

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



More than half [59%] of all Europeans are overweight¹. The Picadeli Vegocracy Report_2022² 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 healthier assortment over time.

Why Nutri-score?

Nutri-Score helps guide consumers toward creating an even healthier mix for their salads. Together with our climate labelling, *Climate Foodprint*, this system supports a lifestyle that benefits both personal health and the well-being of our planet.

- Nutri-Score is proven successful in the countries where it has been implemented—both among producers and consumers⁴.
- 57% have changed one or more purchasing habits since Nutri-Score was introduced⁴.
- One in three has made lasting changes in certain eating habits⁴.

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.
- Transparent and empower consumers to quickly compare products.
- Nudge people to eat healthier.
- Tool to educate consumers.

Which Nutri-Score algorithm are the products calculated on?

- All products launched before Jan 2024 are calculated on Original Algorithm [2017].
- All LCM projects for products launched before January 2024 are calculated on Original Algorithm [2017] even though the change is implemented after January 2024.
- All products launched after Jan 2024 are calculated on Updated Algorithm [2023].
- From November 2025 all products will be calculated on the updated algorithm.

How is it calculated? / The logic behind it:

Original Algorithm: (2017)

Calculations

- 4 major categories with different calculation methods (general food, cheese, added fat and beverage).
- Rates the product based on a scientific algorithm
- Includes parameters for health prevention (saturated fat, salt, sugar, energy, protein, fiber amount of fruit/vegetables/legumes/oils/nuts/seeds.)

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? (General food)

The calculations are standardized ⁵⁾ 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

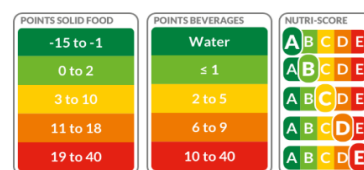
Table 1: Points attributed to each of the elements of the negative N component

Points	Energy (KJ/100g)	Saturated fatty acids (g/100g)	Sugars (g/100g)	Sodium ¹ (mg/100g)
0	≤ 335	≤ 1	≤ 4.5	≤ 90
1	> 335	> 1	> 4.5	> 90
2	> 670	> 2	> 9	> 180
3	> 1005	> 3	> 13.5	> 270
4	> 1340	> 4	> 18	> 360
5	> 1675	> 5	> 22.5	> 450
6	> 2010	> 6	> 27	> 540
7	> 2345	> 7	> 31	> 630
8	> 2680	> 8	> 36	> 720
9	> 3015	> 9	> 40	> 810
10	> 3350	> 10	> 45	> 900

¹: the sodium content corresponds to the salt content mentioned in the mandatory nutritional statement divided by 2.5.

Table 2: Points attributed to each of the elements of the positive P component

Points	Proteins (g/100g)	Fibres (g/100g)	Fruits, vegetables, legumes, nuts and rapeseed, walnut and olive oils ¹ (%)
0	≤ 1.6	≤ 0.9	≤ 40
1	> 1.6	> 0.9	> 40
2	> 3.2	> 1.9	> 60
3	> 4.8	> 2.8	-
4	> 6.4	> 3.7	-
5	> 8.0	> 4.7	> 80



Updated Algorithm:

(2023)

Calculations

- 5 major categories with different calculation methods (General food, cheese, Fat nuts and seeds, red meat and Beverages).
- Rates the product based on a scientific algorithm
- Includes parameters for health prevention (saturated fat, salt, sugar, energy, protein, fiber, amount of fruit/vegetables)

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? (General food)

The calculations are standardized ⁵⁾ 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, salt and energy [KJ] **(N)**.

A positive note based on its nutrient content and foods to promote: fiber, protein and fruit, vegetables and legumes **(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 ≥ 5 : Nutri Score = $N - P$
 - Fruits and vegetables, legumes < 5 : Nutri Score = $N - (\text{Fiber Points} + \text{fruits and vegetables, legumes points})$
 - Raw fruits and vegetables fall into this category even if of course they benefit from a Nutri-score A

Table 5: Points attributed to each of the elements of the negative N component

Points	Energy (KJ/100g)	Saturated fatty acids (g/100g)	Sugars (g/100g)	Salt (g/100g)
0	≤ 335	≤ 1	≤ 3.4	≤ 0.2
1	> 335	> 1	> 3.4	> 0.2
2	> 670	> 2	> 6.8	> 0.4
3	> 1005	> 3	> 10	> 0.6
4	> 1340	> 4	> 14	> 0.8
5	> 1675	> 5	> 17	> 1
6	> 2010	> 6	> 20	> 1.2
7	> 2345	> 7	> 24	> 1.4
8	> 2680	> 8	> 27	> 1.6
9	> 3015	> 9	> 31	> 1.8
10	> 3350	> 10	> 34	> 2
11			> 37	> 2.2
12			> 41	> 2.4
13			> 44	> 2.6
14			> 48	> 2.8
15			> 51	> 3
16				> 3.2
17				> 3.4
18				> 3.6
19				> 3.8
20				> 4

Table 6: Points attributed to each of the elements of the positive P component

Points	Proteins* (g/100g)	Fibres (g/100g)	Fruits, vegetables, legumes (%) [†]
0	≤ 2.4	≤ 3.0	≤ 40
1	> 2.4	> 3.0	> 40
2	> 4.8	> 4.1	> 60
3	> 7.2	> 5.2	-
4	> 9.6	> 6.3	-
5	> 12	> 7.4	> 80
6	> 14		
7	> 17		

Nutritional score			Category	Nutri-Score
Foods	Animal and vegetable fats, oils and spreads	Beverages		
Min to 0	Min to -6	Waters	A	
1 to 2	-5 to 2	Min to 2	B	
3 to 10	3 to 10	3 to 5	C	
11 to 18	11 to 18	7 to 9	D	
19 to max	19 to max	10 to max	E	

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.



Salad bar: 2026

Max Nutri-Score B on total sold weight (Picadeli Ref Bowl) EU (Updated algorithm).

At least 40% fruit- and vegetables in Picadeli ref bowl.

FTG: 2026

No Nutri-Score D or E products.

At least 40% fruit- and vegetables in Prepacked salads.

At least 30% fruit- and vegetables in Wraps.

At least 20% fruit- and vegetables in Sandwiches.

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

We are committed to continuously improving the nutritional quality of our products while always prioritizing taste. Our efforts include actively transitioning products with Nutri-Score C and D to achieve Nutri-Score A and B by gradually reducing levels of salt, energy, saturated fat, and sugar. However, it's important to note that a single ingredient with a Nutri-Score C or D doesn't necessarily mean the entire salad will have the same rating. With Nutri-Score as a front-of-pack nutrition label (FOPNL), consumers are empowered to mix and match ingredients to create their own healthy, personalized salads. Alongside our focus on taste and nutrition, we also monitor sales trends to ensure our overall product range aligns with our health and sustainability goals.

References

- 1] *WHO Regional Obesity Report 2022*
- 2] <https://www.picadeli.com/en/sustainability/vegocracy-report-22>
- 3] <https://nutriscore.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-a-well-known-and-supported-logo-that-is-increasingly-impacting-purchasing-behaviors-of-french-consumers>
- 5] <https://www.santepubliquefrance.fr/en/nutri-score>