



# Pauligin Nutri-Scoreen perustuva ravitsemusviitekehys ja sen käyttö

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PAULIG



**PAULIG**  
*For a life full of flavour.*



A large tree stands on the border between a cracked, dry landscape on the left and a lush green field on the right. The sky is split, with dark, stormy clouds on the left and a bright blue sky with white clouds on the right.

**Our long-term ambition is to become a sustainable frontrunner among Food & Beverage companies by 2030.**



# Paulig's sustainability focus areas and ambitions 2030



## Ambition:

70% of our net sales comes from products and services which enable health and wellbeing of people and planet

## Ambition:

100% of raw materials from high-risk areas come from sustainable sources verified by external parties



## Ambition:

80% less GHG emissions from own operations, 50% less GHG emissions in our value chain



Climate targets approved by the Science Based Targets Initiative

- 100% of packages are made from renewable or recycled materials and are recyclable

**KEY ENABLERS:** Resource efficiency, Transparency, Partnership, Dialogue, Digitalisation, Regenerative agriculture



To reach our ambition we have created a Nutrition Framework that defines a product that enables health for people

Paulig's Framework is **based on Nutri-Score** methodology  
- widely used in the EU, modified to align better with dietary recommendations

We evaluated more than **4000 products** with the framework, and outlined focus areas for the future

Today, **46%** of Paulig sales come from products enabling health of people.





# Important features of a nutrition framework

- Independent and measurable definition of "enabling health for people" and supported by science
- Cover well-established dietary parameters affecting health
- Enable clear and transparent external communication of health targets
- Dynamic approach of evaluating product nutrition profile
  - Relevant nutrition and food parameters contributing to one summary score
- Indicative five-graded, color-coded layout
  - Applied to all relevant foods in all categories
  - Incentivizes also "bottom-up" choices and improvements
- Measurable, transparent and informative
  - Easily translated to consumer communication – for all products





The dynamic Nutri-Score model summarizes 'unhealthy (plus) points' and 'healthy minus points' *The lower score the better*

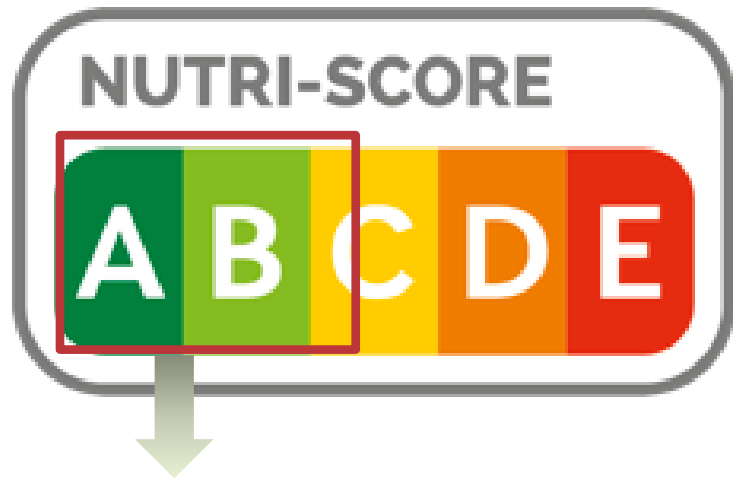
Unhealthy points					Healthy minus points			
Points	Energy (kJ)	Sugar (g)	Saturated fatty acids (g)	Sodium (mg)	Points	Fruit, vegetables (%)	Fibers (g)	Proteins (g)
0	≤ 335	≤ 4,5	≤ 1	≤ 90	0	≤ 40	≤ 0,9	≤ 1,6
1	> 335	> 4,5	> 1	> 90	1	> 40	> 0,9	> 1,6
2	> 670	> 9	> 2	> 180	2	> 60	> 1,9	> 3,2
3	> 1005	> 13,5	> 3	> 270	3	-	> 2,8	> 4,8
4	> 1340	> 18	> 4	> 360	4	-	> 3,7	> 6,4
5	> 1675	> 22,5	> 5	> 450	5	> 80	> 4,7	> 8,0
6	> 2010	> 27	> 6	> 540				
7	> 2345	> 31	> 7	> 630				
8	> 2680	> 36	> 8	> 720				
9	> 3015	> 40	> 9	> 810				
10	> 3350	> 45	> 10	> 900				
<b>TOTAL</b>	<b>1 point</b>	<b>0 points</b>	<b>0 points</b>	<b>7 points</b>	<b>TOTAL</b>	<b>0 points</b>	<b>5 points</b>	<b>5 points</b>

8	-	10	=	-2	=	A
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## Paulig's Nutrition Framework: Green (and yellow) colors mark the limit for "enabling health for people"



defines "enable health for people"

- For our Nutrition Framework, Nutri-Score is modified for internal use to include also seeds, spices, whole grain and powders of healthy foods.
- Scores we approve in the Paulig Nutrition Framework for a healthy product:
  - Dark & Light Green
  - Yellow for flavouring and sweets which are used in small amounts
- The focus of our Nutrition Framework ***is on developing our food categories.*** We exclude coffee as there is no suitable nutrition framework for it.

