

The Nestlé Nutritional Profiling System, Its Product Categories and Sets of Criteria



Nestlé

Good Food, Good Life

The Nestlé Nutritional Profiling System

Nestlé has developed a system based on nutrition science and public health recommendations to evaluate the nutritional value of food and beverage products. The system was designed to support product development to constantly optimise 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 developments in nutrition, health and wellness.

The Nestlé Nutritional Profiling System

The criteria used in the *Nestlé Nutritional Profiling System* are each expressed as a percentage of daily reference values per serving or as a 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, the dietary reference intakes published by the US Institute of Medicine or the European Food Safety Authority's opinion. In countries where different legal values for labelling are 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 to analyse 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, the US Institute of Medicine or the European Food Safety Authority. In some countries, local legal values for labelling are 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 yogurt in the diet is different from the role of soup, these two categories have different sets of criteria against which individual products are assessed (Table 2).

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 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.

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 milk or water).

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

The Nestlé Nutritional Foundation^o

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 4). 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: the 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 and baby foods 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*^o 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 nutrient 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 developments in nutrition
- **Extensive:** Applied to the largest food and beverage category portfolio
- **Realistic:** Based on a 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 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

Table 1: Daily reference values for adults and children of main nutritional factors			
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	70g	70g	60g
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	17g	15g
Sodium	2.4g	2.0g	1.4g
Calcium	1000mg	1000mg	700mg

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

Table 2: Product roles in a balanced diet and current product categories			
<i>The Nestlé Nutritional Profiling System</i> defines 3 different product roles in a balanced diet for Nestlé food or beverage products based on their contribution to daily energy ¹	Larger meal components (e.g. lasagne) – refers to products that are consumed as a main part of a meal and, therefore, should have a larger contribution to daily energy	Smaller meal components/snacks (e.g. yogurt) – refers to products that are consumed as a part of a meal or in between meals and, therefore, should have a smaller contribution to daily energy	Accessories (e.g. sauce) – refers to products that are consumed as a complement of a diet and, therefore, should have the smallest contribution to daily energy
The current product categories of <i>The Nestlé Nutritional Profiling System</i>	Larger meal components <ul style="list-style-type: none"> • Milk-based breakfast beverages • Cereal-based foods • Complete meals • Side dishes & centre of plate foods • Asian noodles as main dish • Pizza as center of plate 	Smaller meal components/snacks <ul style="list-style-type: none"> • Soups • Cold cuts & spreads • Breads & pizza doughs • Savoury snacks • Salty & savoury biscuits • Cheeses • Yogurts & fresh cheeses • Dairy desserts • Ice creams • Water ices and sorbets • Enriched beverages • Culinary sauces • Milk-based beverages • Cereal-based snacks • Confectionery bars (non chocolate-based) • Chocolate • Juice-based beverages • Cakes, cookies & desserts 	Accessories <ul style="list-style-type: none"> • Beverages • Sugar confectionery • Sweetened condensed milk • Dressings • Mayonnaise • Cold sauces • Bouillons • Culinary sauces as accessory

¹Current scientific evidence is insufficient to advocate an ideal meal pattern with regard to meal frequency and energy distribution. However, reports relating dietary habits and nutritional health status in different populations across the world suggest that a typical eating pattern for a balanced diet would be (Table 3):

- 3 main meal occasions (20-35% of daily energy per occasion)
- 1-2 snacking occasions (5-10% of daily energy per occasion)

In addition to the typical role individual food or beverage products play in the daily eating pattern, the *Nestlé Nutritional Profiling System* assessment criteria take into account category-specific / technical (e.g. sugar is necessary to lower the freezing point of ice cream) and regulatory aspects (e.g. chocolate must contain a minimum amount of cocoa butter to be called chocolate).

