



Unilever Nutrition Standards

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Introduction

The Unilever Nutrition Standards are two internally developed sets of standards for portfolio improvement: the Highest Nutrition Standards intended to limit nutrients of concern and the Positive Nutrition Standards that address dietary recommended nutrients and ingredients that consumers should 'eat more of' for theirs and planet's health.

Our Highest Nutrition Standards (HNS) were developed as part of the Nutrition Enhancement Programme (NEP) in 2003. We were the first company to develop a nutrient profiling system including product group specific standards for nutrients of concern, by translating WHO dietary guidance into product group specific nutritional standards (Nijman, EJCN 2007). This formed the basis for our external commitments under the Unilever Sustainable Living Plan (USLP) where we set stretching time-bound targets covering our total global portfolio. In 2020, we achieved the target to double the proportion of portfolio meeting our Highest Nutrition Standards, which meant we moved from 30% to 61%. With the launch of our [Future Foods commitments](#) in 2020 we extended our commitment to achieve [70% of our portfolio to meet WHO-aligned nutritional standards by 2022](#).

In addition to our commitment on nutrients of concern, as part of Unilever Compass and Future Foods commitments we aim to help people achieve healthier diets and to help reduce the environmental impact of the global food chain. One of the commitments made is to ["double the number of products sold that deliver positive nutrition by 2025"](#). This commitment is underpinned by our Positive Nutrition Standards. These are the ingredients and nutrients that could be increased in the Unilever portfolio to benefit people and planet health globally. Other Unilever's nutrition strategy and goals can be found [here](#).

Despite the wide variety of Nutrient Profiling Systems available externally nowadays, we will continue to have and use our own system to drive innovation and reformulation. External Nutrient Profiling Systems are not suitable to benchmark our portfolio, since these often do not include all product groups offered in our portfolio, apply the same set of standards to many different product groups, or have set criteria at levels that would not encourage reformulation of the core of the portfolio. Additionally, some use compensatory algorithms between nutrients of concern and positives, which can lead to products being considered healthier but containing high levels of nutrients of concern. This does not align with dietary recommendations. Furthermore, we have learned that reformulation works best when conducted in step-by-step approach, to take the consumer along, often spanning many years. External profiling schemes may change their benchmarks, something we cannot influence but impacts our ability to deliver against our commitments.

Our Highest Nutrition Standards (HNS) and Positive Nutrition Standards (PNS) are two independent sets of standards, meaning that compliance to nutrients of concern and positives are assessed separately.

Unilever Nutrition Standards principles

Our principles for nutrient profiles are as follows¹:

- Encourage innovation and reformulation of food & refreshments products
- Be scientifically sound and reflect internationally accepted dietary guidelines
- Address nutrients and/or ingredients internationally recognized as relevant for improving public health
- Be all inclusive, with product group specific standards for all product groups
- Be stretching and realistic considering the role of the product in the diet and maintaining taste and enjoyment for our consumers
- Independent set of standards for positives and nutrients of concern to avoid compensation

For the Highest Nutrition Standards (HNS) and Positive Nutrition Standards (PNS) these principles mean:

Principles	HNS	PNS
Encourage innovation and reformulation of F&R products	"70% of our portfolio to meet WHO-aligned nutritional standards by 2022."	"Double the number of products sold that deliver positive nutrition by 2025."
Be scientifically sound and reflect internationally accepted dietary guidelines	Limit nutrients of concern in our portfolio in line with WHO dietary guidance, with product group specific standards translated from WHO daily nutrient guidelines	Reflect dietary guidelines and our strategy encouraging the transition towards more sustainable healthy plant-based diets in line with international guidelines of EAT-Lancet , FAO/WHO and WBCSD reports
Address nutrients and/or ingredients internationally recognized as relevant for improving public health	Nutrients <ul style="list-style-type: none"> • Saturated fats • Trans fats • Sugar • Sodium and calories 	Ingredients <ul style="list-style-type: none"> • Fruits & Vegetables • Whole grain • Dairy (only for kid's products) Nutrients <ul style="list-style-type: none"> • Protein • Fibre • Omega 3 fatty acids • Vitamins and minerals
Be all inclusive, with product group specific standards for all product groups	For all product groups, so not excluding any part of the F&R product portfolio	A wide variety of positives for all product groups, enabling flexibility in regional application and tailoring to different consumer needs
Be stretching and realistic considering the role of the product in the diet and maintaining taste and enjoyment for our consumers	Standards enabling to move the portfolio for maximal impact on public health, considering technical feasibility, consumer acceptance without compromising on credibility/scientific rigour.	Standards are set at an impactful amount to encourage healthy eating, based on Codex or local regulations for nutrient content claims.

