



Healthy Recipe Framework

MAY 2017



Why?

- A way to promote better diets is through the communication of healthier recipes.
- We provide more than 100,000 recipes on-pack and online globally [adapt locally].
- We've created the Unilever Healthy Recipe Framework (HRF) – a set of global nutrition criteria to assess the quality of the recipes we communicate.
- HRF is aligned with our Highest Nutritional Standards* and based on dietary recommendations such as those from the WHO.
- HRF allows us to continually evaluate and improve our product recipes.

* https://www.unilever.com/Images/highest-nutritional-standards-november-2016_tcm244-501011_en.pdf

HRF – a tiered approach



The base - other recipes

- The other recipes are the recipes in which inclusion of recommended foods is not the main focus.
- These recipes are generally indulgent, conventional and for special occasions.



Moving up - recipes meeting food-based criteria

- The food-based criteria allow us to identify recipes that contain recommended ingredients from food groups that we would like to encourage in the diets of consumers according to global and local dietary guidelines. Integrating more recommended ingredients will improve the nutritional quality of the recipe.
- The usage of recommended ingredients should **have an impact** on the recipe and the diet of the consumer and is set on at least 30% of the total weight (as consumed) of the dish and can be increased based on local needs.



Recommended ingredients

- Recommended ingredients are foods recommended by global, regional and local food guidelines to obtain a high quality nutrient intake. There are recommended and not-recommended ingredients within each food group. Examples of recommended ingredients are provided in the green boxes.

Grains,
vegetables,
sweets,
fruits

Unrefined
/whole grains
roots and tubers
Vegetables
Fresh, frozen or
dried fruits
Legumes/pulses
Unsweetened
fruit juices

Meat, eggs,
fish, beans,
poultry

Lean cuts
/trimmed meat
Poultry, eggs
Fresh fish and
seafood,
fish/seafood
tinned in water or
vegetable oil
Plant-based
protein (tofu,
unsalted nuts,
legumes, beans)

Oil, fats,
spreads,
butters

Vegetable
(sunflower,
rapeseed, olive
etc) oil and
products
predominantly
made from these
oils such as soft
spreads and
mayonnaise

Dairy and
dairy
products

Semi-skimmed,
skimmed,
reduced fat, low
fat or fat-free
dairy (milk,
cheese*, yogurt,
cream) or
vegetable fat
alternatives
(except for
coconut
cream/milk)

Seasonings,
flavourings,
condiments

Fresh or dried
herbs and spices,
citrus juice,
vinegar, garlic.
Reduced sodium
and/or sugar
condiments

Unilever
products

UL products
meeting Unilever
Nutrition Criteria
or Unilever
Highest
Nutritional
Standards

*choose lower sodium options
when possible

Top tier - recipes meeting food & nutrient-based criteria

- The nutrient-based criteria allow us to identify recipes that contain recommended ingredients from food groups that we would like to encourage in the diets of consumers and meet our nutrition standards. → These nutrition standards are based on [Unilever Highest Nutritional Standards \(HNS\)](#) which we use for our product portfolio. Where relevant, local criteria can be applied when more strict.



Nutrient-based criteria



Recipe category	Energy	Sugars*	Saturated fat*	Sodium*
Meals (lunch or dinner)	2 kcal/g or 700 kcal/serve	15 en% total sugars	10en%	250 mg/100g
Small meals	2 kcal/g or 400 kcal/serve	15 en% total sugars	10 en%	250 mg/100g
Protein dishes	2 kcal/g or 400 kcal/serve	-	5g/100g	500 mg/100g
Grains and vegetable side dishes	2 kcal/g or 400 kcal/serve	15 en% total sugars	10 en% OR 33% of total fat	250 mg/100g
Savoury snacks/bites/ appetizers	110 kcal/serve	-	13 en%	300 mg/100g
Sweet treats incl desserts	110 kcal/serve	20 g/100g added sugars	3 g/serve	300 mg/100g
Soups	-	-	2 g/100g	265 mg/100g
Meal sauces	-	-	2 g/100g	340 mg/100g
Dips/ dressings	-	15 en% total sugars OR 7g/100g added sugar	33% of total fat OR 2g/100g	750 mg/100g
Compound spreads	-	15 en% total sugars	33% of total fat	600 mg/100g OR 1.3 mg/kcal
Bread and breakfast cereals	-	20 g/100 g added sugars	-	375 mg/100g
Ice cream and water ices	110 kcal/serve	20 g/100 added sugars OR 12.5g/portion total sugars	3 g/serve	-
Beverages/ drinks	-	5 g/100g added sugars	-	-
All other recipes	-	3 g/100g added sugars OR 15 en% total sugars	1 g/100g OR 25% of total fat OR 10 en%	100 mg/100g OR 1.3 mg/kcal

