

Commitment to healthy eating**MORE THAN 8,500 MEMBER CUSTOMERS
SUPPORT THE NEW NUTRI-SCORE LABELLING
WHICH EROSKI WILL ADD TO THEIR PRODUCTS**

- **The cooperative started a participatory process with their member customers some weeks ago so as to verify that the new Nutri-Score nutrition labelling involves a clear step forward towards healthier eating**
- **The Nutri-Score nutrition labelling which EROSKI will add to their products classifies food into five levels, indicated by coloured letters (from "A" in dark green to "E" in dark orange) according to their calories, nutrients and ingredients**
- **This Nutri-Score labelling has been validated by the European Union and is supported by the World Health Organization (WHO)**
- **The first packages with this new nutrition labelling will reach EROSKI stores by the end of this year**

Elorrio, 8 October 2018.- [EROSKI](#) will include the Nutri-Score labelling on the packages of their own-brand food products. This labelling classifies products according to their nutritional quality. EROSKI Member Customers have supported the proposal through a participatory process which the cooperative started some weeks ago. The incorporation of this new labelling will be applied to all their food products and is expected to reach EROSKI stores by the end of this year.

85% of the more than 10,000 Member Customers who took part in the participatory process carried out by EROSKI to validate its incorporation were in favour of this initiative which will be an important measure which will modify the standards of the food sector in Spain. *"We are very pleased with the high level of participation of our Member Customers in this enquiry. We are aware of the importance of health in consumers' decisions. Therefore, we wanted to confirm that the new nutrition labelling model we were proposing meant an improvement towards more complete, practical and understandable information. Transparency of information on the nutritional quality of food is essential to build a healthy diet and is also one of our [Health and Sustainability Commitments](#)",* EROSKI's Health and Sustainability Director, Alejandro Martinez Berriochoa, has said.

Consumers have validated the Nutri-Score labelling because they consider it to be the most useful, clear, complete and understandable model and the ideal tool for a better nutritional choice. 75% of the Member Customers prefer the new labelling to be shown on the packages of the ready-to-eat and pre-cooked section, followed by 73% who

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prefer it to be shown on the packages of sweet products, such as baked goods, pastries, biscuits and chocolate. 63% prefer it on dairy products, 59% on cold meat and cheese and 54% on snacks and appetizers. For 63% of the Member Customers it is very important to have the Nutri-Score nutrition information model on all EROSKI's own-brand products and 54% consider that it is very important to have the new nutrition labelling in other information media.

In view of the satisfactory results, in addition to EROSKI's Traffic-Light Nutrition Labelling, which is now present on all their own-brand packaging, the cooperative will include a global classification of products according to their nutritional quality, using a simple scale with five levels indicated by a letter and a colour (from "A" dark green to "E" dark orange). This classification, known as Nutri-Score, is calculated according to the content per 100 grams of calories, 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).

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 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 and the advice of EROSKI's Scientific Committee. *"It is a complement to our Traffic-Light Nutrition Labelling. With it, consumers will be able to know the overall nutritional rating 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 Traffic-Light Nutrition Labelling"*, Martínez Berriochoa has explained.

EROSKI, a pioneer in advanced nutrition labelling

EROSKI was a pioneer in offering advanced nutrition labelling to consumers when in 2007 they added the Nutrition Traffic-Lights on the packaging of their products. It meant an important step forward at that time and it is nowadays present on all their own-brand goods. It enables consumers to find out at a glance the amount of calories, sugar, fat, saturated fat and salt provided by one 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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