

UNILEVER'S POSITION ON NUTRITION LABELLING AND FRONT-OF-PACK (FOP) LABELLING

Key messages

- Unilever provides transparent nutrition information on every branded product in every country as a crucial instrument to empower consumers to make informed choices.
- We support additional front-of-pack (FOP) labels if these help consumers make healthier choices and incentivise the industry to reformulate.
- FOP labelling schemes should include all products, be aligned with international Dietary Guidance, and be evidence-based.
- Algorithms underlying FOP labelling schemes are ideally based on product group-specific standards or on regulated serving sizes.

Unilever's Position on Nutrition Labelling

Unilever provides transparent nutrition information as a crucial instrument to empower people to make informed choices. All products are labelled, aligned with Codex Alimentarius¹, where this is legally allowed:

- 'Big 8' nutrients on back-of-pack (BOP), energy, protein, carbohydrate, sugars, fat, saturated fat, fibre and sodium.
- Per serving (preferred option) and per 100g/ml.
- For small or unusually shaped packs, 'Big 4' on BOP (energy, protein, carbohydrates, and fat) and energy per portion FOP.
- For energy, sugars, fat, saturated fat and salt, the % contribution per portion to the GDA is given as an icon or text on BOP.
- Voluntary Front-of-Pack (FOP) showing energy content as % contribution to the Guidelines Daily Amount (GDA) as an absolute quantity.

Unilever's Position on Front-of-Pack Labelling Schemes

We support the implementation of additional (interpretative) FOP labels that adhere to the following principles:

- Scientifically sound, reflecting government-endorsed, internationally accepted dietary guidelines
- All-inclusive scheme for packaged food and beverage products
- Focus on key nutrients of public health concern and consider positive nutrients and/or ingredients for relevant products, but avoiding compensation
- Encourages consumers towards healthier food and beverage choices.
- Incentivises industry to reformulate healthier products



These principles are best reflected if the algorithms underlying the FOP labelling schemes are product group-specific (inherently reflecting frequency of consumption as well as appropriate serving sizes) or are based on regulated serving sizes, as this better reflects what people consume. FOP labelling schemes should be embedded in broader programmes and consumer communication to stimulate healthy diets and lifestyles and supported by independent effectiveness studies.

Our Actions

We will strive for harmonisation of FOP labelling, ideally globally as per WHO ambition, but at least on a regional level on one consistent standard. We want to work together with all stakeholders to implement FOP labelling systems. We commit to implementing government-endorsed schemes that align with our principles, with the prerequisite that these should not lead to unnecessary complexity in our supply chain.

¹Codex: CXG 2-1985 Guidelines on nutrition labelling; 2021.

February 2025