WHY WE’RE TRIALING IN EUROPE

COLOUR-CODED NUTRIENT LABELLING

We’re providing CLEAR AND ACCESSIBLE Nutrient-coded NUTRIENT INFORMATION to help people MAKE INFORMED CHOICES on the drinks they enjoy.

WE KNOW PEOPLE WANT TO KNOW MORE ABOUT WHAT’S INSIDE OUR DRINKS

We are committed to CLEAR AND TRANSPARENT LABELLING ABOUT WHAT’S INSIDE OUR DRINKS.

We have front of pack labelling on energy/calories on almost 100% of our drinks globally.

We use visuals to show the number of portions in multi-serves*

WE ARE BUILDING ON THE EXISTING EU-WIDE REFERENCE INTAKE (RI) SCHEME

which is already familiar to 500 million consumers in the EU.

*Select EU countries and brands.

IDENTICAL TO THE COLOUR-CODED LABELLING SCHEME WE HAVE VOLUNTARILY SUPPORTED IN THE UK AND IRELAND SINCE 2014.
**How colors are determined for nutrients**

Our approach is identical to the current UK labelling scheme, which provides specific thresholds determining the red, amber and green colour coding. Criteria for drinks (per 100ml)

<table>
<thead>
<tr>
<th>Text</th>
<th>Colour code</th>
<th>LOW</th>
<th>MEDIUM</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fat</td>
<td>≤ 1.5g/100ml</td>
<td>&gt; 1.5g to ≤ 8.75g/100ml</td>
<td>≤ 8.75g/100ml</td>
<td>&gt; 10.5g/portion</td>
</tr>
<tr>
<td>Saturates</td>
<td>≤ 0.75g/100ml</td>
<td>&gt; 0.75g to ≤ 2.5g/100ml</td>
<td>≤ 2.5g/100ml</td>
<td>&gt; 3g/portion</td>
</tr>
<tr>
<td>(Total) Sugars</td>
<td>≤ 2.5g/100ml</td>
<td>&gt; 2.5g to ≤ 11.25g/100ml</td>
<td>≤ 11.25g/100ml</td>
<td>&gt; 13.5g/portion</td>
</tr>
<tr>
<td>Salt</td>
<td>≤ 0.3g/100ml</td>
<td>&gt; 0.3g to ≤ 0.75g/100ml</td>
<td>≤ 0.75g/100ml</td>
<td>&gt; 0.9g/portion</td>
</tr>
</tbody>
</table>

Note: Portion size criteria apply to portions/serving sizes greater than 150ml

*The low cut off is based on the “low” nutrition claim for fat, saturates, sugar and salt in the EU Nutrition & Health Claims legislation (EC) 1924/2006.*

**The UK Food Standard Agency (FSA) recommends:**

“The more green colours, the healthier the choice, but don’t just eat green colour-coded foods! Including a few ambers and reds as part of a balanced diet will help you get all the beneficial nutrients you need.”

Source: Guide to creating a front of pack (FoP) nutrition label for pre-packed products sold through retail outlets. Developed by the Department of Health, the Food Standards Agency, and devolved administrations in Scotland, Northern Ireland and Wales in collaboration with the British Retail Consortium.

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**Our trial plans in Europe**

Color-coded nutrient labels will begin to appear gradually on sparkling soft drinks such as...

...from the end of 2018 in trial countries throughout Europe.

**How we’ll measure the impact**

We plan to gather **real-life learnings on how colour-coded nutrient labelling works**...

...across a representative EU population with results by the end of 2020.

**Our way forward**

How we’re contributing to healthier food environments across Europe

- We’re reducing added sugars in many of our drinks.
- We’re introducing new and different drinks.
- We’re offering smaller, more convenient pack sizes.
- We’re not advertising directly to children under 12.
- We’re supporting informed choices.
- We’re increasing marketing investments to low & zero sugar choices.

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