



Persdienst

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News Release

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## Unilever Launches Global 'Choices' Programme with front of pack logo



### Healthy Choices Made Easy

**Barcelona, 30 May 2006** – In line with its Vitality mission, Unilever is launching Choices, a front of pack logo programme designed to help consumers across the world to easily identify packaged foods and beverages that offer a healthier choice. Vindi Banga, President Foods of Unilever, announced the Choices programme today in Barcelona at the Unilever Vitality Press Event.

The front of pack logo helps consumers choose foods that have limited amounts of trans fats, saturated fats, sodium and sugars, and are thus consistent with international dietary guidelines. Based on these international guidelines and its long history in nutrition research, Unilever has developed the Nutrition Enhancement Programme (NEP), which sets out stringent nutritional benchmarks. Products have to meet these benchmarks in order to earn the logo. Products that feature the logo contribute to a healthy diet. The logo makes the healthier choices clearly visible. Unilever has shared the NEP methodology and resulting benchmarks with nutrition experts in different parts of the world, who have given their positive feedback on the approach.

Unilever aims to make nutrition information more meaningful and accessible, by making the healthy choice the easier choice for consumers. Vindi Banga comments: "Our research shows that consumers are keen to make the healthy choices. As part of our commitment to Vitality, we see it as our responsibility to help the consumer in making the healthy choices. We are constantly improving our products by making them healthier. Now we are also stepping up our efforts to



improve consumer information on pack by means of a front of pack logo designed to work regardless of geography or product category.”

Unilever is willing, where possible and appropriate, to open the Choices programme and classifying benchmarks to other parties, with the aim to further help consumers to make the healthy choice the easy choice by providing a simple consumer-friendly system across companies and categories.

The first step of this global programme was taken in the Netherlands last week. Unilever is part of a government-supported coalition (including two food & beverage manufacturers, major retailers and caterers) that will start applying a front of pack logo. Unilever plans to roll out the Choice programme globally, with the aim to have covered the key countries within the next 18 month.

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For more information, please contact:

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