

## Product formulation and innovation – 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.

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

IFBA Member	Commitments	Achievements
	Support the WHO's guideline that people limit their daily calorie intake from added sugar to no more than 10% of their total calorie intake by providing smaller, more convenient package sizes, introducing new reduced and no-sugar drinks and reducing sugar in existing drinks around the world.	In 2017 – Sugar reduced in more than 300 drinks globally, while introducing more than 500 new products across a total beverage portfolio. In 2018, the company is on track to reduce sugar in more than 500 drinks around the world – adding to its more than 1,100 existing low- or no-sugar drinks.
<b>FERRERO</b>	Reduce sugar in new products with regard to the overall energy level and product's integration into a varied and complete diet.	In FY 2017 – (i) 68.2% of products provide 100 kcal or less per portion (only 3.7% provide more than 150Kcal); and (ii) 92.2% products provide 130Kcal or less per portion (a 6.2% increase from FY2016).
	To maintain continuous nutritional improvement of its products, Danone has deployed nutritional targets since 2005. The Danone Nutritional Targets 2020 cover 99% of relevant volumes and are based on product type, its place in dietary recommendations, its intended role in the diet and intended consumer.	End 2017 – 77% of sales volume of the product portfolio is in line with the sugar target in the Danone Nutritional Targets 2020 (up from 70% in 2016).
	To improve the health and nutrition of products with the implementation of the General Mills U.S. Health Metric, introduced in 2005 and including a sugar reduction target of 5% or more and strategy to limit calories.	FY05-FY17 – (i) Reduced sugar by 5-30% in more than 300 products globally, including yogurt, snacks and cereal; (ii) in North America, 63% of retail products (1,300+) have 150 calories or less per serving and 30% (650+) have 100 calories or less per serving.
	By 2020 – 50% of the product portfolio will be in the "Best" or "Better" categories with ongoing improvements in the "Good" and "Fun" categories; 75% of the product portfolio with the highest sales must be lower than the maximum levels established for fats, saturated fats, trans fatty acids, sodium and sugar; and 5-8% of the product portfolio sales will be in the form of "controlled portions."	End 2017 – Sugar reduced products sales - 5.7% in Brazil, 7.8% in Iberia and 0.5% in South America. Developed products with reduced portions, or "minis" with less energy content (with no more than 100Kcal in most cases).
	By 2020 - Reduce sugar on average by 10% per serving, in convenient nutrition bars and other snacks (from a 2011 baseline).	End 2017 – Goal achieved ahead of schedule.
<b>MARS</b>	<ul style="list-style-type: none"> <li>By 2021 – Ensure 95% of Mars Foods meet the WHO's nutrition guidance on added sugar, sodium and fats; limit all chocolate and confectionery products to 250Kcal per portion; and increase number of chocolate confections below 200 Kcal.</li> <li>By 2018 – reduce added sugar in some sauces and light meals.</li> </ul>	<ul style="list-style-type: none"> <li>FY2018 – 72% of the portfolio (by sales volume) met the targets for calories, added sugar, sodium and fats (up from 65% in 2017).</li> <li>End 2017 – 99% of all chocolate and confectionary products have less than 250Kcal per portion.</li> </ul>
	By 2022 – At least 50% or more of <i>Happy Meals</i> menus across 120 markets will meet McDonald's "Global Happy Meal Nutrition Criteria" of less than or equal to 600 calories; 10% of calories from saturated fat; 650mg sodium and 10% of calories from added sugars.	<ul style="list-style-type: none"> <li>June 2018 – 100% of the meal combinations offered on Happy Meals menu boards in the U.S. will be 600 calories or less and compliant with the new added sugar criteria. These menu updates will result in average reductions of 20% in calories and 50% in added sugars.</li> <li>End 2017 - completed transition to <i>Honest Kids Appley Ever After</i> organic juice which has 45 less calories and half the total sugar than the prior 200% apple juice served in the U.S.</li> </ul>
	Well-being Snacks Goals adopted in 2017: <ul style="list-style-type: none"> <li>Expand well-being brands in the portfolio, growing them at w=twice the rate of the base portfolio (based on a 2017 baseline).</li> <li>Contemporize and improve the nutrition and ingredient profile of the biggest-selling brands.</li> <li>Inspire people to snack mindfully, delivering 15% of revenue from portion control snacks (defined as individually-wrapped, 200 calories or less and meet baseline limits on saturated fat, sodium and sugar).</li> </ul>	End 2017 - <ul style="list-style-type: none"> <li>Portion control options represented 12.8% of net revenue.</li> <li>Expanded line of <i>Oreo Thins</i> across Europe and parts of Latin America with fewer calories and less sugar.</li> <li>Globally, 90% of gum and 70% of powdered beverages, such as <i>Tang</i> and <i>Clight</i>, are sugar-free.</li> <li>Since 2016, sugar reduced 1%in <i>beVita</i> globally and by 5% in <i>Green &amp; Black's</i> chocolates.</li> </ul>

	<p>By 2020 – Reduce added sugars by 5% to support individuals and families in meeting global recommendations.</p>	<p>End 2017 –</p> <ul style="list-style-type: none"> <li>• 7% sugar reduction in <i>KitKat</i>, achieved through an improved recipe.</li> <li>• More than 50% of foods and beverages currently provide less than 5% energy from free sugars.</li> </ul>
	<p>By 2025 – At least 2/3 of the global beverage portfolio volume will have 100 calories or fewer from added sugar per 12-oz. serving.</p>	<p>End 2017 - 40% global progress achieved based on the top 26 beverage markets, which represent 80% of global beverage volume as of 2017.</p>
	<p>By 2020 - Remove an additional 25% sugar in ready-to-drink teas.</p>	<p>End 2017 –</p> <ul style="list-style-type: none"> <li>• 15% sugar reduction across all sweetened tea-based drinks (since 2010).</li> <li>• 90% of packaged ice creams do not exceed 250 Kcals per portion – exceeding the 80% target achieved in 2015.</li> </ul>