

From: [REDACTED] (SANTE)
Sent: vendredi 13 août 2021 12:27
To: JUELICHER Sabine (SANTE); [REDACTED] (SANTE); [REDACTED]
[REDACTED] (SANTE)
Cc: [REDACTED] (SANTE); [REDACTED]; [REDACTED]
[REDACTED] (SANTE)
Subject: BTO Meeting Nomad Foods on FOP (20 July)
Attachments: Nomad Foods DG Sante meeting.pptx

Dear all,

For your information, please find below the BTO of the meeting of 20 July between E1 and Nomad Foods on FOP.

Kind regards,

[REDACTED]

Minutes Meeting with Nomad Foods on FOP nutrition labelling
20 July 2021 (16:00 – 16:30), Teams Meeting

Participants

SANTE.E1: [REDACTED]
Nomad Foods: [REDACTED]
[REDACTED] (Nomad Foods); [REDACTED]
[REDACTED] (Instinctif Partners)

The meeting was organised on request of Instinctif Partners on behalf of Nomad Foods to discuss front-of-pack nutrition labelling (FOPNL) and sustainable food labelling.

Nomad Foods is Europe's largest frozen food company with brands including iglo, Birds Eye, Findus, Goodfella's and Green Cuisine. It operates across 14 major European markets and employs 4,500 people. Nomad Foods is the third largest branded frozen food company in the world.

NOMAD FOODS

- Presented the attached slides on FOPNL. Highlighted that their portfolio is centred around fish and vegetable products and a more recent plant protein range, and that over 90% of sales come from healthier meal choices (defined under their nutrient profiling tool, a minimally adapted version of the UK OFCOM Nutrient Profiling Model, which also serves as the basis of Nutri-Score)
- Explained their Nutrition Manifesto and in particular 'Enabling informed choices' and 'Nudging healthier choices' and that in this context Nomad Foods is adapting "where appropriate nationally recognised schemes to flag healthier meal choices": UK traffic light, Keyhole, Finish Heart Symbol and Nutri-Score.
- Stressed that Nutri-Score scores the best in terms of consumer understanding & purchasing behaviour and referred to their experience that Nutri-Score is increasing sales of healthier choices (+5%), while presence of Nutri-Score D and E on pack reduce impulsivity towards less healthy foods.
- In addition, stressed the role of Nutri-Score in driving towards a more nutritious food supply by stimulating product reformulation and healthier product innovation.

Explained that following introduction of Nutri-Score in FR and BE, Nomad Foods significantly increased their A/B portfolio and decreased their D/E portfolio.

- Underlined that the use of more consistent FOPNL across the EU would be beneficial for consumers and that this could best be delivered in the form of a Nutri-Score.
- In the context of any future needs to change their packaging, enquired about any upcoming changes in the Nutri-Score algorithm or any adaptations following Mediterranean concerns.
- Expressed their willingness to share data where needed.
- Briefly enquired about the state of play on sustainable food labelling and referred in this context to the existing Eco-Score.

SANTE

- Explained the state of play regarding the F2F initiative for a proposal on harmonised FOPNL. Welcomed Nomad Foods suggestion for sharing data.
- Referred to the Nutri-Score scientific committee set up by the countries engaged in Nutri-Score and its mandate.
- Explained the F2F initiative for a sustainable food labelling framework and its timeline and state of play.

From: [REDACTED] <[REDACTED]@instinctif.com>

Sent: Friday, July 2, 2021 4:45 PM

To: [REDACTED] (SANTE) <[REDACTED]@ec.europa.eu>

Subject: Kind request for a meeting regarding labelling (Front of Pack and Sustainable Labelling)

Dear [REDACTED],

We had the pleasure to meet several times in the past with regards to alcohol labelling. In May (after 10 years) I have left Eurocare (European Alcohol Policy Alliance) and now I am working for a [consultancy](#) but also on health topics.

I am writing to you on behalf of our client [Nomad Foods](#) (EU Transparency Reg: [314891743101-96](#)) Nomad Foods is Europe's largest frozen food company with brands including Birds Eye, Findus, Goodfella's and Green Cuisine. It operates across 14 major European markets, with revenues of €2.5bn and employs 4,500 people. Nomad Foods is the third largest branded frozen food company in the world. More information attached.

Nomad Food is dedicated to help consumers make healthier food choices. In this context we are advocating for introduction of simplified nutrition information on the front of food packages. Nomad aims to serve the world with better food and food which is also better for the planet. About 90% of its portfolio qualifies as healthier meal choices and this is being increased. About 40% of the goods, Nomad Foods purchases annually by volume are vegetables.

Nomad Food has followed the EU political agenda with regards to the topic of labelling and most recent reports of an eco-score. Nomad Food believes that

better labelling will ensure consumers make informed, healthier, and more sustainable food choices.

Given the ongoing discussions on the topic in Europe but also other markets we **would greatly appreciate the opportunity to discuss our position via a conference call in the coming weeks.**

I remain at your disposal if you should have any questions and look forward to hearing from you.

With best wishes,

[Redacted signature]

[Redacted name]

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