

From: [REDACTED] (SANTE)
Sent: lundi 29 mars 2021 12:04
To: [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] bine (SANTE)
Cc: [REDACTED] (SANTE)
Subject: Final BTO Minutes - UNESDA

Dear all,

Please find attached the final version of the BTO minutes of the meeting with UNESDA from 17 March 2021:

BTO - virtual meeting between SANTE and UNESDA on EU FOPL - Nutri-Score and Soft Drinks, 17 March 2021 15 - 16h

Participants:

- **SANTE.E1:** [REDACTED], [REDACTED], [REDACTED], [REDACTED]
- **EXTERNAL:** [REDACTED] (UNESDA), [REDACTED] (UNESDA), [REDACTED] (Suntory Beverage and Food Europe), [REDACTED] (Red Bull), [REDACTED] (PepsiCo Europe), [REDACTED] (The Coca-Cola Company)

The purpose of the meeting was for UNESDA to share the findings of their report “Nutri-Score & Soft Drinks - Proposals for optimizing the Nutri-Score algorithm for beverages to encourage reformulation and support informed choice”.

UNESDA: highlighted the following issues during the presentation:

- Recap on the general position of UNESDA on FOPNL: UNESDA supports the harmonisation of FOPNL under EU governance to empower consumers to make informed choices and to ensure smooth functioning of the Single Market. UNESDA is currently not promoting any preferred FOPNL scheme at EU level, but they stressed the importance of a scheme that meets the expectations of consumers and at the same time incentivizes producers to continue reformulating their products. A key component highlighted by UNESDA was the “compatibility” with existing EU legislation (e.g. the EU Nutrition and Health Claims Regulation).
- The UNESDA report on Nutri-Score and soft drinks consists of two parts:
 - 1) A scientific review co-authored by the French agency LinkUp and UNESDA. UNESDA concluded that the current Nutri-Score system is not optimized to meet the objectives of FOPNL schemes. UNESDA identified three key success factors for FOPNL schemes: clear, easily understandable consumer information; offering consumers a balanced distribution within a specific category to accurately reflect nutritional content; and incentivise food and beverage producers to reformulate to widen consumer choice.
 - 2) An analysis of the performance of the existing Nutri-Score on soft drinks currently sold in Belgium, France and Spain compared to three different alternative options provided by UNESDA for optimizing the current algorithm of Nutri-Score for beverages
 - Approach 1: Alignment with the sugar thresholds set out by the EU Nutrition and Health Claims Regulation for relevant nutrition claims
 - Approach 2 and 3: no change to the sugar thresholds of the Nutri-Score algorithm, but slight evolution to the points allocated for each ranking

- The UNESDA-LinkUp report concluded that there would be benefits for the consumer with a slightly adapted Nutri-Score system for beverages. They suggested that the options developed by UNESDA would help to:
 - improve consumer understanding by avoiding conflicting information with claims such as “low-calorie” or “no-sugar”
 - more effectively guide consumers in their choices through a shift of rankings throughout the soft drink segment (i.e. leading to less D and E scores, more C and B and allowing also for A scores), which in their view would help consumers to identify the lower sugar beverage
 - incentivize producers to reformulate by reflecting differences in sugar content more clearly to the consumer
- The UNESDA report has been submitted to the Belgian health authorities who are expected to submit it to the Nutri-Score International Scientific Committee. UNESDA will keep the Commission updated on these discussions. Additionally, UNESDA has already sent the report to the JRC and will provide the Commission with the written findings of their assessment.

Best,

