

# Product Reformulation and Innovations

BETTER PRODUCTS  
BETTER DIETS  
BETTER LIVES



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# Our Nutrition journey



Products made with sustainably sourced ingredients, produced in a fair respectful manner, low in nutrients of concern, high in positive nutrients.



**Sustainable Diets**

Incorporating better products into healthy sustainable recipes with limited waste, resulting in sustainable diets.

# Unilever Platform Action 834

## Product reformulation and innovations






### *EU Platform on Diet, Physical Activity and Health*

- 2006-2020, All EU Member States
- **Our Commitment – *A long-standing effort to make our products healthier***
- **All stakeholders in society must play their part** if we are to succeed in changing and promoting a healthier diet and lifestyle.
- As a global player in the food market, **we are taking our role seriously.**
- We will continue our long tradition of improving the taste and nutritional quality of all our products, under the umbrella of the **Unilever Sustainable Living Plan.**
- We have set targets for the **improvement of our food portfolio** for levels of sugar, calories, salt, saturated and trans fats.

# Progress on Platform Commitment 834



Action	Target	Progress 2010-2014	Progress 2015
Highest nutrition standards	Double the proportion of portfolio meeting Highest Nutritional Standards by <b>2020</b>	31%	34%
Salt	75% of Foods to meet 5g salt/d criteria by <b>2020</b>	55%	60%
Saturated Fat	Saturated fat $\leq$ 33%* in 90% soft vegetable oil spreads by <b>2017</b>	92% of <i>leading</i> spreads	82% of <i>all</i> spreads
Trans Fatty Acids	Trans fat from PHVO removed from 100% products by <b>2012</b>	Fully achieved in 2012 	
Sugar	Reducing sugar by 25% in Ready to Drink, Powdered Ice tea and Milk Tea by <b>2020</b>	-12%	-11%
Calories	All children's ice creams $\leq$ 110kcal/portion by <b>2014</b>	100%	100% 
	80% packaged ice creams $\leq$ 250 kcal/portion by <b>2015</b>	90%	90% 

**Better Products**

Renovation / Innovation



# 13 years of Nutrition Enhancement Programme



First company to apply nutrient profiling across a global Foods & Beverages portfolio

**We use nutrient profiling for**

Marketing & Advertising

Nutrition & Health Claims

Product reformulation & Innovation

Nutrition labelling

## **Our 5 Global Principles Nutrient Profiling should...**

1. Be scientifically sound
2. Be all-inclusive
3. Encourage innovation, optimization and reformulation
4. Focus on key nutrients of public health concern
5. Facilitate regional adaptation



# Contributing to heart health



- Our spreads contain less saturated fat than butter
- Becel/Flora contain omega 3 & 6
- By 2017, 90% of all our soft vegetable oil spreads will contain  $\leq 33\%$  saturated,  $\geq 67\%$  unsaturated fats\*

## 2015: 82% meet this target

- ProActiv contains plant sterols that have been clinically proven to lower cholesterol. High cholesterol is a risk factor in the development of coronary disease\*\*
  - » 1.5-2.4g/day of plant sterols lower cholesterol by 7-10% in 2 to 3 weeks
- Trans fats from PHVO were removed from our total portfolio by 2012