Product roles in daily meal pattern examples

Table 3: Product roles in a balanced diet

	Philippines	Mexico	France
Breakfast	Pineapple	Orange	Coffee drink
	Scrambled egg	Nutty peach tortilla	Toast with butter
	Oatmeal	Chocolate flavoured milk	Fresh cheese
	Glass of milk		with strawberries
Morning Snack	Melon slice	Pine bread	Juice-based beverage
	Coffee mix	Tea-based beverage	
Lunch	Pickled papaya	Ensalada agridulce de betabel	Mixed salad
	Pork liempo & pork ribs sinigang with radish & mustasa leaves	with dressing	Pizza
	with seasoning	Brochetas de pescado with rice	Yogurt
	Steamed rice	Banana	Tea, coffee or water
	Mango sorbet	with chocolate	
	Tea, coffee or water	Tea, coffee or water	
Afternoon Snack	Confectionery bar	Glass of milk	Chocolate-based bar
	Tea, coffee or water	Tea, coffee or water	Tea, coffee or water
Supper	Carrot, cabbage & eggplant	Tomato soup	Taboulé
	Fried tilapia	Cazuelitas de lentejas	Papillotes of chicken with vegetables
	Cereal soup	Cheese	Poached peaches
	Yogurt drink	Mango & pineapple	with vanilla ice-cream
	Tea, coffee or water	Tea, coffee or water	Tea, coffee or water

- Larger meal components
- Smaller meal components/snacks
- Accessories

Product roles: Larger meal components

Table 4: Criteria of main Nestlé food and beverage categories		
Product category	Description	Criteria for nutritional factors (expressed per serving, assessed as consumed)
Milk-based breakfast beverages	All kinds of milk-based beverages containing a relevant amount of milk (≥2% milk protein, equivalent to 60% milk) AND Positioned as main part of a meal (such as breakfast)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤15% DV/serving Saturated fatty acids: ≤20% DV/serving or ≤15% of energy ¹ Trans fatty acids: ≤2% of total fat Added sugars: ≤25% DV/serving ² or ≤25% of energy Fructose: ≤50% Added sugars criterion Sodium: ≤10% DV/serving or ≤5% DV/100kcal ³
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤10% DV/serving or ≤30% of energy ⁴
		NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Protein: ≥10% DV/serving and ≥12% of energy Calcium: ≥20% DV/serving and ≥14% DV/100kcal ⁵
Cereal-based foods	Cereal-based powder/flakes primarily consumed as pap/porridge with the addition of water or milk AND Positioned as main part of a meal (such as breakfast)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: 10-20% DV/serving Saturated fatty acids: ≤15% of energy ¹ Trans fatty acids: ≤2% of total fat Added sugars: ≤25% of energy Fructose: ≤50% Added sugars criterion Sodium: ≤5% DV/100kcal ³
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤30% of energy ⁴
		NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Protein: ≥10% DV/serving and ≥12% of energy Calcium: ≥20% DV/serving and ≥14% DV/100kcal ⁵ Fibre: ≥10% DV/serving
Complete meals	All dishes eaten as main part of a meal (e.g. chilled and frozen ready-to-eat meals and recipe dishes, pizzas with a serving >185g)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤30% DV/serving Saturated fatty acids: ≤15% of energy Trans fatty acids: ≤2% of total fat Added sugars: ≤25% of energy Fructose: ≤50% Added sugars criterion Sodium: ≤40% DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤35% of energy
		NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Protein: ≥12% of energy ¹²
Side dishes & centre of plate foods	All kinds of centre of plates foods (e.g. fish/meat coated or with sauce) All kind of vegetable/carbohydrate based side dishes (e.g. potato mash, pasta)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤20% DV/serving Saturated fatty acids: ≤20% DV/serving or ≤20% of energy Trans fatty acids: ≤2% of total fat Added sugars: ≤15% DV/serving or ≤15% of energy Fructose: ≤50% Added sugars criterion Sodium: ≤25% DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤15% DV/serving or ≤40% of energy
		NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Protein ⁶ : ≥15% DV/serving and ≥20% of energy
Asian Noodles as main dish	Dehydrated soakable or cook-up Asian noodles, wheat or rice-based, fried or air-dried noodles consumed as main course of a meal and that are positioned as such	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤30% DV/serving Saturated fatty acids: ≤15% of energy Trans fatty acids: ≤2% of total fat Added sugars: ≤25% of energy Fructose: ≤50% Added sugars criterion Sodium: ≤40% DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤35% of energy

