

# The Nestlé **Nutritional Profiling System**



**Nestlé**

Good Food, Good Life

# The Nestlé Nutritional Profiling System

Nestlé has developed a system based on public health recommendations and consumer science to evaluate the nutritional value of food and beverage products. The system was designed to support product development in constantly optimising the nutritional composition of products.

## Taste and nutritional value

Nestlé's worldwide strategy is to offer products that have proven superiority in consumer taste preference and nutritional value.

As the world's leading nutrition, health and wellness company, Nestlé continually invests in the innovation and renovation of its large portfolio of products both to enhance and communicate their taste and nutritional value.

In order to analyse the nutritional value of its products, Nestlé has established a rigorous methodology based on public health recommendations and consumer science. This is called the *Nestlé Nutritional Profiling System* and has been progressively applied across Nestlé's worldwide product portfolio since 2004.

It is a dynamic approach as the criteria are regularly reviewed by teams of nutrition experts and product specialists to incorporate the latest thinking and developments in nutrition, health and wellness.

## The Nestlé Nutritional Profiling System

In general, the criteria used in the *Nestlé Nutritional Profiling System* are each expressed as a percentage of daily reference values per serving or percentage of energy (Table 1).

These criteria are established using the available recommendations for dietary intakes, issued by authorities such as the World Health Organisation (2003) and the dietary reference intakes, published by the US Institute of Medicine (2006). In countries where different legal values for labelling might be enforced by local authorities, the criteria used for product assessment are determined by those countries' values.

The *Nestlé Nutritional Profiling System* works by profiling each individual food and beverage product against specific criteria. The criteria for each and every product are derived from four principles of assessment:

1. A consideration of the product category and its role in the overall diet
2. A consideration of specific nutritional factors pertinent to public health and essential nutritional contributions
3. A consideration of maximum and minimum non-compensatory, rigorous thresholds
4. A consideration of serving as consumed and reference values specific to children and adults

## Key points

### Innovation & renovation

Nestlé continually invests in the innovation and renovation of a large variety of products both to enhance and communicate their taste and nutritional value.

### Public health recommendations

The Nestlé Nutritional Profiling System is a rigorous method of analysing the nutritional value of products based on public health recommendations and consumer science.

### Global & local values

The Nestlé Nutritional Profiling System criteria are established using recommendations issued by authorities such as the World Health Organisation and the US Institute of Medicine. In some countries, local legal values for labelling may be enforced.

### Four principles of assessment

The Nestlé Nutritional Profiling System criteria are derived from four principles of assessment: the product category, important specific nutritional factors, thresholds for each nutritional factor, and an individual serving as consumed by adults and/or children.

### Principle 1: A consideration of the product category and its role in the overall diet

The *Nestlé Nutritional Profiling System* establishes a specific set of assessment criteria for each food and beverage product category. These criteria incorporate the roles different categories play in the overall diet of a specific consumer.

For example, since nutrition experts recognise that the role of yoghurt in the diet is different from the role of soup, these two categories have different sets of criteria against which individual products are assessed.

Furthermore, because the nutrition requirements of children are different to those of adults, a product that has been developed for children will have to meet a different set of daily reference values to those which must be met by a product developed for adults.

### Principle 2: A consideration of specific nutritional factors pertinent to public health and essential nutritional contributions

The selection of specific nutritional factors to be assessed by the *Nestlé Nutritional Profiling System* is driven by the importance of those factors to public health in general. It is aligned to recommendations issued by public health authorities such as the World Health Organisation.

For each of its product categories, Nestlé has established criteria for energy and five health-sensitive nutritional factors:

1. Energy (calories)
2. Sodium
3. Added sugars
4. Fructose
5. Trans fatty acids
6. Saturated fatty acids.

In addition to energy and these five health-sensitive nutritional factors, Nestlé proactively focuses on essential nutritional contributions of foods and beverages.

Accordingly, the *Nestlé Nutritional Profiling System* establishes additional criteria for essential nutritional contributions that specific types of food or beverage products should provide. As an example, there are criteria for calcium richness in dairy products and minimum dietary fibre or whole grain in cereal-based products. Criteria for these essential nutritional contributions are based on official dietary guidelines that specify the minimum amounts of important nutritional factors which people should regularly consume.

### Principle 3: A consideration of maximum and minimum non-compensatory, rigorous thresholds

For categories where certain nutritional factors may potentially be consumed in excessive quantities (such as total fat for 'biscuits'), the *Nestlé Nutritional Profiling System* establishes upper thresholds or limits.

For nutritional factors that tend to be insufficient, minimum thresholds are established.

Importantly, the *Nestlé Nutritional Profiling System* is extremely rigorous: criteria are strict and particular in that a good level of one nutritional factor cannot compensate for a poor level of another nutritional factor. Each nutritional factor cannot go beyond its respective threshold.

