

REFORMULATION WITH PURPOSE:

Moves to marketing healthier
credentials in rebranding

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WHY DO COMPANIES NEED TO DETERMINE THE HEALTH STATUS OF THEIR PRODUCT ?

MANDATORY - it is a legal requirement

VOLUNTARY - it helps marketing

Two main sets of regulations - Core aim is not to mislead

1. REGULATION (EU) No 1169/2011 December 2014 – 2016 ALL PRODUCTS WILL NEED A NUTRITIONAL TABLE

Article 1 this Regulation applies to claims made in a commercial context:

- (a) ‘advertising’**
- (b) ‘misleading advertising’**
- (c) the food possesses special characteristics**
- (d) by means of the appearance, the description or pictorial representations**

2. NUTRITION AND HEALTH CLAIMS REGULATION (REGULATION (EC) NO 1924/2006)

The voluntary inclusion of nutrition or health claims on food labels:

(15) In order to ensure that the claims made are truthful, it is necessary that the substance that is the subject of the claim is present in the final product in **quantities that are sufficient, or that the substance is absent or present in suitably reduced quantities, to produce the nutritional or physiological effect claimed.** In addition a significant amount of the substance producing the claimed nutritional or physiological effect should **be provided by a quantity of the food that can reasonably be expected to be consumed.**

ART 1, 2. This Regulation shall apply to nutrition and health claims made in commercial communications, including pictorial, graphic or symbolic representation, in any form whether in the labelling, presentation or advertising of foods to be delivered as such to the final consumer.

WIDER CLAIMS

- Free from
- 1 of your 5 a day
- Vegan, vegetarian
- Religious considerations
- Diet angles e.g. GI, paleo

Own regulations, guidelines and good practice frameworks

Not assumptions - need to be seen as credible so a stringent process is required to get them verified

2. VOLUNTARY –Because it helps determine your market and method of promotion

- **Customers are nutritionally savvy**
- **Enables a company to stand out**
- **Too many claims still not being substantiated**

Nutritional profiling and evaluation can:

- **Determine marketing focus**
- **Promote brand's positive attributes to the consumer**
- **Improve customer relationship**
- **Help manage customers' nutritional concerns**

Key Question- Without the health and nutritional profile of a product how will you know if it is in the right market place?

9BAR Case Study:

- ✔ A small WELSH brand selling to the wholefood market and free from market
- ✔ Predominately a female consumer but two main complaints:
 - ✔ High in fat and calories
- ✔ However the bar had potentially high nutritional attributes:
 - ✔ High content of seeds and natural ingredients
- ✔ Fat – essential fatty acids including a source of Omega 3
- ✔ Calories – not empty but nutritionally dense energy source



9BAR CASE STUDY

- ✔ **Converted negative concerns into a positive market position:**
 - ✔ A compact form of energy and nutrition
- ✔ **Sports market – full of processed products so 9BAR was embraced**
- ✔ **Now a mainstream brand but still evolving to match this market**
- ✔ **New 9BAR: reduced sugar by 18%, saturated fat by 23% and increased fibre by 62% on average**



HEALTHY CREDENTIALS – POWER TO THE MARKET

- Overloading labels: a few strong claims are better than a long confusing list
- Specific market: what does the customer really want
- Evidence keeping: it's not just trading standards that want justification
- Ongoing assessment: reviewing and re-targeting
- Be honest to the brand: morally can you live with it?
- Never big it up: over exaggeration will only discredit: in reality there is no such thing as a superfood!

REGULATIONS AND CONSUMER-DEMANDS ARE THE SAME

- 🌿 Companies hate more regulations but can see the benefit of a healthier market
- 🌿 Less processed foods with natural ingredients stand out on the shelves – label watchers
- 🌿 Need to adapt to the new evidence based environment – many more products will not be able to make claims so less competition
- 🌿 Not just a costly case of legality but actually a positive way of show-casing your product – if your product has health credibility then it will stand out from the crowd

ADAPT TO A HEALTHIER MARKET

- 🌿 **Consumers created a niche market: set up small businesses to produce the healthier food they wanted to eat**

- 🌿 **Mass market has moved towards natural, nutritionally dense ingredients because:**
 - 🌿 **Protects and improves health**
 - 🌿 **Tastes so much better than many processed, nutritionally empty foods**