



HEALTH AND NUTRITION POLICY

**CLEAN & CLEAR
Methodology**



HEALTH AND NUTRITION POLICY

CLEAN & CLEAR is the name of the methodology that allows us to continuously offer our consumers better ingredients in our products and thus achieve sustainable growth through Products with Positive Social Impact.

A PRODUCT WITH POSITIVE SOCIAL IMPACT is one that achieves an improvement based on the Clean & Clear (PIS +) methodology.

- Critical nutrient reduction.
- Elimination of artificial.
- Positive nutrients addition.
- Other improvements.





Products with Positive Social Impact (PIS +) follow-up

CATEGORY	SUB-CATEGORY
PIS+ REDUCTION	<ul style="list-style-type: none"> •Fat reduction •Sodium reduction •Sugar reduction •Calories reduction
PIS+ NON ARTIFICIAL	<ul style="list-style-type: none"> •No Artificial flavors •No preservatives •No artificial colors
PIS+ ADITION	<ul style="list-style-type: none"> •Dietary fiber •Protein •Minerals •Vitamins •Other functional ingredient
PIS+ OTHER IMPROVEMENTS	<ul style="list-style-type: none"> •Less ingredients •Safer additives •No – GMO •Special ingredients •Other reformulations

PIS+ FAT REDUCTION

- Saturated fat reduction
- Trans fat reduction
- Cholesterol Reduction
- Total fats reduction

PIS+ SUGAR REDUCTION*

- No/Low Sugar
- No HFCS (High Fructose Corn Syrup)

PIS+ REDUCCIÓN

- Sodium Benzoate elimination
- Artificial Caramel reduction
- Titanium Dioxide elimination
- Tartrazine elimination
- Sunset Yellow elimination
- Azorubin Carmoisine elimination
- Nisina elimination
- Carbon black elimination
- Cochineal Red elimination
- Allergens



*Includes elimination of High Fructose Corn Syrup due to metabolic disorders and Diabetes



Labeling strategy for H&N



Colombina 100% Brand



Natural benefits



Additional benefits



Recycling Symbol



Shelf life advise



Golf sauce free from colors and artificial flavors and produced with cage-free eggs.

CON TOMATES 100% NATURALES
EXCELENTE FUENTE DE ÁCIDOS GRASOS OMEGA 3



CON HUEVOS
DE GALLINA
LIBRE DE JAULA

SIN 
COLORANTES
NI SABORIZANTES
ARTIFICIALES



Icecream Cheesecake lowered in sodium, no artificial colors





Hazelnut and Coffee wafers no artificial colors and no trans fats.





HEALTH AND NUTRITION GOALS ACHIEVED 2021

Category	% Sales
PIS+ REDUCTION	27%
PIS+ NO ARTIFICIALS	42%
PIS+ ADITION	5%
PIS+ OTHER IMPROVEMENTS	39%
POSITIVE SOCIAL IMPACT (PIS+)	56%

**PIS+
GLOBAL SKU**

Percentage of total SKU

50%

**PIS+
GLOBAL SALES**

Percentage of total sales volume

56%





CLEAN & CLEAR METHODOLOGY

*Better ingredients for a
sustainable business*



Development of Health & Nutrition Strategy Front of the packaging Nutrition Labeling Commitment ANDI (National Association of Industrialists).

FRONT LABELING PROPOSAL FOR COLOMBIANS

CONTEXT

In 2004, Colombia committed with other countries to work against obesity through the WHO Global Strategy on Diet, Physical Activity and Health, which established that:

"Label. Consumers have the right to receive accurate, standardized and understandable information on the content of food products, allowing them to make healthy choices".

"Adopt simple, clear and consistent food labeling and health-related claims that are based on scientific evidence to help consumers to be informed and make healthy choices regarding the nutritional content of food".

In accordance of the above, legal measures have been adopted in the country, mainly through **Law 1355 of 2009** "Through which obesity and chronic non-communicable diseases associated are defined as a public health priority and measures are adopted for its control, attention and prevention". This law frames all the guidelines regarding education, communication, information and promotion of strategies for healthy lifestyle habits and establishes the need of using nutritional labeling as an instrument that allows the population to improve knowledge regarding nutritional and caloric content of food, contributing to an adequate consumption of them.



FRONT LABELING DEFINITION

The Front of the packaging Labeling System for Colombians is a strategy that reduces the time to find relevant nutritional information, presents and evaluates the nutritional quality of a specific food, helps the consumer in the selection of foods and guides the consumer's purchase selection to a certain product over other similar ones.

Studies have shown that front of the packaging labeling is the labeling strategy most accepted and understood by consumers internationally, since it has a more positive and less taxing image in front of people, it allows a generation of criteria in the consumer, allowing them to make food choices with the nutritional profile that suits their needs and physical condition, and which also does not provide recommendations that may lead to risk behaviors in food or nutrition.

