

PRACTICAL EXAMPLES



GRUPO BIMBO HAVE SUCCESSFULLY IMPROVED PRODUCT LABELLING AND CONSUMER INFORMATION



WHY WE WERE MOTIVATED TO CHANGE



- Prompt, clear and sufficient information for consumers to help them make the best decision about products that are included in their daily diet.
- Grupo Bimbo has a global labelling policy that encompasses important issues that concern people.



HOW WE DID IT



- The Grupo Bimbo labeling policy includes the following:
- Strict compliance with official labelling provisions in the countries where we are present.
- Information on the most important nutrients with a public health impact on products where space permits.
- Simple and accessible front labelling Guideline Daily Amount (GDA).
- Adoption of the highest standards in countries where there is no regulation policy applicable to a certain issue.
- Promotion of physical activity.



IMPACT WE HAVE SEEN



- Grupo Bimbo conducts assessment that help to determine: the origin of the components of its products; the content that refers to substances that may have environmental or social impacts; consumption and safety instructions and product disposal and environmental impact.
- Information assessed in product labelling:
- Origin of product or service components.
- Content, particularly regarding substances that may have a certain environmental or social impact
- Safety instructions on the product or service.
- Disposal of the product and its environmental or social impact.

PRACTICAL EXAMPLES



MARS HAS SUCCESSFULLY CHANGED ITS PRODUCT LABELLING AND CONSUMER INFORMATION.



WHY WE WERE MOTIVATED TO CHANGE



- Growing concerns about the global rise of obesity and calls for consumers to eat a healthy balanced diet prompted Mars to act.
- Consumer research indicated that Energy labelling with Calories was the most meaningful and useful information for consumers.
- Mars was part of an industry alliance called 'Be Treatwise' that formed in 2006 in the UK to discuss the viability of GDA labelling.
- As a principle-driven business there was support from senior leaders to make the GDA commitment global to help consumers to live healthy lives and adopt a balanced diet.
- Top-down leadership and close integration with Marketing and Corporate Affairs drove adoption.



HOW WE DID IT



- As a responsible manufacturer, we are compelled to make a bold global commitment that empowers consumers by providing information about our products so that they can make the right choices for their own diet and lifestyle.
- The Mars Incorporated commitment to provide Front of Pack energy labelling across all Chocolate, Food, and Confectionery packs globally was led top-down and launched in 2008, with a 3 year implementation timeline.
- Global guidelines based on principles and best practice were developed to support all markets in delivering the commitment
- A central point of contact in Marketing was established for questions and queries.



IMPACT WE HAVE SEEN



- Ensuring that consumers understood and found GDA labelling meaningful was a critical success factor.
- Mars worked through local and global trade associations to encourage industry to buy in and support GDA labelling initiatives across their portfolio.
- An industry hyphen wide approach with aligned style guidelines for a consistent approach to provide the information was essential to make it successful and useful for consumers.
- Further research was commissioned to ensure GDA information remained relevant for consumers.
- Measurement was reported through an annual summary of progress against the commitment with the Mars board and the Principles in Action.

PRACTICAL EXAMPLES

The Coca-Cola Company

THE COCA-COLA COMPANY HAS CHANGED OUR PRODUCT LABELLING AND CONSUMER INFORMATION BY PROVIDING CALORIE (ENERGY) INFORMATION ON THE FRONT OF OUR PACKAGING



WHY WE WERE MOTIVATED TO CHANGE



- The need to raise consumer awareness on the importance of calories in achieving a healthy energy balance and providing the information in an easy and 'at a glance' format the motivation for our labeling and information efforts.
- TCCC voluntarily changed labeling format to provide front-of-pack (FOP) calories (energy) on packages (total calories for single serve containers; calories/serving size for all other packages).
- Communication efforts were geared towards raising awareness on calories contributed in the context of a healthy diet and making choices to achieve a healthy energy balance.
- Our approach expanded to the US beverage industry.



HOW WE DID IT



- Committed to FOP labeling (Company policy) in 2009; met goal in 2011. Formalized same in 2013 with our global well-being commitments.
- Internally assessed compliance; expanding to external assessments for compliance with our global well-being commitments.
- Costs were low; integrated with label reprinting over time.
- Cross-functional team led by SRA was key to success.
- Efforts extended to other voluntary efforts including caffeine content labeling.



IMPACT WE HAVE SEEN



- We communicated our TCCC nutrition labeling policy, including FOP calorie labeling, via our Company website (since 2009). Progress on our calorie labeling efforts and our expanded 2013 global well-being commitments are reported in our annual sustainability reports.
- In some markets, national regulations prohibited provision of FOP calorie information. Over time, most global markets have allowed voluntary FOP calorie information.
- We learned it is essential to establish a visible public policy, collaborate between internal policy and communications functions, assess status internally, and conduct external validation/assurance of our product labeling and consumer information commitment.