¹ More details can be found in Unilever Position on Nutrient Profiling.

References used in standards setting

Science and international dietary guidelines underpin our Unilever Nutrition Standards, we translated the WHO and CODEX references into product group specific standards.

Highest Nutrition Standards

Nutrient	Reference value	Reference
Energy	Women: 2000 kcal/day Men: 2500 kcal/day	FAO/WHO. Joint FAO/WHO/UNU Expert Consultation. Human Energy Requirements; FAO: Rome, Italy, 2001.
Saturated fat (SAFA)	10 en% ~ 20g/day*	
Sodium	5 salt/day = 2000 mg sodium/day	WHO Guideline: Sodium intake for adults and children; WHO: Geneva, Zwitterland, 2012.
Free sugars	10 en% = 50g/day*	WHO. Guideline: Sugars intake for adults and children.; WHO: Geneva, Zwitterland, 2015.
Trans fat (TFA)	Partly Hydrogenated Vegetable Oil (PHVO) ≤1 g/100g iTFA ≤2 g/100g fat	Reducing saturated fats & eliminating trans fats - IFBA (ifballiance.org) WHO. Press realease welcomes industry action to alian with alobal trans fat elimination targets, 2019

*assuming a 2000 kcal diet, in line with GDA/DV labelling on-pack

Positive Nutrition Standards

Ingredient/Nutrient	Reference value	Reference*
Fruit & Vegetables	At least 400g (i.e. five portions of 80g) of fruit and vegetables per day	Healthy diet (who.int)
Wholegrain	Made with: 8g per serve	The Whole Grains Council
Dairy (only for kids products)	Made with: 25g per 100g	Cow's Milk and Milk Alternatives CDC
Protein	High in: 2 times the values for "source" Source of: 10% of NRV per 100g	Codex Nutrition and Health Claims (CAC/GL 23-1997)
Fibre	High in: 2 times the values for "source" Source of: 3g per 100g	Codex Nutrition and Health Claims (CAC/GL 23-1997)
Omega 3	Source of: 0,3 g alpha-linolenic acid per 100g and per 100 kcal	Regulation (EU) No 1047/2012.
Micronutrients Iron, Iodine, Zinc, Vit A, Vit D ² Calcium, Magnesium, Potassium, Vit B2, Folate, Vit B12, Vit C, Vit E ³ .	Source of: 15% of NRV per 100g/100ml (solids/Liquids) Source of: 7.5g of NRV per 100ml (beverages)	Codex Nutrition and Health Claims (CAC/GL 23-1997)

*References for global portfolio. Products sold in China⁴, Europe⁵ and USA⁶ will be scored according to local regulation claims.

² In line with [Unilever Fortification Commitment](#)

³ Aligned with micronutrient needs for a healthy plant-based diet.

⁴ [标签标准 \(nfi.or.th\)](#)

⁵ [Nutrition claims \(europa.eu\)](#)

⁶ [Food Labelling Guide \(fda.gov\)](#)

Application and use of the standards

Unilever Nutrition Standards (HNS and PNS) apply to our complete portfolio, which includes every product, in every region and every brand.

To contribute to the commitment **“70% of our portfolio to meet WHO-aligned nutritional standards by 2022”** a product must meet all the Highest Nutrition Standards for the defined product group.

To contribute to the commitment **“Double the number of products sold that deliver positive nutrition by 2025”** a product must meet at least one of the Positive Nutrition Standards for the defined product group.

Highest Nutrition Standards is the starting point of product development and improvement. It is part of the assessment for making Nutrition & Health Claims and products fortification as well as our Principles on Responsible Food & Beverage Marketing. Highest Nutrition Standards is incorporated in our Healthy Recipe Framework used for our recipes provided on-pack, online as well as of our branded healthy eating programmes and campaigns.

Positive Nutrition Standards are set at an impactful amount that may translate into nutrition relevant claims; however, any product claim can only be made in line with our Nutrition & Health Claims Framework and in compliance with local regulations.

