

Commitment to healthy eating

EROSKI INTRODUCES THE FIRST PRODUCTS WITH NUTRI-SCORE LABELLING IN SPAIN

- This advanced nutrition labelling, the first of its kind in Europe, represents a significant advance to facilitate healthier eating through greater information transparency on the nutritional quality of food
- Nutri-Score classifies foods into five levels, indicated by coloured letters (from “A” in dark green to “E” in dark orange), according to their calories, nutrients and ingredients
- Nutri-Score has been validated by the Ministry of Health and the European Union, is supported by the World Health Organization (WHO) and has been backed by more than 8,500 EROSKI member customers who consider it to be simple, useful and convenient

Elorrio, 15 January 2019.- [EROSKI](#) stores now have their first own-brand products with Nutri-Score labelling, which classifies them according to their nutritional quality. This way, EROSKI has become the first distribution company in Spain to incorporate this advanced nutrition labelling, which has recently been validated by the Ministry of Health and which is expected to be widely implemented in one year.

“Understandable information about the nutritional quality of food is essential to build a healthy diet and is also one of our [Health and Sustainability Commitments](#). Therefore, at EROSKI we try to keep at the forefront on information transparency matters and we go for the most advanced systems to help consumers have an informed opinion when devising their eating plan so as to be able to eat a balanced, healthier and sustainable diet”, EROSKI’s Health and Sustainability Manager, Alejandro Martínez Berriochoa, said.

The first products with Nutri-Score in Spain are a tin of crushed tomatoes and a pack of potatoes to be steamed in the microwave, both under the EROSKI brand, as well as an EROSKI Seleqtia-branded jar of dried tomatoes in oil. As the cooperative announced in early October, this new labelling will be gradually applied to all their own-brand food products. It will be provided together with EROSKI’s Traffic-Light Nutrition Labelling, which has been present on all their own-brand packaging for over ten years. *“Both systems are complementary. With this incorporation, consumers can easily find out the overall nutritional rating of each product so as to compare it to other similar ones and make a better choice, without losing the detailed information which is provided by the Traffic Light Nutrition Labelling”,* Martinez Berriochoa has stated.

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The Nutri-Score model has been created by food science scholars, validated by the European Union and approved by the World Health Organization (WHO). The cooperative proposed this initiative to their Member Customers following a prior assessment of several existing nutrition labelling models carried out by health, food and consumption experts with the advice of EROSKI's Scientific Committee. 85% of the over 10,000 Member Customers who took part in the participatory process carried out by EROSKI last September to validate its incorporation were in favour of this initiative because they thought it was a more useful, clear, complete and understandable model and the ideal tool for a better nutritional choice in order to eat a healthier diet.

The advanced Nutri-Score labelling provides an overall classification of the product according to its nutritional quality, in a simple scale with five levels indicated by a letter and a colour (from "A" dark green to "E" dark orange). It is calculated on the basis of the calories, the nutrients which are beneficial for our health (fibre, protein, amount of fruit, vegetables, nuts and pulses) and the nutrients whose intake should be reduced (saturated fat, salt and sugar) in 100 grams of the product.

EROSKI, a pioneer in advanced nutrition labelling

EROSKI was a pioneer in offering advanced nutrition labelling to consumers when they included the Nutrition Traffic Lights on the packaging of their products in 2007. It was a breakthrough at that time and it is nowadays present in all their own-brand goods. It enables consumers to know at a glance the amount of calories, sugar, fat, saturated fat and salt per serving of a product, as well as the percentage daily intake, using the green, yellow and orange colours of traffic lights, as the name suggests.

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