## Key points

### Role in the overall diet

The consideration of the product category incorporates the roles different categories play in the overall diets of adults and of children.

### Specific nutritional factors

The consideration of the specific nutritional factors is based on recommendations issued by public health authorities such as the World Health Organisation.

### Essential nutritional contributions

Apart from the energy and health-sensitive nutritional factors, the *Nestlé Nutritional Profiling System* establishes criteria for essential nutritional contributions of foods and beverages based on official dietary guidelines.

### Maximum or minimum thresholds

The consideration of maximum or minimum thresholds is a principle relating to nutritional factors that may potentially be consumed in excessive or insufficient quantities respectively.

### Rigour

The *Nestlé Nutritional Profiling System* is extremely rigorous: a good level of one nutritional factor cannot compensate for a poor level of another.

#### Principle 4: A consideration of serving as consumed and reference values specific to children and adults

Products are assessed per serving as they would be consumed. This takes into account the target consumer, the main product usage and how it would typically be reconstituted (e.g. with semi-skimmed milk or water).

Importantly, products developed for children are evaluated using reference values defined to meet children's nutritional needs.

#### The Nestlé Nutritional Foundation®

Every food or beverage product which achieves the specific criteria of the *Nestlé Nutritional Profiling System* is said to attain the *Nestlé Nutritional Foundation* status and accordingly represents an appropriate choice when the consumer, children and/or adults, chooses to have it in the context of a balanced diet. A food or beverage product will only attain the *Nestlé Nutritional Foundation* when all of its nutritional factors meet the criteria for its category (Table 2). A product will not achieve the *Nestlé Nutritional Foundation* if

the criterion for any one nutritional factor is not met.

If a product which does not achieve the *Nestlé Nutritional Foundation* is consumed frequently, the consumer's diet may need to be rebalanced by other dietary choices. As an example: frequent consumption of salty snacks calls for moderation in the use of salt.

The *Nestlé Nutritional Profiling System* assessment principles apply to all Nestlé product categories apart from:

- Products developed under Nestlé brands by the Beverage Partners Worldwide joint venture

For the following product categories other specific approaches apply based on appropriate reference values:

- Highly regulated categories, such as infant formulas
- Categories for target populations with specific needs, such as healthcare nutrition, baby foods and performance nutrition categories

#### Key points

##### Serving as consumed

The consideration of the serving as consumed takes into account the target adult and/or child consumer, product usage and how it would typically be consumed.

##### Appropriate choice

Every food or beverage product which achieves the specific criteria of the Nestlé Nutritional Profiling System attains the Nestlé Nutritional Foundation® and is an appropriate choice when the consumer, children and/or adults, chooses to have it in the context of a balanced diet.

#### An overview of the Nestlé Nutritional Profiling System – a rigorous and responsible approach to nutrition profiling

- **Authoritative** based on recommendations from public health authorities and consumer science
- **Consistent** a single framework applied to Nestlé food and beverage product categories
- **Dynamic** reviewed and updated regularly in line with latest thinking
- **Extensive** applied to the largest food and beverage category portfolio
- **Realistic** based on suggested serving for the product
- **Responsible** addresses energy intake as a sensitive public health issue
- **Rigorous** all criteria have to be met; meeting one criterion cannot compensate for the failure to meet another
- **Sensible** based on how the food or beverage would be consumed e.g. reconstituted with semi-skimmed milk
- **Targeted** respective of target consumer with different daily reference values for adults and children
- **Thorough** aligned to Nestlé Policies on the levels of sodium, trans fatty acids and sugars in food and beverage products
- **Universal** applied to Nestlé food and beverage products irrespective of their country of manufacture and sale

Nutritional factor	Daily Reference Values for ADULTS	Daily Reference Values for CHILDREN (9-11 years)	Daily Reference Values for CHILDREN (4-8 years)
Energy	2000kcal	2000kcal	1700kcal
Protein	50g	50g	24g
Fat	65g	65g	57g
of which Saturated fatty acids	20g	20g	19g
of which Trans fatty acids	<1% of energy	<1% of energy	<1% of energy
Added sugars	50g	50g	42.5g
Fibre	25g	25g	22g
Sodium	2.4g	2.0g	1.4g
Calcium	800mg	800mg	700mg

Based on recommendations for dietary intakes issued by authorities such as the World Health Organisation (2003) and the dietary reference intakes published by the US Institute of Medicine (2006). In some countries, local legal values for labelling may be enforced. Relevant for all Nestlé product categories.

