

*15 June 2017*

## **Company front of pack nutrition labelling initiative**

The European Heart Network (EHN) attended, as an observer, a meeting organised on 22 May by the six companies – the Coca-Cola Company, Mars, Mondelez, Nestlé, PepsiCo and Unilever – that have proposed a simplified front of pack nutrition labelling scheme using a traffic light colour-coding on the basis of portion sizes.

We would like to thank the six companies for inviting us to join them in the development of their suggested evolved nutrition labelling scheme. However, we have decided not to join the Taskforce; we have shared our insights with them and raised our concerns about integrating portion sizes into the colour-coding. We hope the companies will consider our input.

Until mandatory EU-wide front of pack nutrition labelling is in place, we urge the food industry and retailers to respect and comply with schemes that are recommended by national governments.

For further statements from the EHN, please go to  
<http://www.ehnheart.org/publications/position-papers.html>