GENERAL PRINCIPLES

The principles on which front of the packaging labeling is based are the following:

- Clear, simple and understandable.
- Based on the nutritional content of the serving of the product.
- Expressed as a percentage of the nutrient reference value.
- In line with the regulations on Nutrition Labeling (Res. 333/2011).
- In line with the regulations on General Labeling (Res 5109/2005).
- Consistently applied.
- Science-based and non-discriminatory.
- Supported by nutrition education programs.



AREA OF APPLICATION

The front of the packaging labeling will be applied to canned or packaged food for human consumption, whose labels must declare nutritional information, nutritional properties, health properties, or when their description produces the same effect as the nutritional or health properties declarations, the foregoing in line with the Resolution 333 of 2011.

ENERGY AND NUTRIENTS

The front of the packaging label should include mandatory information on energy (Calories) and the four nutrients recognized as important from a public health point of view: Total fat, saturated fat, sugar, and sodium.

The front of the packaging labeling will indicate the amount of energy, total fat, saturated fat, sugar, and sodium, and their contribution in a portion of a certain food, concerning the daily consumption needs. Additionally, the producer will have the option to include other relevant nutrients in the product that wants to be transmitted to the consumer, such as dietary fiber, proteins, or vitamins. For this purpose, a maximum of 3 icons will be allowed.

LOCATION AND GRAPHIC PRESENTATION

It must be included on the front of the label.

Energía	Grasa Total	Grasa Saturada	Azúcares	Sodio
140 Kcal	2,5 g	0 g	7 g	260 mg
7%	4%	0%	*	11%



FOOD ADVERTISING: RESPONSIBLE ACTIONS TOWARD COLOMBIAN CHILDREN

The undersigned, within the framework of the actions that we have been taking to contribute to the well-being of the Colombian population, have adopted the following commitments concerning advertising directed at children under 12 years of age.

A. FIRST COMMITMENT

The signatory companies will adopt one of the following two measures:

- Do not advertise directly to children under 12 years old or Advertise directly to children under 12 years old only for those foods that meet the common criteria that will be adopted no later than September 30, 2015, which must have technical support.

This commitment includes food advertising directed at children in all media sources. Where it is understood by:

- **Advertisement:** Refers to paid advertising and commercial sales messages for food products, including those that use cartoon characters, famous people, and movie connections. Company-owned brand image characters are not included in this pledge.
- **Directed to children under 12 years old:** Refers to an advertisement in media where 35% or more of the audience is under 12 years of age. If there is no adequate data to ensure this percentage, companies will consider other factors as appropriate for determining whether the group to which said advertising is directed are children under 12 years of age, which could include the general impact of advertising, actions taken to restrict access for children and the target population based on the company's media plan.
- **Included media are the following communication vehicles:** TV, radio, print media, film, online media (including company-owned websites and social media), DVD/CD-ROM, direct marketing, product placement, interactive games, visual outdoor advertising, and through mobile devices. Packaging, point-of-sale material, as well as other forms of marketing communication that are not under the direct control of the brand owner, such as user-generated content, are not included in this commitment.



B. SECOND COMMITMENT

Additionally, no food-related advertising of any kind will be made in elementary schools, except when specifically requested by, or with the agreement of, the administration of each school for educational or institutional purposes.

The above commitments will be developed according to the following schedule:

1. By September 30th, 2015, the common criteria for the application of the first commitment will be agreed upon.
2. By December 31st, 2015, each of the signatory companies will have adopted a gradual adaptation plan to the commitments established above.
3. On January 1st, 2016, each company will begin to implement its gradual adaptation plan. The signatory companies will have adopted the nutritional criteria established in a common way.
4. By December 31st, 2016, the gradual plan must be fully implemented by all signatory companies.

Annual reports will be published to demonstrate compliance with this commitment, prepared by an independent third party. The methodology, conditions, and other aspects related to this report will be agreed upon by the signatories. The signatory companies, individually, can maintain or adopt specific commitments that go beyond this initiative.



SELF-REGULATION COMMITMENT IN ADVERTISING



Alimentos Cárnicos SAS



Alimentos Polar Colombia SAS



Kellogg de Colombia SA



Team Foods Colombia SA



Bimbo de Colombia SA



Colombina SA



Masterfoods Colombia Ltda



Meals de Colombia SAS



Compañía de Galletas Noel SAS



Compañía Nacional de Chocolates SAS



Mondelez Colombia SAS



Nestlé de Colombia SA



Congelados Agrícola SA McCain



Ferrero LADM SAS



Pepsico Alimentos Colombia Ltda



Productos Alimenticios Doria SAS



Industria de Alimentos Zenú SAS



Ingredion Colombia SA



Productos Ramo SA



Unilever Andina Colombia Ltda