

## THE FERRERO APPROACH TO SUGAR



### BALANCED DIETS

Ferrero is playing a responsible role in helping people choose balanced diets



### OVERALL CALORIES

In the fight against obesity, it is calories overall and not individual ingredients that count



### SMALL PORTIONS

When it comes to chocolate, small portions make more difference than trying to change recipes



95% of Ferrero products are of portions less than 150 kcal

## A RESPONSIBLE COMPANY FOUNDED ON STRONG VALUES

Ferrero has always created treats that bring a little bit of pleasure to people's lives. Chocolate can be enjoyed as an occasional treat as part of a balanced and varied diet.

We are aware, as a large food manufacturer, that the way in which our products are consumed is very important. As a responsible company, Ferrero has three core nutritional principles which underpin everything we do.

1. It is essential to eat a balanced and varied diet. There is no such thing as good or bad foods, but good or bad diets.
2. Eating in moderation is key. Small portions allow people to enjoy their favourite products as part of a balanced diet.
3. We should encourage people – and young people in particular - to be physically active every day.

These principles are reflected in all our advertising and marketing, particularly in reinforcing messages around enjoying our products in moderation and showing the correct portion sizes being enjoyed.



### CASE STUDY: NUTELLA

The chocolate spreads sub-category, of which Nutella is a part, contributes on average 3 kcal and 0.3g of sugars per day to the diet (representing 0.4% of sugars in the diet).<sup>1</sup> Products in this sub-category compete not only against each other but against sweet spreads such as jam and honey, which are much greater contributors of sugars to the diet (about 10 times as much) but are outside the sugars reduction programme.

Nutella is a global icon, enjoyed around the world for more than 50 years. One portion of Nutella is a 15g heaped teaspoon and contains 80 kcals. Nutella's 15g portion size is clearly communicated on pack, online, in advertising, in recipes and in imagery, but we are always looking at how we can show it further.

In the last year, we have:

- Developed a new visualisation of our 15g portion size as a heaped teaspoon and invested in consumer testing to ensure it is as engaging as possible: 84% of consumers said they find the new visual clear and 69% think it will help control portion intake.<sup>2</sup>
- Displayed the new portion graphic as a lid sticker on our Nutella jars. It will appear on over 20 million jars in 2018.
- Posted shareable content that emphasises portion size on Nutella's brand social media channels and website. Over 1 million people have liked Nutella UK on Facebook alone.

<sup>1</sup>NDNS 2014 <sup>2</sup>Toluna Omnibus 04.07.2017

## GREAT BRANDS IN SMALL PORTIONS



## THE IMPORTANCE OF SMALL PORTIONS

As part of its sugar reduction plan, one of Public Health England's (PHE) proposals for addressing childhood obesity includes action on portion sizes. At Ferrero, we strongly support this approach. We have long believed the most effective way we can help our consumers enjoy our products within a balanced diet is through offering small portions.

**95%** OF OUR PRODUCTS ARE AVAILABLE IN PORTIONS OF UNDER **150 kcal**

Be treatwise  
[www.betreatwise.net](http://www.betreatwise.net)

### CASE STUDY: CHOCOLATE CONFECTIONERY

The UK is a nation of chocolate lovers – 99% of households buy chocolate<sup>1</sup> – which they enjoy as a treat. Research has found that, for 62% of consumers, chocolate is primarily consumed as a treat or on special occasions, and 70% agreed that “I am aware that sweets and chocolate contain sugar and therefore try to limit how much I/others in my family consume”.<sup>2</sup> We also find that 87% of consumers eat chocolate once a week or less.<sup>3</sup>

Ferrero, as the UK's fourth largest chocolate confectionery company, has been part of the launch of Be treatwise, which aims to remind people that chocolate is a treat that should be enjoyed occasionally as part of a balanced lifestyle.

The Be treatwise campaign will:

- See labels appear on pack and on marketing material.
- Provide an educational website – [www.betreatwise.net](http://www.betreatwise.net).
- Learn tips from parents and grandparents and promote ways to help keep chocolate a treat.

<sup>1</sup>Kantar Worldpanel <sup>2</sup>Toluna, 310 GB adults, May 2016

<sup>3</sup>In Home Food Consumption Panel - Kantar UK - 52 w/e Jan 2016

## THE CHALLENGES OF REFORMULATION

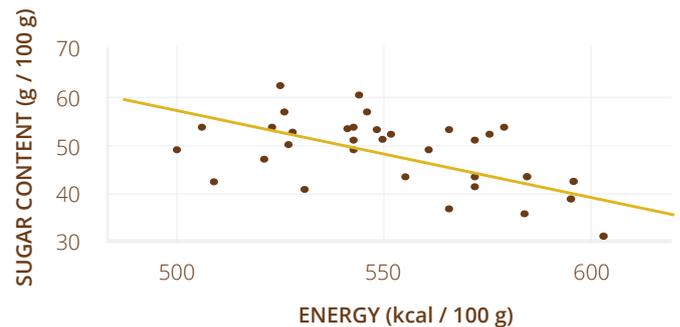
A second pillar of PHE's proposals is to change recipes in order to reduce sugar.

For many of our products, there are no obvious replacements for sugar. It does not just add taste but serves a number of other core functions e.g. bulk, texture and colour. Furthermore, lower calorie and artificial sweeteners may have undesirable aftertastes, or are otherwise unacceptable to consumers. Additionally, if there is less sugar in a product, in many cases what replaces it is more calorific, and ultimately it is calorie content and not sugar content that is implicated in obesity.

In the time period covered by this report (the 16/17 year), there have been no significant reformulations of our products.

The chart below shows the sugar content of our chocolate products plotted against their energy density. The trendline shows that products in this category with less sugar tend to contain more calories.

Sugar content vs energy content



In our categories, the average sugar content of the products is not a meaningful measure: portion size matters much more. However, we are aware that Public Health England is monitoring sugar content, so we measure it and report it here in the interests of transparency.

Over the last 5 years, the average sugar content in Ferrero and Thorntons products has fallen by 3.5%, and by 1.1% in the last year.

## NEXT STEPS

As a responsible business, we are aware that there is always more that we can do to address this issue and we are looking at improvements that can be made.

We are working in partnership with industry and category organisations, our customers and commercial partners, to look at different aspects of our business.

These include:

- communication about portion size;
- new product development;
- out of home, food service, retail and licensed products.