Product category	Description	Criteria for nutritional factors (expressed per serving, assessed as consumed)
Pizza as center of plate	All pizza products that are composed of several different food groups such as grain, dairy, protein and/or vegetable with a serving size < 185g	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤20% DV/serving Saturated fatty acids: ≤17.5% DV/serving or ≤17.5% of energy Trans fatty acids: ≤2% of total fat Added sugars: ≤10% DV/serving or ≤10% of energy Fructose: ≤50% Added sugars criterion Sodium: ≤33% DV/serving</p> <hr/> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤15% DV/serving or ≤40% of energy</p> <hr/> <p>NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Protein: ≥10% DV/serving and ≥12% of energy</p>

Product roles: Smaller meal components/snacks

Product category	Description	Criteria for nutritional factors (expressed per serving, assessed as consumed)
Soups	All kinds of soups (e.g. clear, creamy or cup)	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤7.5% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤33% DV/serving</p> <hr/> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤7.5% DV/serving</p>
Cold cuts & spreads	All kinds of cold cuts (e.g. ham, salami or mortadella) Spreadable products for sandwiches (e.g. dips, meat substitute spread, vegetable-based spreads)	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤10% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤10% DV/serving</p> <hr/> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤10% DV/serving</p>
Breads & pizza doughs	All kinds of bread dough with or without inclusions (e.g. nuts, olives, seeds), pizza or foccaccia	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤10% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤10% DV/serving⁷</p> <hr/> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤10% DV/serving</p> <hr/> <p>NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Fibre: ≥10% DV/serving</p>
Savoury snacks	All kinds of savoury snacks (e.g. mini-pizza or Asian noodle snacks)	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤10% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/Service Fructose: ≤50% Added sugars criterion Sodium: ≤12.5% DV/serving</p> <hr/> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤10% DV/serving</p>
Salty & savoury biscuits	All kind of salty and savoury biscuits (e.g. crackers)	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤15% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤12.5% DV/serving</p> <hr/> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤15% DV/serving</p>
Cheeses	Natural cheeses having undergone maturation; soft, semi-hard and hard cheese Processed, grated and powdered cheese; cheese-based preparations	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤20% DV/serving¹ Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤15% DV/serving</p> <hr/> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤10% DV/serving⁴</p> <hr/> <p>NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Protein: ≥12% of energy</p>

Product category	Description	Criteria for nutritional factors (expressed per serving, assessed as consumed)
Yogurts & fresh cheeses	All kinds of yogurts (e.g. natural, flavoured, with pulp or fruit) All kinds of fresh cheese (e.g. non-matured, plain or flavoured, with compote, pulp or fruit)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤15% DV/serving ¹ Trans fatty acids: ≤2% of total fat Added sugars: ≤25% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤10% DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤7.5% DV/serving ⁴
		NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Protein: ≥12% of energy Calcium: ≥14% DV/100kcal ⁵
Dairy desserts	All kinds of dairy desserts (e.g. crème desserts; desserts with biscuits; jellified desserts with sauces, with toppings; pudding-type desserts; flans; rice and milk products)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤20% DV/serving ¹ Trans fatty acids: ≤2% of total fat Added sugars: ≤25% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤10% DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤10% DV/serving ⁴
		NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Calcium: ≥5% DV/100kcal ⁸
Ice creams	All kinds of ice cream excluding sorbets and water ices	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤20% DV/serving Trans fatty acids: ≤2% of total fat ⁹ Added sugars: ≤25% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤5% DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤15% DV/serving
Water ices & sorbets	All water ices and sorbets with no fat source (except emulsifiers)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤5% DV/serving Saturated fatty acids: ≤5% DV/serving Trans fatty acids: ≤0.5% of energy Added sugars: ≤25% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤5% DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤5% DV/serving
Enriched beverages	All kinds of beverages which provide a source of protein and a positive nutritional contribution and are not milk-based (<2% milk protein, equivalent to <60% milk)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤10% DV/serving Saturated fatty acids: ≤10% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤25% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤10% DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤10% DV/serving
		NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Protein: ≥5% DV/100kcal ⁶
Culinary sauces	All kinds of sauces with a serving size at or above 100 mL	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤7.5% DV/serving Saturated fatty acids: ≤10% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤17.5% DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤7.5% DV/serving

