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## **Nestlé announces support for Nutri-Score in continental Europe**

### **Nutri-Score will start appearing on Nestlé products in countries that already support the front-of-pack labeling scheme by the end of 2019**

Nestlé today announced its support for Nutri-Score as the preferred nutrition labeling scheme for food and beverage products in continental Europe. Nutri-Score is a voluntary front-of-pack scheme that classifies foods and beverages according to their nutritional profile. It is a color-coded system with a scale ranging from A (healthier choices) to E (less healthy choices). This move reflects Nestlé's ambition to encourage healthier and informed consumer choices in support of European and local public health agendas.

In March 2017, Nestlé declared its full support for the development of a common European color-coded front-of-pack labeling scheme. The company engaged with industry, public authorities and other partners to explore a variety of options. Public health authorities in France, Belgium and Switzerland have subsequently recommended the use of Nutri-Score. A number of other countries have indicated their intention to follow suit. Nestlé believes that it is time to move quickly and decisively to build broader momentum in favor of Nutri-Score across continental Europe.

Marco Settembri, CEO of Nestlé for Europe, Middle East and North Africa said: "Our support for Nutri-Score reflects our commitment to good nutrition and informed choices. It is also a matter of transparency. Europeans are increasingly eager to know what is in the food and beverages they consume. We want to provide them with easy-to-understand nutritional information and to do this quickly. Scientific evidence<sup>1</sup> and increasing consumer support show that Nutri-Score is a solution that works in continental Europe."

Nestlé aims to implement Nutri-Score at scale, starting in countries that already support the scheme. Constructive engagement will continue in other European countries to ensure the best possible outcome for all Europeans. Nestlé will provide an update on the implementation of the scheme later in 2019.

In addition to providing transparent nutritional information, Nestlé has also pledged to improve further the nutritional value of its food and beverages. The company has made several [commitments](#) on product reformulation such as further reducing sugars by 5%, sodium by 10% and saturated fat by 10% in its products by 2020. As part of its "Nestlé for Healthier Kids" initiative, the company is also committed to launching nutritious products for kids and families. This includes providing a greater range of organic and natural options and increasing the use of vegetables, plant-based protein and whole grain as ingredients.

Marco Settembri said: "We have been committed to improving the nutritional composition of our products for almost 20 years now. We are reducing sugars, sodium and saturated fat and creating more nutritious options. In 2018, we launched 750 healthier products for kids and families in Europe, Middle East and North Africa. We want to make it easier for families to choose healthier options."

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<sup>1</sup> Several consumer studies show that Nutri-Score is easily readable, interpretable and comprehensive. It is an easy decision making guide for consumers and has the potential to shift consumer preferences towards enhancing food basket nutritional quality (see references below).

Etiquetage nutritionnel simplifié: Rapport du comité de pilotage de l'évaluation en conditions réelles d'achat, 25 avril 2017, [https://solidarites-sante.gouv.fr/IMG/pdf/20170425\\_rapport\\_etiquetage\\_nutritionnel.pdf](https://solidarites-sante.gouv.fr/IMG/pdf/20170425_rapport_etiquetage_nutritionnel.pdf)

Objective Understanding of Front-of-Package Nutrition Labels: An International Comparative Experimental Study across 12 Countries, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6213801/>