*Addition of insignificant numbers: sodium: ≤ 100 mg /100g, SAFA 1g/100g, 3g added sugar/100g for all limits (when relevant)



Hellmann's burger



Tip: Replace the beef with a vegetarian patty for a more sustainable recipe

Recommended ingredients %



17%

Ingredients	Amount (g)	Recommended
White bread	100	No
Minced beef	110	No
Hellmann's Real	14	Yes
Bread crumbs	6	No
Tomato	30	Yes

Nutrition value per serving (260g)		
		%RI
Energy	676 Kcal	34%
Total Fats	37 g	53%
Saturated Fat	9,1 g	46%
Sodium	692 mg	35%
Total Carbohydrates	55 g	21%
Sugars	7,0 g	8%
Dietary Fibre	3,3 g	13%
Protein	29 g	58%



55%

Ingredients	Amount (g)	Recommended
Whole-wheat bread	100	Yes
Minced beef	110	No
Hellmann's Real	14	Yes
Bread crumbs	6	No
Tomato	30	Yes

Nutrition value per serving (260g)		
		%RI
Energy	695 kcal	35%
Total Fats	40 g	57%
Saturated Fat	9,2 g	46%
Sodium	554 mg	28%
Total Carbohydrates	57 g	22%
Sugars	5,2 g	6%
Dietary Fibre	6,6 g	27% ↑
Protein	29 g	57%



98%

Ingredients	Amount (g)	Recommended
Whole-wheat bread	100	Yes
Lean 5% minced beef	110	Yes
Hellmann's Real	14	Yes
Bread crumbs	6	No
Tomato	30	Yes
Onion	12	Yes
Lettuce	10	Yes

Nutrition value per serving (282g)		
		%RI
Energy	559 kcal	28%
Total Fats	22 g	32%
Saturated Fat	3,3 g	16% ↓
Sodium	550 mg	27%
Total Carbohydrates	59 g	22%
Sugars	5,9 g	7%
Dietary Fibre	7,0 g	28% ↑
Protein	33 g	67%

Note: Coloured (blue/purple) ingredients indicate change vs original recipe in grey



Knorr meal



Recommended ingredients %

0%

OTHER

Ingredients	Amount (g)	Recommended
Spaghetti dry (250*2,1 = 525g as prep)	250	No
Ground beef (25% fat)	250	No
Knorr mealmaker	43	No
Water	250	No

Nutrition value per serving (356g)		
		%RI
Energy	597kcal	30%
Total Fats	23g	32%
Saturated Fat	8,3g	42%
Sodium	731mg	30%
Total Carbohydrates	72g	28%
Sugars	7,6g	8%
Dietary Fibre	4,4g	18%
Protein	25g	50%

54%

FOOD BASED CRITERIA

Ingredients	Amount (g)	Recommended
Wholewheat spaghetti dry (250*2,5= 625g as prep)	250	Yes
Ground beef (25% fat)	250	No
Knorr mealmaker	43	No
Water	250	No

Nutrition value per serving (389g)		
		%RI
Energy	581kcal	29%
Total Fats	24g	34%
Saturated Fat	8,4g	42%
Sodium	731mg	30%
Total Carbohydrates	71g	27%
Sugars	7,7g	9%
Dietary Fibre	9,4g	38% ↓
Protein	26g	52%

71%

FOOD & NUTRIENT BASED CRITERIA

Ingredients	Amount (g)	Recommended
Wholewheat spaghetti dry (250*2,5= 625g as prep)	250	Yes
Cooked lentils + vegetable oil	250	Yes
Knorr mealmaker	43	No
Water	250	No
Onions	120	Yes
Tomatoes	120	Yes

+

Nutrition value per serving (469g)		
		%RI
Energy	505kcal	25%
Total Fats	10g	15%
Saturated Fat	1,5g	8% ↓
Sodium	680mg	28%
Total Carbohydrates	90g	35%
Sugars	12g	13%
Dietary Fibre	17g	66% ↑
Protein	21g	41%

Note: Coloured (blue/purple) ingredients indicate change vs original recipe in grey