

Mondelēz International

Better Choices Nutrition Criteria

Better Choice products have an improved nutrition profile and must meet a strict set of category-specific nutritional criteria. The criteria were developed with guidance from a panel of outside nutrition experts and are based on dietary recommendations issued by authorities worldwide. The criteria stipulate the maximum levels of calories per portion, and limits on specific nutrients – saturated fat, trans fat, sodium and sugar– per 100 grams in each category.

In addition to meeting the nutrition criteria below, Better Choice products must also deliver a positive nutritional element. For example, increase healthier ingredients, such as adding 8 grams of whole grain; or provide a ½ serving of fruit or vegetable per portion; or adding fiber, calcium, or protein to meet regulatory claim as “good source”; or reduce a nutrient of public health concern, such as sodium, saturated fat, or sugar, by at least 10 percent against baseline.

	Energy	Saturated Fat	Total Sugars	Sodium	Portion Size
	Kcal/100g	g/100g	g/100 g	mg/100 g	Kcal/ Portion
• Chocolates	535	16	57	-	250
<ul style="list-style-type: none"> • Biscuits ≤ 50% of bakery ingredients or ≥ 30% of chocolate • Confectionery – Gummies, chews, toffees and eclairs • Dessert sauces and toppings 	535	18	57	700	250
<ul style="list-style-type: none"> • Biscuits > 50% of bakery ingredients and < 30% chocolate • Salted snacks and savory crackers • Grain and protein based snack bars • Cakes and pastries • Desserts 	510	11	39	800	250
• Beverages	77	1.1	9	-	200
• Cheese, cheese spreads and cheese alternatives & products	306	16	32	1200 1600 (ambient dairy)	125
• Savory Sauces (ketchup, etc.)	360	5.5	36	900	150
• Mayonnaise and Dressings	600	7	18	800	150
• Nut spreads	740	11	18 47 (sweet style, <50% nuts)	600	210
<p style="text-align: center;">Industrially produced trans fatty acids (TFAs) from partially hydrogenated oils must be less than 1g TFA per 100g of product by the end of 2018</p> <p style="text-align: center;">The percentage of saturated fat must not exceed 2/3 of total fatty acids for <u>all</u> products</p>					

June 2016