

**From:** [REDACTED] (SANTE)  
**Sent:** mercredi 22 décembre 2021 10:05  
**To:** [REDACTED] (SANTE)  
**Subject:** FW: Presentation for tomorrow's meeting with Nomad Foods  
**Attachments:** Nomad Foods DG Sante meeting.pptx

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**From:** [REDACTED] <[REDACTED]@instinctif.com>  
**Sent:** Monday, July 19, 2021 12:02 PM  
**To:** [REDACTED] (SANTE) <[REDACTED]@ec.europa.eu>  
**Cc:** [REDACTED] (SANTE) <[REDACTED]@ec.europa.eu>; [REDACTED] (SANTE) <[REDACTED]@ec.europa.eu>; [REDACTED] <[REDACTED]@instinctif.com>  
**Subject:** Presentation for tomorrow's meeting with Nomad Foods

Dear [REDACTED],

Further to my message from last week, please find attached brief presentation to facilitate our discussion tomorrow.

If you should have any questions, please do not hesitate to contact us.

Look forward to 'e-meeting' you tomorrow.

With kind regards,

[REDACTED]

[REDACTED] | [REDACTED]

M +32 (0) [REDACTED]

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**From:** [REDACTED]  
**Sent:** Monday, July 12, 2021 3:51 PM  
**To:** [REDACTED] <[REDACTED]@ec.europa.eu>  
**Cc:** [REDACTED] <[REDACTED]@ec.europa.eu>; [REDACTED] <[REDACTED]@ec.europa.eu>; Lau [REDACTED] <[REDACTED]@instinctif.com>  
**Subject:** RE: Kind request for a meeting 29-03-2021

Dear [REDACTED],

Thank you for sending the Microsoft Teams invite, my colleague Laura from Instinctif Partners (in copy) will accompany Nomad Foods representatives.

In terms of agenda items, we would suggest:

- Nomad Foods brief introduction
- Nomad Foods position on front of pack labelling
- Discussion on Nutri-Score scientific reviews and COEN

- Discussion on Nutri-Score application across Europe

We will share with you a short presentation prior to the meeting.

If you should have any questions, please do not hesitate to contact us.

With kind regards,

[Redacted]

[Redacted] | [Redacted]

M +32 (0) [Redacted]

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**From:** [Redacted] <[Redacted]@ec.europa.eu>

**Sent:** Wednesday, July 7, 2021 2:02 PM

**To:** [Redacted] <[Redacted]@instinctif.com>

**Cc:** [Redacted] <[Redacted]@ec.europa.eu>; [Redacted] <[Redacted]@ec.europa.eu>; [Redacted] <[Redacted]@instinctif.com>

**Subject:** RE: Kind request for a meeting 29-03-2021

Dear [Redacted],

Thank you very much for your reply.

I would like to inform you that I have already sent the invitation to Nomad Foods representatives with the Microsoft Teams link attached.

I remain at your disposal for any further action, if this is necessary.

Kind regards,

[Redacted]

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**From:** [Redacted] <[Redacted]@instinctif.com>

**Sent:** Wednesday, July 7, 2021 1:52 PM

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

**Cc:** [Redacted] (SANTE) <[Redacted]@ec.europa.eu>; [Redacted] (SANTE) <[Redacted]@ec.europa.eu>; [Redacted] <[Redacted]@instinctif.com>

**Subject:** RE: Kind request for a meeting 29-03-2021

Dear [Redacted],

Thank you for getting back to me.

I can confirm that for Nomad Foods representatives **4pm on Tuesday 20<sup>th</sup> July** would be most convenient.

Attendees will be:

[Redacted] - [Redacted], Nomad Foods, [Redacted]@nomadfoods.com  
[Redacted] - [Redacted], Nomad Foods, [Redacted]@nomadfoods.com  
[Redacted] - [Redacted], Instinctif Partners, [Redacted]@instinctif.com

Would you like us to set up a Microsoft Teams call, or you will be setting up the call via EC's systems?

With kind regards,

[REDACTED]

[REDACTED] | [REDACTED]

M +32 (0) [REDACTED]

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**From:** [REDACTED] <[REDACTED]@ec.europa.eu>

**Sent:** Tuesday, July 6, 2021 11:26 AM

**To:** [REDACTED] <[REDACTED]@instinctif.com>

**Cc:** [REDACTED] <[REDACTED]@ec.europa.eu>; [REDACTED]

<[REDACTED]@ec.europa.eu>

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

Dear [REDACTED]

Good morning.

Following your message to [REDACTED], we can inform you that our colleagues [REDACTED] and [REDACTED], both [REDACTED] dealing with food labelling, would be happy to meet to discuss Nomad's positions .

Please note that due to the workload and the multiple requests for meetings, we are scheduling meetings of 30 minutes and we can propose the following dates and timeslots to organise this meeting:

- **Monday 19/07:** 11:00-11:30 **or** 15:30-16:00
- **Tuesday 20/07:** 10:30-11:00 **or** 16:00-16:30

The meeting will be organised via Microsoft Teams and I would like kindly ask you to send us the names of the participants and also their e-mail addresses. Thank you very much in advance for letting us know which date and timeslot is more convenient for you.

Kind regards,

[REDACTED] [REDACTED]

[REDACTED]



**European Commission**

Directorate-General for Health and Food safety

Unit E1 - Food information and composition

Office: [REDACTED] - Tel. +32 [REDACTED]

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**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]

M +32 (0) [redacted]

Instinctif Partners |

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