

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
	<p>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.</p>	<p>2018 –</p> <ul style="list-style-type: none"> • Sugar reduced in more than 400 products. • 425,00 tonnes of sugar removed (on an annualized basis is 2017/2018). • Today, 40% of beverages are low- or no-sugar. • Of the 800 products offered in the U.S.A., 250 are low- or no-sugar. • Today, 18 of top 20 brands offer a low- or no-sugar option. • 30%+ growth for mini cans in North America. • Today, 40% of sparkling brands come in small packages – 250 ml (8.5 oz. or less).
<p>FERRERO</p>	<p>Reduce sugar in new products with regard to the overall energy level and product's integration into a varied and complete diet. Also studying possible sugar interventions in existing products.</p>	<p>2017/2018 –</p> <ul style="list-style-type: none"> • Launched EstaTHE Zero, a zero-sugar ready to drink tea.
	<p>To maintain continuous nutritional improvement of its products, Danone has deployed nutritional targets since 2005. It intends 100% of its products to meet the Danone Nutritional Targets by 2020 which are based on product type, frequency of consumption and the type of intended consumer</p>	<p>2018 –</p> <ul style="list-style-type: none"> • 86% of products sold are in line with the sugar target in the Danone Nutritional Targets 2020 (up from 77% in 2017). • 81% of products sold are without added sugar.
	<p>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.</p>	<p>FY05-FY18 –</p> <p>Reduced sugar by 5-30% in 370+ products globally, including yogurt, snacks and cereal. In North America, 62% of products SKUs (1,250+) have 150 calories or less per serving and 30% have 100 calories or less per serving.</p>
	<p>By 2020 – Ensure daily consumption products comply with 100% of the new GB Nutritional Guidelines introduced by the company in 2018. Maximum and minimum thresholds are defined for each nutrient per serving as consumed, according to the technical characteristics of each category, consumption patterns and consumer target (adults vs. children (4-12 years).</p> <p>2020 targets based on consumption/product categories -</p> <ul style="list-style-type: none"> • "Daily Consumption" (breads & buns, breakfast, flatbread): for adults, added sugars ≤10% DV per serving; and for children - ≤10% DV per serving and calories ≤170 Cal per serving. • "Occasional Consumption" (toasted chips, toasted bread & crumbs, dry baked goods, salty snacks, confectionary): for adults, added sugars ≤10% DV per serving; and for children ≤10% DV per serving with the exception of sweet 	<p>End 2018 –</p> <ul style="list-style-type: none"> • 60% of products in the Daily Consumption Category in the global product portfolio comply. • 35% of products in the Occasional Consumption Category in the global product portfolio comply.

	baked goods which is set at $\leq 25\%$ DV per serving for adults and $\leq 15\%$ DV per serving for children and calories at ≤ 180 Cal per serving for children.	
	<p>By 2020 –</p> <ul style="list-style-type: none"> • Ensure that 90% of cereals have 10 g or less of sugar per 30 g serving. • Reduce sugar on average by 10% per serving, in convenient nutrition bars and other snacks (from a 2011 baseline). 	<p>End 2018 –</p> <ul style="list-style-type: none"> • Goal achieved ahead of schedule in reducing sugar in cereals. • Progress underway on reducing sugar in convenient nutrition bars and snacks category.
	<p>By 2021- Ensure 95% of Mars Foods meet the Mars Food Nutrition Criteria which includes targets for calories, added sugar, salt and fat content based on nutrition recommendations issued by the WHO and other leading public authorities.</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> • 99% of "any day" dinnertime portfolio by volume meets WHO recommendations for added sugar intake (up from 96% last year). • Launched Mars More Protein with 40% less sugar and 10 g of added protein and Snickers More Protein with 10g of added protein and 30% less sugar than the classic versions.
	<p>By 2022 – Ensure 50% or more of <i>Happy Meals</i> menus across 20 markets* (which represent nearly 85% of McDonald's global sales) 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.</p> <p>*20 markets – U.S., Canada, Brazil, Argentina, U.K., France, Germany, Austria, Spain, Netherlands, Italy, Poland, Sweden, Switzerland, Russia, Hong Kong, China, Japan, Taiwan and Australia.</p>	<p>September 2018 –</p> <ul style="list-style-type: none"> • 28% of <i>Happy Meal</i> combinations offered on menu boards in 20 major markets meet these nutrition criteria.
	<p>Believe that people should limit their sugar intake as part of an effort to reduce calories. This aligns with the WHO and other health agencies' advice to limit added sugar to no more than 10% of daily calories.</p>	<p>2018 –</p> <ul style="list-style-type: none"> • Reduced sugar by 1% in key big global brands <i>Milka</i> and <i>Oreo</i>. • Expanded the line of <i>Oreo</i> and <i>Chips Ahoy! Thins</i> across the globe, letting people savor the taste they love, with fewer calories and sugar per cookie compared to the regular version. • Developed <i>Cadbury Dairy Milk</i> with 30% less sugar, and introduced <i>Boost Protein</i> bar with 27% less sugar in the U.K. • In Australia, launched a line of <i>The Natural Confectionery Company</i> gummies with 25% less sugar.
	<p>By 2020 – Reduce added sugars by 5% to support individuals and families in meeting global recommendations.</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> • 0.8% of sugar removed from foods and beverages, equivalent to approx. 10,000 tonnes of sugar. These results apply to products within the scope of the commitment, not to the global product range as many of these products already meet recommended levels. • Approx. 45% of foods and beverages provide less than 5% sugars (added), enabling consumers to use those products while meeting the WHO's strict condition recommendation to reduce the daily intake of free sugars to less than 5% of total energy intake. Of the remaining 55%, 45% are in scope of the sugars commitment and 10% are not relevant as their sugars content is regulated, for example, as per CODEX.

	<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 2018 –</p> <ul style="list-style-type: none"> • 44% of products in the top 26 beverage markets, which represent 80% of global beverage volume as of 2018, met the target.
	<p>By 2020 - Remove an additional 25% sugar in ready-to-drink teas.</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> • 20% sugar reduction across all sweetened tea-based drinks (from a 2010 baseline). • 100% of packaged ice creams have ≤250 kcals per portion – exceeding the 80% target achieved in 2015. • 100% of children’s ice cream have ≤110 kcal per portion (maintaining the target achieved in 2014). • Launched Ben & Jerry’s mini-cups which contain 1/3 less calories versus the regular cup.