Food and beverage product category	Position of food and beverage product category in the daily eating pattern	Criteria for nutritional factors (expressed per serving, assessed as consumed)
Milk based beverages positioned as meal main component	Breakfast	Public Health Sensitive Nutritional Factors <i>Total Energy: ≤15% DV/serving</i> <i>Saturated fatty acids: ≤20% DV/serving or ≤15% of energy</i> <i>Trans fatty acids: ≤3% of total fat</i> <i>Added sugars: ≤25% DV/serving<sup>1</sup> or ≤25% of energy</i> <i>Fructose: ≤50% of added sugars criterion</i> <i>Sodium: ≤10% DV/serving or ≤5% DV/100 kcal<sup>2</sup></i>
All kinds of milk based beverages containing a relevant amount of milk (> 2% milk protein, equivalent to 60% milk)		Product Category Specific Nutritional Factors <i>Total fat: ≤10% DV/serving or ≤30% of energy</i> Essential Nutritional Contributions Of The Product Category <i>Protein: ≥10% DV/serving and ≥12% of energy</i> <i>Calcium: ≥20% DV/serving and ≥14% DV/100 kcal<sup>3</sup></i>
Ice cream	Snacks or positioned as meal small component	Public Health Sensitive Nutritional Factors <i>Total Energy: ≤10% DV/serving</i> <i>Saturated fatty acids: ≤20% DV/serving</i> <i>Trans fatty acids: ≤3% of total fat<sup>4</sup></i> <i>Added sugars: ≤25% DV/serving</i> <i>Fructose: ≤50% of added sugars criterion</i> <i>Sodium: ≤5% DV/serving</i>
All kinds of ice cream excluding sorbets and water ices		Product Category Specific Nutritional Factors <i>Total fat: ≤15% DV/serving</i>

<sup>1</sup> ≤12.5 g/serving or ≤25% of energy for children products  
<sup>2</sup> 6% DV/100 kcal for children  
<sup>3</sup> 16% DV/100 kcal for children  
<sup>4</sup> For low fat ice cream products (defined as containing <3g of total fat/serving), criterion for TFA is ≤1% of energy, to allow for presence of emulsifiers

Note: A product having a nutrient level differing by less than 5% of the threshold value will meet the nutrient criterion  
 DV: Daily Reference Values, see table 1  
 Criteria effective January 2009  
 Criteria do not apply to products that consist almost entirely of whole milk  
 Criteria of other main Nestlé food and beverage categories can be found at: [www.research.nestle.com](http://www.research.nestle.com)  
 Criteria of Cereal Partners Worldwide (CPW) breakfast cereal category can be found at: [www.cerealpartners.com](http://www.cerealpartners.com)

# Glossary of terms

**Added sugars:** All free mono and disaccharides (glucose, fructose, sucrose, maltose, lactose, galactose) in a product. Naturally occurring sugars (such as lactose from milk/dairy fractions, mono and disaccharides from unsweetened fruit ingredients) are excluded provided that the unsweetened fruit ingredient is not added for sweetening purposes.

**Daily Reference Values:** A set of dietary references, expressed per day, based on WHO and/or other worldwide recognised guidelines on nutrient intake from health authorities.

**Energy:** Total energy that is metabolised, calculated from energy-producing food components.

**Fibre:** Sum of polysaccharides (degree of polymerization not lower than 3) occurring in food that are neither digested nor absorbed by the human small intestine plus lignin.

**Fructose:** Fructose as part of added sugars (see above).

**Nestlé Nutritional Foundation®:** The status attained by any Nestlé food or beverage product when it meets the specific criteria established by the *Nestlé Nutritional Profiling System*.

**Nestlé Nutritional Profiling System criterion:** A defined level of a nutritional factor,

set for a specific product category and target consumer.

**Nutritional factor:** Any of the food constituents on which a food product is assessed, e.g. energy, public health sensitive nutrients, total fat, dietary fibre, protein, vitamins, minerals or raw material with high intrinsic nutritional value (whole grain, fruits...).

**Protein:** Protein content calculated from total nitrogen measured by the Kjeldahl method.

**Sodium:** All sodium content in a food product. It includes sodium from sodium chloride (salt) and sodium bicarbonate, as well as sodium from any other form present in a food product, e.g. monosodium glutamate, sodium phosphate, sodium carbonate, and sodium benzoate etc.

**Saturated fatty acids:** Sum of all fatty acids containing no double bond.

**Threshold:** A defined level or limit of a nutritional factor at which the *Nestlé Nutritional Foundation* is achieved or not achieved.

**Total fat:** Total lipid content of a product: as the sum of triglycerides, phospholipids, glycolipids, mono and diglycerides.

**Trans fatty acids:** All unsaturated fatty acids with at least one double bond in the trans configuration, except those from animal origin.

## Further information ([www.nestle.com](http://www.nestle.com))

For any specific questions on the *Nestlé Nutritional Profiling System* and the *Nestlé Nutritional Foundation®*, please contact:

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# Notes

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