

Commitment to healthy eating

EROSKI PROPOSES MEMBERS TO ADD NEW LABELLING WHICH CLASSIFIES PRODUCTS ACCORDING TO THEIR NUTRITIONAL QUALITY

- The cooperative opens up a participatory process with Member Customers to validate the incorporation of the Nutri-Score nutrition labelling model on EROSKI-branded products, together with EROSKI Traffic-Light labelling
- Nutri-Score labelling has been validated by the European Union and is supported by the World Health Organization (WHO)
- Products would be classified into five levels, indicated by coloured letters (from “A”, in green, to “E”, in red) calculated considering their calories, nutrients and ingredients
- If the initiative is supported by Member Customers, the first packages with this new nutritional labelling will reach EROSKI stores by the end of this year

Elorrio, 14 September 2018.- [EROSKI](#) is moving forward in their commitment to clear and transparent nutritional information for consumers and is proposing Member Customers an initiative to improve the nutrition labelling of their own-brand products. The proposal consists in adding a global classification of products according to their nutritional quality to the current EROSKI Traffic-Light labelling, which is present on all their own-brand packaging, using a simple five-level scale indicated by a letter and a colour (from “A” green to “E” red). This classification, known as Nutri-Score, is calculated according to the content per 100 grams of calories, of nutrients beneficial for our health (fibre, protein, amount of fruits, vegetables, nuts and pulses) and nutrients whose intake should be reduced (saturated fat, salt and sugar).

“We are proposing our Member Customers to include the Nutri-Score labelling on our own-brand products because this model is being widely supported by the international technical and scientific community and greatly helps consumers to make a healthier purchasing decision” EROSKI’s Health and Sustainability Manager, Alejandro Martinez Berriochoa, has declared.

The Nutri-Score model has been created by food science scholars, validated by the European Union and recently approved by the World Health Organization (WHO). The cooperative is proposing Member Customers this initiative following a prior assessment of other nutrition labelling models carried out by health, food and

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consumption experts and the advice of EROSKI's Scientific Committee. *"It is the ideal complement to the current Traffic-Light labelling on our packaging. Thus, consumers are able to know the overall nutritional value of each product in order to compare it to other similar products and make a better choice, without losing the detailed information per nutrient which is now provided by the Nutritional Traffic-Light labelling, which is highly valued by consumers"* Martinez Berriochoa has explained.

Opinion of Member Customers

This week the cooperative is starting a participatory campaign among thousands of its Member Customers so as to disseminate this new nutrition labelling system for food. *"Transparency of information on the nutritional quality of food is essential for consumers and is also one of our [Health and Sustainability Commitments](#). We want to verify with consumers that this proposal involves a clear step forward towards more complete, useful, practical and understandable nutrition labelling, and that it is an effective aid to make up a healthy diet. We expect large participation, due to the importance of health in consumers' decisions",* Martinez Berriochoa has explained.

The incorporation of this new nutrition labelling model in all the food products marketed with the EROSKI brand would be an important measure which would modify the standards of the food sector in Spain. If the initiative is supported by the Member Customers of the cooperative, the first packages with this new labelling are expected to arrive at EROSKI stores by the end of this year.

EROSKI, a pioneer in advanced nutrition labelling

EROSKI was a pioneer in offering advanced nutrition labelling to consumers when they included the Nutritional Traffic-Lights on the packaging of their products in 2007. It was a breakthrough at that time and it is nowadays present on 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, amber and orange colours of traffic-lights, as the name suggests.

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