

## Examples from Finland

**Claim: Cereals, source of fibre**

**Nutrient profile: high in sugar and fat**



More info

<http://www.k-ruoka.fi/pirkka-tuotteet/pirkka-suklaatyyny-375g/>

**Claim: Yogurt: high in fibre (polydextrose),**

**Nutrient profile: high in sugar and fat, when compared to the heart label criteria**



More info:

<http://www.valio.fi/tuotteet/jogurtit/valio-olo-jogurtti-luumu-laktoositon/#4x125g-monipakkaus>

**Claim: Yogurt for children: high in vitamin D,**

**Nutrient profile: also high in sugar and fat, when compared to the heart label criteria**



More info:

<http://www.valio.fi/tuotteet/jogurtit/valio-kidius-gefilus-jogurtti-banaani-hyla/#4x125-g-monipakkaus>

**Claim: Cereals, High in fibre, contains vitamin D and calcium**

**Nutrient profile: high in sugar**



More info

<http://www.taysiyvamurot.fi/tuotteet.php> (Nesquik)

**Claim: Cacao drink contains more protein than regular milk**  
**Nutrient profile: contains more sugar than regular milk**



More info:

<http://www.valio.fi/tuotteet/maidot/valio-plus-maitokaakajuoma-laktoositon/#1l-tolkki>