



LABELS FOR A CHANGE! LABELING FOR THE HEALTH – NUTRI-SCORE

More than half [59%] of all Europeans are overweight¹. The Picadeli [Vegocracy Report 2022](#)² shows that the vast majority [82%] of the global population are not able to follow national guidelines regarding fruits and veggies. That is a deeply worrying number. It also reveals that two in three [67%] request guiding labelling of healthy food to make better choices.

What is Nutri-score?

Nutri-Score is an established international, research based, nutritional label, endorsed by the EU, WHO and researchers³ around the world. Nutri-Score converts the nutritional value of products into a logical rating system from green to red, A to E, where A is the healthiest and E the least healthy.

At Picadeli we have chosen Nutri-score as our tool to measure how healthy our products are. Also, as a tool to set goals for our products to reach a more healthy assortment over time.

Why Nutri-score?

Nutri-score is a way to nudge the consumer to choose the mix of an even more healthy salad. Combined with the climate labelling **Climate foodprint**, we hope to contribute to a healthier life—both for the individual and the planet.

- Nudging in healthier options, can move both consumers and Picadeli in the right direction. Nutri-score is doing that.
- Nutri-Score is proven successful in the countries where it has been implemented—both among producers and consumers.
- 57% have changed one or more purchasing habits since Nutri-Score was introduced¹.
- One in three has made lasting changes in certain eating habits².

That's why.

Why nudging?

The traffic light grading makes it easy for consumers to make an informed choice between different products. It is also a good tool for calculation and measurement to move towards healthier products for producers.

Why is FOPNL (Front of pack nutrition labelling) important?

- Simplifies for consumers to make informed and healthier choices.
- Nudge people to eat more fruit and veggies, plant-based products, fiber and whole grain and less saturated fat and sugar.
- Tool to educate consumers.

How is it calculated? / The logic behind it:

Calculations

- 4 major categories with different calculation methods
- Rates the product based on a scientific algorithm
- Includes the most important parameters for health prevention (saturated fat, salt, sugar, protein, energy etc.)

The logo

- Informs about the nutritional quality of products in a logical way
- Research based, well established in 7 European countries
- Complementing the nutritional declaration
- A scale of **5 colors**: from dark green to red, associated with letters from A to E
- Applies to all food with packaging
- If a brand commits, all products must be labeled

How are the calculations made?

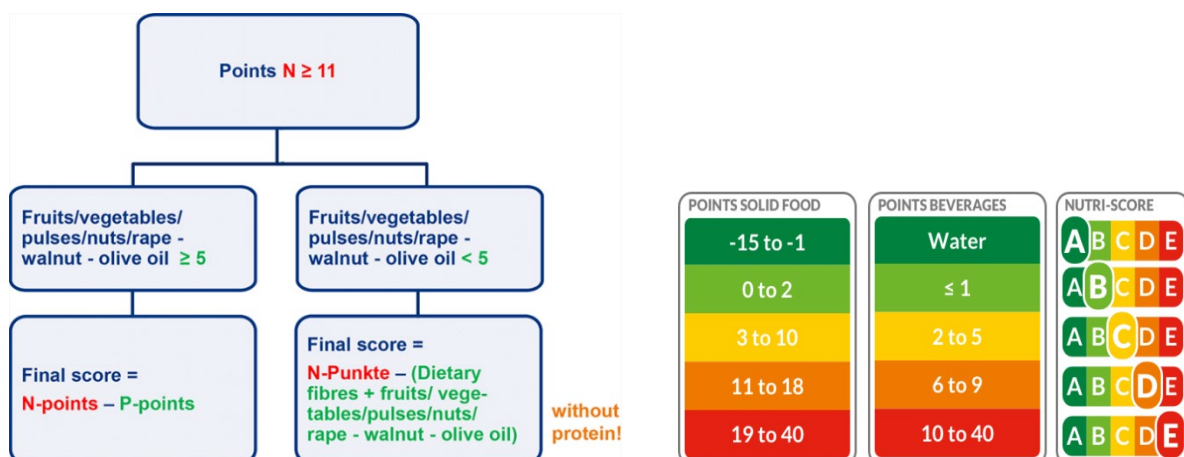
The calculations are standardized ⁴⁾ and it is ALWAYS calculated per 100 g product as any other nutritional declaration.

A negative note based on its content of nutrients to limit: saturated fatty acids, sugars, sodium and energy [KJ] **[N]**.

A positive note based on its nutrient content and foods to promote: fiber, protein and fruits and vegetables, legumes, nuts and rapeseed, walnut and olive oil **[P]**.

The calculation of the overall score of a food is then done by removing the positive rating from the negative note: **Nutri-score = N-P (and taking into account in some cases specific rules):**

- If the negative note $N < 11$, Nutri-score = $N - P$
- If negative note $N \geq 11$ gives 2 choices:
 - Fruits and vegetables, legumes, nuts and rapeseed, walnut and olive oil ≥ 5 :
Nutri Score = $N - P$
 - Fruits and vegetables, legumes, nuts and rapeseed, walnut and olive oil < 5 : Nutri Score = $N - (\text{Fiber Points} + \text{fruits and vegetables, legumes, nuts and rapeseed, walnut and olive oil points})$
 - Raw fruits and vegetables fall into this category even if of course they benefit from a Nutri-score A



GOALS!

We are on a mission to democratize healthy fast food by making it accessible, affordable and appetizing. This by helping people make healthier choices in their everyday life without compromising on taste or convenience.

2023 Nutri-Score B on total sales

2027 Nutri-Score A on total sales/country

2030 Nutri-Score A on total sales/salad bar



Why do Picadeli offer products with Nutri-score C & D?

We are constantly working on moving products from Nutri-score C and D to Nutri-score A and B. Step by step we lower salt levels, energy, saturated fat and sugar to make our products more healthy. Also, if one ingredient has a Nutri-score C or D, that does not mean that the salad in total will have Nutri-score C or D, so with Nutri-score as a FOPNL it will be easier for the consumer to create their own healthy favorite salad. Picadeli monitor the sales to ensure our total sales are developing in accordance with our targets.

References

- 1) WHO Regional Obesity Report 2022
- 2) <https://www.picadeli.com/en/vegocracyreport/>
- 3) <https://nutri-score.blog/2021/03/16/list-of-the-first-signatories-of-the-call-supporting-the-implementation-of-nutri-score-in-europe/>
- 4) <https://www.santepubliquefrance.fr/en/nutri-score>