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Sent: mardi 2 février 2021 15:21
To: [redacted] (SANTE); [redacted] (SANTE);
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Cc: [redacted]
Subject: EU FOPL - Nutri-Score and Soft Drinks - meeting?

Hello,

Last week during the EU Code of Conduct high-level launch event there was quite some intense discussion on Nutri-Score. We very well understood the position from the Commission that it's very early in the process and no decision has yet been taken on any particular FOPL.

Today we are not reaching out to you to make the case for Nutri-Score becoming "the" European scheme. However, our industry has recently made a very detailed analysis on why and how the Nutri-Score algorithm should be adjusted to better align it with the EU Nutrition and Health Claims Regulation. We are currently presenting these findings in the Nutri-Score countries and will also request a meeting with the new "international scientific committee".

In the spirit of transparency and constructive dialogue, we thought it could be of interest to you to understand the scientific arguments we are making for "why" the algorithm for beverages should be changed and the "how" (concrete proposals) for changing it (accompanied by a detailed analysis of the impact of a different algorithm on the soft drinks sold in the French, Belgian and Spanish market).

Would you be interested in meeting with us and our members so we can present our findings?

As said, this is not a "lobby exercise for Nutri-Score" 😊

Kind regards

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