per portion on the front pack, accom-

panied by the “Reference Intake” information which allows consumers to better understand the amount of energy contained in each food in the context of their daily diets. Such voluntary nutrition information on front of pack is now available on 100% of eligible products marketed by those companies in Europe.



4

RESPONSIBLE ADVERTISING & MARKETING TO CHILDREN

In 2014 Caobisco adopted a recommendation for its members to join the EU pledge. This recommendation is meant for companies operating in several EU markets and for companies that operate in countries where equivalent local initiatives do not exist. Caobisco direct member companies Ferrero, Mars, Mondelēz and Nestlé were among the founding members of the EU Pledge since 2009.

Previous and future national initiatives having the same objective as the EU pledge are another way to implement the Caobisco recommendation.

Highlights of our members' engagements on RESPONSIBLE MARKETING



No confectionery products advertised to children under 12: for **Ferrero, Mars,**

Mondelēz and Nestlé, who chose, in line with the EU Pledge commitment, not to advertise any of their confectionery products to children under 12 and to direct marketing to the gatekeepers (adults, parents, guardians). **VBZ** members (Netherlands) also decided not to advertise their confectionery products to children under 12.



Enforcement of a government-backed code:

- Since 2005 **Produce** members have been promoting the 'PAOS Code', which includes fines up to 180.000€ in case of infringement, a pre-copy advice procedure for vetting advertisements, and a monitoring process.
- In 2015 **Aidepi** signed the voluntary Code "Guidelines for the commercial communication relating to food and drink for the protection of children and proper nutrition" under the leadership of Ministry of Health

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Case Study - EU PLEDGE

Scope: Europe

The EU Pledge is a voluntary initiative of 22 leading companies that consists of two central commitments:

- No advertising of products to children under 12 years, except for products which fulfil common nutritional criteria. For the purpose of this initiative, "advertising to children under 12 years" means advertising to media audiences with a minimum of 35% of children under 12 years.
- No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

Key outcomes:

The commitment is monitored annually by independent third parties. In 2015, **the overall compliance rate was 98.6% for TV advertising. Children's exposure to TV advertising for products not meeting nutrition criteria has dropped very significantly.** For company websites, the overall compliance rate is 97%. **212 out of 219 websites were found compliant with the EU Pledge commitment.**

98.6%

overall compliance rate
for TV advertising

97%

overall compliance rate
for company websites

The EU Pledge commitment inspired several countries to adopt their own initiatives either by launching local Pledge initiatives (Belgium, Hungary, Portugal) or by translating the same commitments into national codes applicable to all advertisers (the Netherlands, Poland, Romania).



5

PROMOTION OF HEALTHY LIFESTYLES

Our starting point is the health of our employees. Our members' workplace wellness programs are designed to promote, maintain and enhance their health and wellbeing. Beyond the workplace, we support initiatives in the communities where we operate, so as to encourage balanced diets and healthy, active lifestyles.

Highlights of our members' engagements on HEALTHY LIFESTYLES PROMOTION



School based programmes, in Italy, where AIDEPI signed an agreement with the government to develop a school education program on food and nutrition called "Scuola e Cibo", which involved over 77,000 classes of secondary schools and about 1,600,000 students and their families.



Active participation of the BDSI (Germany) and some of its members in the German multi-stakeholder platform peb (Plattform Ernährung und Bewegung e.V.) peb is Europe's largest network for the prevention of overweight among children and adolescents. The platform's activities are all properly based on scientific knowledge and it has its activities reviewed for their effectiveness.

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Case Study - FERRERO

Scope: Europe and Worldwide

Ferrero Kinder+Sport (K+S) focuses on the promotion of active lifestyles among young generations, inspiring dynamic practices as a fundamental part of their daily life. It operates to help conveying positive habits towards children through multidisciplinary activities specifically designed for kids and teens, encouraging them to experience the joyful side of physical activity.

Key outcomes:

- **Kinder+Sport** involves children in **18 different sport disciplines**, distributing over **100.000 technical kits** (e.g. volleyball nets) and **more than 350.000 sports items worldwide**, in partnership with 40 Sports Associations and Federations and with 3 Olympic Committees.

- At European level, in 2014 Kinder+Sport was active in **17 countries** (Austria, Belgium, Czech Rep., Croatia, Italy, France, Germany, Greece, Hungary, Poland, Portugal, Romania, Slovenia, Slovakia, Spain, Sweden, UK), helping to **"move" more than 2 million children**.



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