Progress against all our commitments is tracked and reported annually, and verified/assured by an external auditor (see Unilever [Sustainability reporting centre](#)).

Product groups

For HNS and PNS, international dietary recommendations were translated into product category-specific standards for all product groups in our portfolio based on product properties, without compromising on credibility and scientific rigour. Therefore, products were grouped considering:

- Product composition
- Role of each product in the diet and consumption occasion, including frequency of consumption
- Product serving size, bearing in mind balanced portions

The product groups reflect Unilever portfolio evolution, and a future-fit approach was taken to ensure coverage of growing portfolio spaces. HNS product groups and standards will remain unchanged until 2022, while the Positive Nutrition Standards were developed towards the product groups presented in the table below.

Product group	Description
MEALS	
Main Meals	Products which are or are used to prepare a main meal. A main meal consists of at least 2/3 of the following components: carbohydrate, protein, vegetable/fruit
Small Meals	Products consumed as an in between meal and on occasion used to replace a main meal or in diets consisting of several small meals a day
MEAL COMPONENT	
Cereals & Porridges	Breakfast cereals & porridge powders to be prepared with water, milk, yoghurt or dairy alternatives
Bread Products	All types of breads or substitutes of bread
Spreads - Sweet & Savoury	Products spread onto foods such as bread and crackers
Carbohydrate-based Dishes	Products eaten as part of a main meal with at least 70% carbohydrates
Animal Protein	Products intended as the protein component of a meal containing animal protein (e.g. meat, fish, insects)
Plant Protein	Products intended as the protein component of a meal containing plant-based protein
Soups	Soups eaten on all occasions
Pickled & Fermented Vegetables	Fruits & vegetables preserved in a salt brine or vinegar or through fermentation
Meal Sauces	Sauces with a serving size >35g
TASTEMAKERS & COOKING AIDS	
Water-based Sauces	Sauces used in small quantities as an accompaniment to a meal (serving <35g) without an emulsifying agent and with a fat content <10% w/w
Emulsion-based Sauces & Cooking Fats	Sauces with an emulsifying agent, used in small quantities as an accompaniment to a meal (serving <35g), and oils & other fat-based products used during preparation or at the table.
Mustards	Products made from mustard seeds or with >40% mustard
Liquid Bouillons & seasonings	Liquid bouillons, Fermented sauces, and seasoning pastes to add flavour ('season') during meal preparation or at the table.
Universal Bouillons & Seasonings	Bouillons & Seasonings used to add flavour ('season') during meal preparation or at the table. Usually used in small amounts with a wide variety of applications.
Dish Specific Bouillons & Seasonings	Bouillons & Seasonings used to add flavour ('season') during meal preparation with a clear dosage instruction on pack
Toppings - Sweet & Savoury	A garnish placed on top of a food or dish for flavour or decoration
Cooking & Baking Agents	Binders, baking ingredients & salt
TREATS & SNACKS	
Ice Cream & Desserts	Ice cream, water/fruit ices, sorbet, and frozen or ambient desserts
Snacks - Sweet & Savoury	Smaller sized sweet or savoury products consumed as a treat or snack in between meals
Kids Ice Cream & Desserts	Ice cream, water/fruit ices, sorbet, frozen or ambient desserts, designed for consumption by children (6-12 years old)
Kids Snacks - Sweet & Savoury	Smaller sized sweet or savoury products consumed as a treat or snack in between meals, designed for consumption by children (6-12 years old)
BEVERAGES	
RTD & Concentrated Beverages	Ice tea, milk tea, coffee premixes, squash, slush and flavoured water, sold as RTD or concentrated format
Leaf Tea, Herbal Infusions & Coffee	Dry leaf, herbal infusions and coffee powder
Fruit & Vegetable Juices	Beverages that contain pure and concentrated juices, where the final product is intended to be consumed as a juice-based beverage
Cereal & Malt-based Beverages	All cereal- or malt-based products to be used as beverages
OTHERS	
All other products	Products that don't fit under any of the other product groups

Positive Nutrition Standards⁷

Positive Nutrition Standards applies to the totality of Unilever portfolio since 2020.