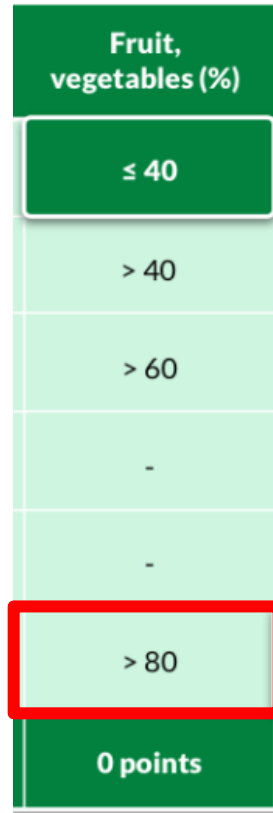




# Paulig's approach acknowledge healthy food components based on nutrition recommendations. For example:



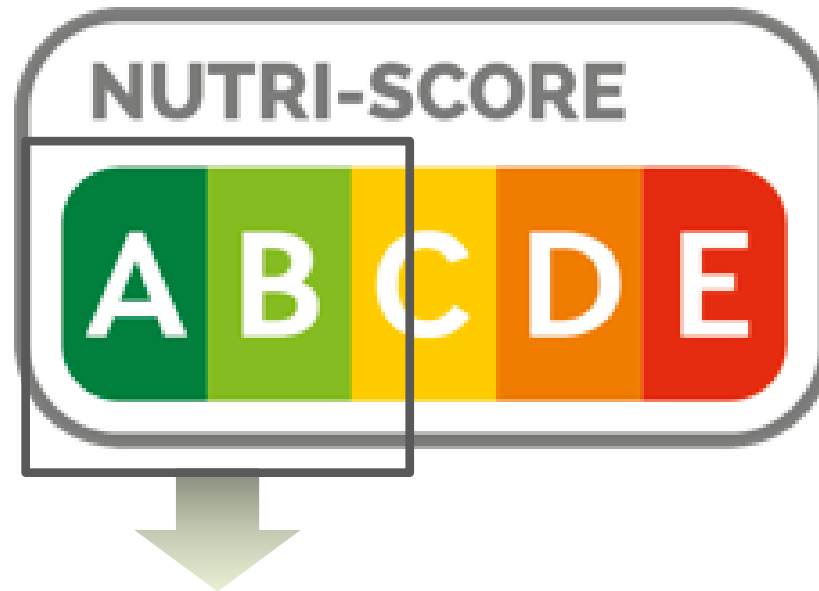
With Paulig's nutrition framework, acknowledging seeds as healthy:  
**Dark green (A)**



With Paulig's nutrition framework, acknowledging seeds as healthy:  
**Light green (B)**



