

Eat a varied diet



Eat cereal products,
esp. wholegrain!



Eat fruits and
vegetables



Eat low-fat milk &
milk products



Have oil and oily
foods



Drink water



We want to help consumers make healthy and sustainable food choices easily

Scientific principles

- Healthy eating consensus: **dietary guidelines**
- Acknowledge the complexity of whole foods, because single nutrients are only proxies for health
- What makes a food 'healthy' is not the presence of 'to limit' nutrients, but of natural beneficial nutrients
- Food category-based to:
 - make the comparison relevant for consumers
 - reflect the actual foods to which it applies

Implementation

- Exploiting the similarities across markets
 - To create both a feeling of national autonomy while highlighting similarities across markets to create a sense of unity
- Easy to gain support by member states , academia, NGO's and food industry, as all supports the dietary guideline system.
- By nudging consumers, and not shaming, a scheme will create a positive sense around the shopping and eating experience
- Only rewarding products with a relevant nutritional contribution makes system trustworthy and a true guidance for consumers

- The **Keyhole** is independent and owned by the public authorities in Sweden, Denmark and Norway, making room for smaller differences.
- The Keyhole supports the national dietary guidelines
- Nudges better food choices by endorsing the best in category choice
 - Products with the key hole will have less salt, sugar and fat compared to similar products
 - When relevant products will have more fibre and whole grains than comparable products
 - Some food groups needs a certain level of vegetables, fruits
- Indulgence products will not be recommended by the keyhole, not even if reformulated.