Product category	Description	Criteria for nutritional factors (expressed per serving, assessed as consumed)
Milk-based beverages for consumption as small part of a meal or in-between meals	All kinds of milk-based beverages containing a relevant amount of milk ($\geq 2\%$ milk protein, equivalent to 60% milk)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: $\leq 10\%$ DV/serving Saturated fatty acids: $\leq 20\%$ DV/serving ¹ Trans fatty acids: $\leq 2\%$ of total fat Added sugars: $\leq 25\%$ DV/serving Fructose: $\leq 50\%$ Added sugars criterion Sodium: $\leq 10\%$ DV/serving
	AND	PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: $\leq 10\%$ DV/serving ⁴
	Positioned as small part of a meal or snack (consumption in between meals)	NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Protein: $\geq 12\%$ of energy Calcium ¹⁰ : $\geq 14\%$ DV/100kcal ⁵
Cereal-based snacks, cereal-based products for consumption as small part of a meal or in-between meals	All kinds of cereal-based and malt-based beverages containing a relevant amount of cereals ($\geq 25\%$ cereal on dry basis)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: $\leq 10\%$ DV/serving Saturated fatty acids: $\leq 15\%$ DV/serving ¹ Trans fatty acids: $\leq 2\%$ of total fat Added sugars: $\leq 25\%$ DV/serving Fructose: $\leq 50\%$ Added sugars criterion Sodium: $\leq 10\%$ DV/serving
	AND	PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: $\leq 7.5\%$ DV/serving ⁴
	Positioned as small part of a meal or snack (consumption in between meals) Cereal-based porridges positioned as snacks	NUTRITIONAL CONTRIBUTIONS OF THE PRODUCT CATEGORY Fibre ¹¹ : $\geq 5\%$ DV/serving or $\geq 5\%$ DV/100kcal ⁸
Confectionery bars (non chocolate-based)	All kinds of uncoated and partially coated confectionery cereal bars	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: $\leq 10\%$ DV/serving Saturated fatty acids: $\leq 10\%$ DV/serving Trans fatty acids: $\leq 2\%$ of total fat Added sugars: $\leq 25\%$ DV/serving Fructose: $\leq 50\%$ Added sugars criterion Sodium: $\leq 5\%$ DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: $\leq 10\%$ DV/serving
Chocolate	All chocolate-based products (e.g. chocolate bars, morsels, spreadable chocolate, sugar coated chocolate, tablets)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: $\leq 10\%$ DV/serving Saturated fatty acids: $\leq 65\%$ of total fat or $\leq 20\%$ DV/serving Trans fatty acids: $\leq 2\%$ of total fat Added sugars: $\leq 25\%$ DV/serving Fructose: $\leq 50\%$ Added sugars criterion Sodium: $\leq 5\%$ DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: $\leq 15\%$ DV/serving
Juice-based beverages	All kinds of juice-based beverages containing relevant amounts of vegetable and/or fruit juice ($\geq 50\%$ juice)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: $\leq 10\%$ DV/serving Saturated fatty acids: $\leq 5\%$ DV/serving Trans fatty acids: $\leq 2\%$ of total fat Added sugars: $\leq 1\%$ DV/serving Fructose: $\leq 50\%$ Added sugars criterion Sodium: $\leq 5\%$ DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: $\leq 5\%$ DV/serving
Cakes, cookies & desserts	All kinds of baked goods (e.g. biscuits, cakes, muffins, panettone, pastries) and other 'non dairy' desserts (e.g. clafoutis)	PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: $\leq 10\%$ DV/serving Saturated fatty acids: $\leq 15\%$ DV/serving Trans fatty acids: $\leq 2\%$ of total fat Added sugars: $\leq 25\%$ DV/serving Fructose: $\leq 50\%$ Added sugars criterion Sodium: $\leq 7.5\%$ DV/serving
		PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: $\leq 15\%$ DV/serving