# Guides the R&D process toward our goal

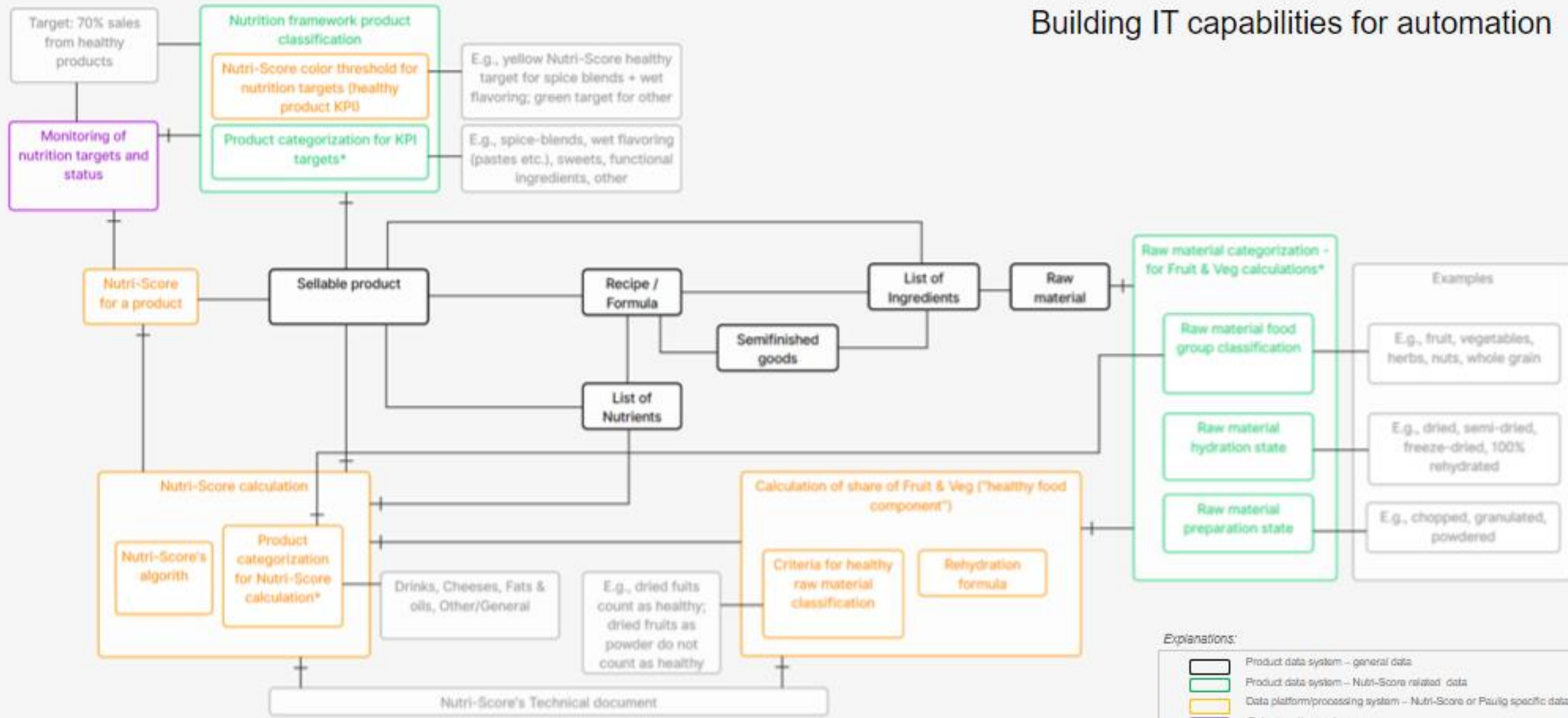


- Concretizes health targets
- Integrated in R&D process
- Guides product development and use of nutrition & health claims



# Data concept flow for monitoring of status and KPI's related to Nutri-Score

Building IT capabilities for automation



\* Detailed information provided as a supplement

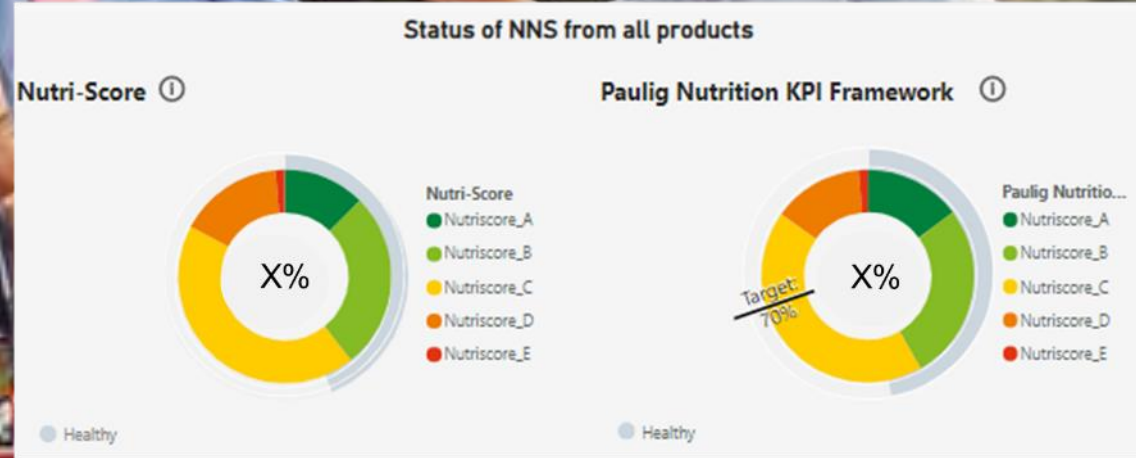


#### Ingredienser

VETEMJÖL, grönsaker (31%) (morot (31%), rödbeta), rapsolja, fuktighetsbevarande medel (E422), VETEGLUTEN, surhetsreglerande medel (äppelsyra), druvsocker, emulgeringsmedel (E471), bakpulver (natriumbikarbonat), salt, paprikaextrakt, rosmarinextrakt, antioxidationsmedel (askorbinsyra), mjölbehandlingsmedel (E920).

#### Näringsvärde Per 100 g

Energi (kJ)/(kcal): 1269 / 301  
Fett: 6,9 g  
varav mättat fett: 1,3 g  
Kolhydrat: 51,0 g  
varav sockerarter: 3,8 g  
Fiber: 3,2 g  
Protein: 9,1 g  
Salt: 0,90 g





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