



Reducing sugar and calories

IFBA members are working to help consumers improve their dietary quality and manage their caloric and sugar intake, by formulating products with less or no sugar using low- and no-calorie sweeteners and other ingredients as alternatives to sugars and reducing calories by offering smaller portion sizes and providing portion guidance.

Our member's commitments

The following chart illustrates IFBA members' commitments and achievements to reduce sugar and provide portion control options.

COMPANY

Commitments

Offering drinks with reduced added sugar.

Support the recommendations of leading health authorities that individuals should consume less than 10% of their total calories from added sugar.

Achievements

2022

- ~68% of beverage products have less than 100 calories per 12-ounce serving.
- 29% of volume sold in 2022 was low- or no-calorie.
- 900,000+ tonnes of added sugar removed from 1,000+ beverages 2017-2022.
- 19 of top 20 brands are reduced-sugar or zero-sugar, or have a reduced-sugar or zero-sugar option.

FERRERO

Commitments

Further developed our nutrition strategy, which is focused on four key principles: serving sizes that let consumers manage their daily energy needs within their overall diet; high-quality ingredients that provide essential energy and micronutrients; and food education including information on ingredients and suggestions for balancing meals and snacks; encouraging people to have active lifestyles.

Achievements

FY 2021/2022

- 86% of marketed volume had a serving size of 130 kcal or fewer; 65% have a serving size of 100 kcal or fewer; 9% exceeded 150 kcal per serving.
- Most products are offered as single-wrapped servings.



Commitments

Provide a diverse portfolio of products, including many nutrient-dense foods like fortified whole grain cereals, low-fat and non-fat yogurts, granola bars and frozen fruits and vegetables that can help consumers meet dietary recommendations and build healthy eating patterns. Nutrition-Forward Foods is a global health reporting system introduced in fiscal 2019, that is based on established nutrition criteria grounded in regulations and dietary guidance and nutrient density.

Achievements

FY2022

- 40% of global volume met the Nutrition-Forward criteria.
- Nature Valley released a *Reduced Sugar Vanilla Almond Granola* with 50% less sugar than the leading granola while providing an excellent source of fibre and 10% of the daily value for iron.

```
<?xml version="1.0"  
encoding="UTF-8"  
standalone="no"?>
```



Commitments

By 2025

100% of the daily consumption portfolio of bread, buns, rolls and breakfast items will be made with simple and natural recipes.

100% of the daily consumption portfolio of bread, buns, rolls and breakfast items will provide positive nutrition.

The best-selling brands/products of the occasional consumption portfolio aimed at adults must comply with Grupo Bimbo's Nutritional Guidelines for saturated fats, trans fats, added sugars and sodium, or provide options through line extensions with positive nutrition and free from artificial flavours and colors, or provide options in portion-controlled formats.

Achievements

2022

- 96% of the daily consumption portfolio complied with the sodium, saturated and trans fatty acids and added sugar levels established in Grupo Bimbo's Nutritional Guidelines
- 99% of specialty grain breads, buns and rolls met Grupo Bimbo's Positive Nutrition parameters.

<?xml version="1.0"
encoding="UTF-8"
standalone="no"?>



Commitments

By 2030

Nourish 1.5 billion people with our foods based on the volume of food sold that meets the Kellanova Global Nutrition Criteria (KGNC) which covers nutrient criteria for positive nutrients, such as fibre, protein and micronutrients, as well as criteria for calories, sodium, saturated fat and total sugar

Achievements

FY 2021/2022

- 86% of products met the KGNC for sugar
- 800 million+ people nourished since 2015.



Commitments

By 2025

100% of net revenue through Mindful Portion Snacks, those in either individually wrapped mindful portion serving sizes or with mindful portion labelling on pack.

We take a multi-pronged approach to help consumers manage sugar and calories, focused on five areas: creating new products with less sugar; reducing sugar amount in current products; launching and supporting lower sugar sub-lines; increasing portion control options; and reinforcing portion messaging on pack.

Support the WHO and other regulatory agencies' advice for consumers to limit added sugar intake to no more than 10% of daily calories.

Achievements

2022

- 45% of net revenue is from Mindful Portion Snacks.
- Launched *Cadbury* Mini Bars, in Southeast Asia with 80 calories per bar.
- Launched *OREO* Zero Sugar in China.
- Launched Mini *OREO* with 90 calories per portion in the U.K.



Commitments

By 2025

≥ 67% of beverage portfolio volume will have ≤ 100 calories from added sugars per 12 oz. serving

Achievements

2022

- 56% of the beverage portfolio volume In the top 26 beverage markets which represent 78% of global beverage volume as of 2022, contained no more than 100 calories from added sugar per 12 oz. serving.