Product roles: Accessories

Product category	Description	Criteria for nutritional factors (expressed per serving, assessed as consumed)
Beverages	All beverages without relevant amounts of milk (< 2% milk protein), juice (<50%) or cereal (< 25% on dry basis)	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤5% DV/serving Saturated fatty acids: ≤10% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤25% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤5% DV/serving</p> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤7.5% DV/serving</p>
Sugar confectionery	All kinds of sugar-based products (e.g. bubble gum, chewy jellies, hard sugar, toffees & caramel)	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤5% DV/serving Saturated fatty acids: ≤5% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤25% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤5% DV/serving</p> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤5% DV/serving</p>
Sweetened condensed milk		<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤5% DV/serving Saturated fatty acids: ≤10% DV/serving¹ Trans fatty acids: ≤2% of total fat Added sugars: ≤25% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤5% DV/serving</p> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤5% DV/serving⁴</p>
Dressings	All kind of dressing (including full fat and low fat) consumed as an accessory and positioned as such (e.g salad dressings, salad cream)	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤5% DV/serving Saturated fatty acids: ≤5% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤10% DV/serving</p> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤10% DV/serving</p>
Mayonnaise	All kinds of mayonnaise, full fat and low fat.	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤5% DV/serving Saturated fatty acids: ≤5% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤2.5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤5% DV/serving</p> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤17.5% DV/serving</p>
Cold sauces	All kinds of cold sauces, includes mustard, ketchup, vinegars and oil and does not include mayonnaise.	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤5% DV/serving Saturated fatty acids: ≤5% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤5% DV/serving</p> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤10% DV/serving</p>

Product category	Description	Criteria for nutritional factors (expressed per serving, assessed as consumed)
Bouillons	All types of bouillons (wet and dry) for liquid preparation	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤5% DV/serving Saturated fatty acids: ≤5% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤33% DV/serving</p> <hr/> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤5% DV/serving</p>
Culinary sauces as accessory	All kind of sauces consumed as an accessory (<100 mL)	<p>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS Total Energy: ≤5% DV/serving Saturated fatty acids: ≤7.5% DV/serving Trans fatty acids: ≤2% of total fat Added sugars: ≤5% DV/serving Fructose: ≤50% Added sugars criterion Sodium: ≤12.5% DV/serving</p> <hr/> <p>PRODUCT CATEGORY SPECIFIC NUTRITIONAL FACTORS Total fat: ≤5% DV/serving</p>

- 1: ≤65% of total fat for children (4-8 y and 9-11 y)
- 2: ≤12.5g/serving or ≤25% of energy for chocolate/malt beverages targeted to children (4-8 y)
- 3: ≤6% DV/100kcal for children (4-8 y)
- 4: ≤50% of energy for children (4-8 y and 9-11 y)
- 5: ≥16% DV/100kcal for children (4-8 y)
- 6: Protein is a nutritional contribution for centre of plate foods only
- 7: ≤20% DV/serving for bread/pizza doughs as needed for technological and safety reasons
- 8: ≥6% DV/100kcal for children (4-8 y)
- 9: For low fat Ice cream products (defined as containing <3g of total fat/serving), criteria for TFA is ≤0.5% of energy, to allow for the presence of emulsifiers
- 10: Calcium is not a nutritional contribution when assessing soy milks
- 11: Fibre is not a nutritional contribution when assessing malt-based beverages
- 12: Applies when the product contributes significantly to the daily protein intake