Product Group	Micronutrients*	Vegetables & Fruit	Protein	Fibre	Wholegrain	Dairy	Omega 3		
Plant Protein	15% RDA/serve (UL Beverages ≥7.5% RDA per 100g Pepsi-Lipton JV ≥7.5% RDA per 100ml)	80g/serve	10g /100 g	3g/100g (Pepsi-Lipton JV 1.5g per 100 Kcal)	NA	NA	NA		
Soups			30g/serve		5g /100 g (Pepsi-Lipton JV 2.5g per 100ml)			8g/serve	
Main Meals		NA							
Small Meals		8g/serve							
Cereals & Porridges		NA							
Bread products		8g/serve							
Carbohydrate-based Dishes		25%							
Meal sauces		0,3 g ALA/100g							
Fruit & vegetable Juices		25%	NA		NA			NA	NA
Mustards									
All other products									
Ice cream & desserts									
Snacks - Sweet & savoury									
Kids Ice cream & desserts									
Kids snacks - sweet & savoury									
Emulsion based sauces & cooking fats									
Spreads - Sweet & savoury									
Water based sauces									
RTD & Concentrated Beverages		NA	NA		NA			NA	NA
Cereal & Malt-based beverages									
Pickled & fermented vegetables									
Liquid Bouillons & Seasonings									
Universal Bouillons & Seasonings									
Dish Specific Bouillons & Seasonings									
Toppings - Sweet & savoury									
Cooking & baking agents									
Leaf Teas, Herbal Infusions & Coffee	NA	NA	NA	NA	NA				
Animal Protein	NA	NA	NA	NA	NA	NA			

No standards are in scope for Animal Protein product group in alignment with Unilever strategy to encourage more sustainable healthy plant-based diets.

⁷ Regardless of products format, all products are scored as sold (including rehydration factors) to only count the ingredients and nutrients contained in our products and do not count the ingredients and nutrients added by consumers and chefs. PNS standards apply since the announcement of the Future Foods commitment in November 2020.

Highest Nutrition Standards⁸

Highest Nutrition Standards applies to the totality of Unilever portfolio until 2022.

Product group	Energy	Sodium	SAFA	Sugars	TFA
Spreads and Cooking Products	NA	470 mg/100g 600 mg/100g salted spreads countries ¹ or 1.3 mg/kcal	33 % tot fat tropical spreads 38 % tot fat ²	NA	
Emulsion-based sauces	NA	750 mg/100g mustards 2000 mg/100g	33 % tot fat or 2g/100	15 %en total sugars or 7 g added sugar/100g	
Water-based sauces	NA	750 mg/100g	NA	7 g added sugar/100g	
Dairy cream alternatives	NA	1.3 mg/kcal or 100mg/100g	33 % tot fat or 2g/100g	7 g added sugar/100g	
Cream cheese	NA	675 mg/100g	15 g/100g	NA	
Main dishes	2 kcal/g or 700 kcal/serve	250 mg/100g	10 %en	15 %en total sugars	
Side dishes	2 kcal/g or 400 kcal/serve	250 mg/100g	10 %en	15 %en from total sugars	
Processed meat and fish	2 kcal/g or 400 kcal/serve	800 mg/100g	5 g/100g	NA	PHVO: 1 g/100g product
Meal sauces	NA	340 mg/100g	2 g/100g	NA	
Bread and breakfast cereals	NA	375 mg/100g	NA	20 g added sugars/100g	iTFA: 2 g /100g total fat
Small meals	400 kcal/serve	250 mg/100g	10 %en	15 %en total sugars	
Seasonings	NA	265 mg/100g	NA	NA	
Soups & Bouillons	NA	265 mg/100g	2 g/100g	NA	
Ice cream & Water ices	110 kcal/serve	NA	3 g/serve	20 g added sugars/100g or 12 g total sugar/serve	
Savoury snacks	110 kcal/serve	300 mg/100g	13 %en	NA	
Sweet snacks	110 kcal/serve	300 mg/100g	3 g/serve	20 g added sugars/100g	
Beverages	NA	NA	NA	RTD tea: 5 g total sugar/100mL; Other: 5 g added sugar/100g	
All other products	NA	100 mg/100g or 1.3 mg/kcal	1 g/100g or 25 % tot fat or 10 %en	3 g added sugars/100g or 15 %en total sugars	

⁸ Products should preferably be scored 'as consumed', meaning as sold or as prepared depending on format.