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

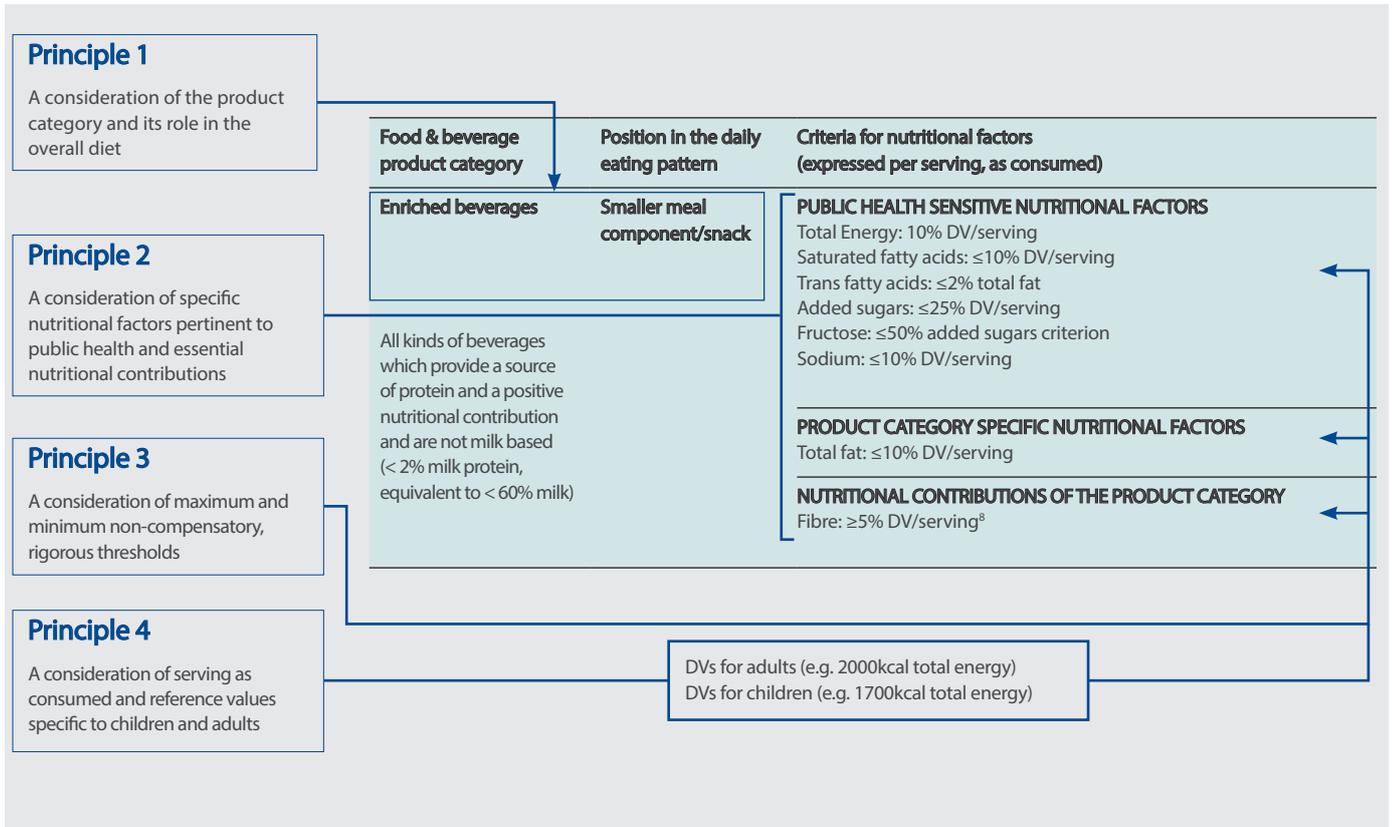
Criteria do not apply to products that consist almost entirely of whole milk

Criteria of Cereal Partners Worldwide (CPW) breakfast cereal category can be found at: www.cerealpartners.com

For the following product categories other specific approaches apply:

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

Summary



Glossary of terms

Added sugars: All mono and disaccharides (glucose, fructose, sucrose, maltose, lactose, galactose) in a product that are added to foods during processing or preparation. 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)

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

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Notes