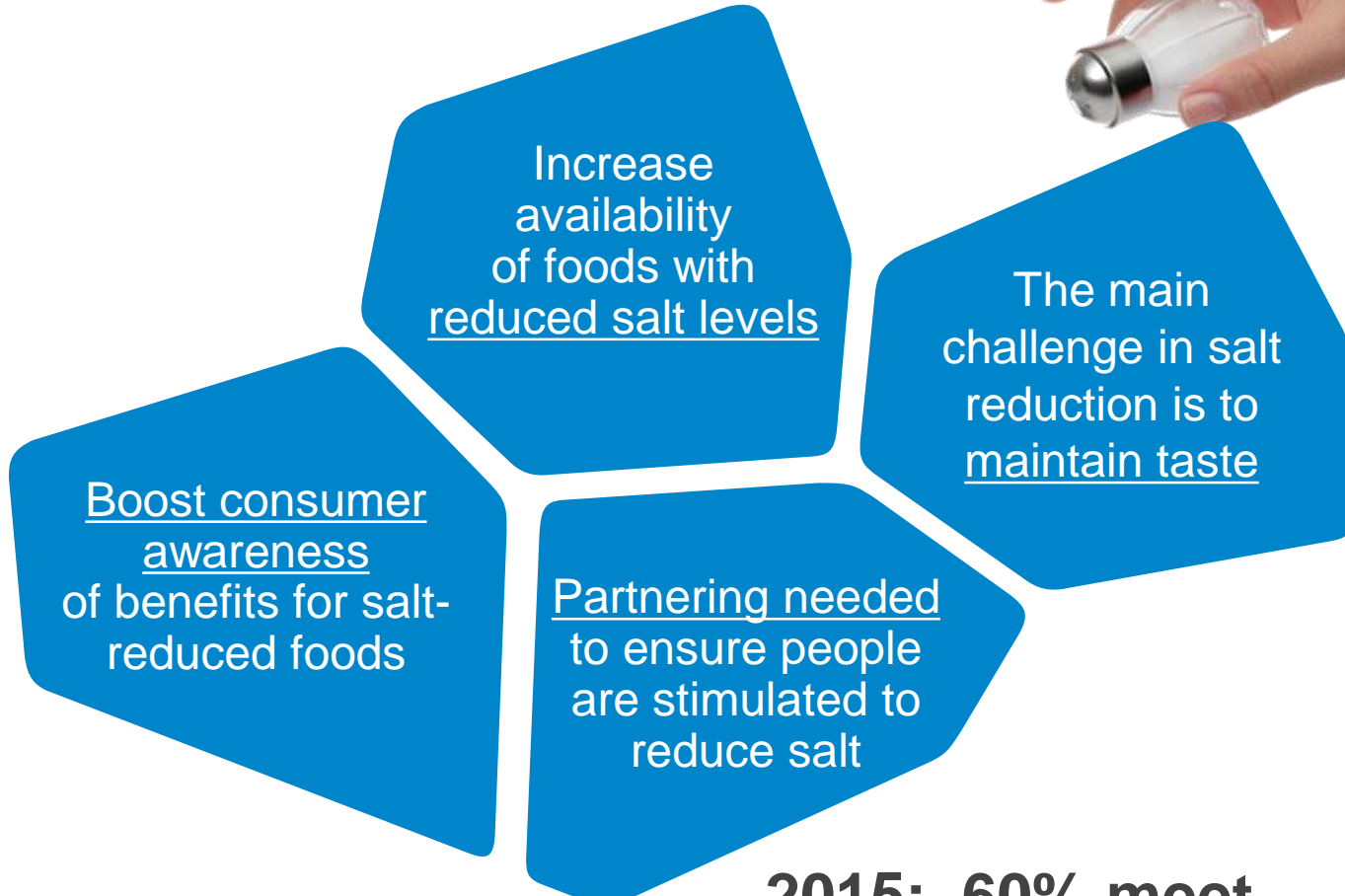


\*38% SAFA for tropical countries

\*\*As coronary heart disease has multiple risk factors, more than one may need to be improved to reduce overall risk of it



# By 2020, 75% Foods will meet benchmarks for 5g salt / day



**2015: 60% meet benchmarks**





# A range of approaches needed for salt reduction

	<p>Step-wise reduction</p>
	<p>Salt substitutes KCl, other salt substitutes</p>
	<p>Salt boosters</p>
	<p>Multisensory principles aroma, herbs, spices</p>
	<p>Distribution of salt</p>



## Better Products

Renovation / Innovation



# 100+ products reduced in salt, retail and professional ranges



5% 25 Block Noodles Poland



7% 74 Sauces Germany / Switzerland



16% 5 Mashed Potato mixes Benelux





# Strong commitments to reduce calories and sugar



- Almost 15% of our portfolio is a light / low calorie / zero sugar / mini option
- By 2014, **we achieved our target** that all children's ice creams contain  $\leq 110$  kcals / portion
- By 2015, **we achieved our target** that 80% packaged ice creams will contain  $\leq 250$  kcals / portion  
**2015: 91% (by volume) meets this target globally**
- By 2020, we will reduce sugar by 25% in our sweetened tea beverages  
**2015: 11% sugar reduced since 2010**



A portion refers to a pre-packed single-serve ice cream product meant to be consumed in one go or 100 ml when sold in packaging aimed at multi-consumption moments such as tubs

# 2015 Sugar reduction examples



30%\*

Ice Tea Green/Black  
across Europe



30%\*

Ice Tea Peach/Green Citrus  
Mexico



39  
%

AdeS Soy Force  
Mexico & Brazil



38%

Refresh Lemon  
Japan





# Examples of 'no sugar' and 'sugar-reduced' beverages



## No Sugar



Unsweetened  
PureLeaf

0g

Canada

## Sugar Reduced New Innovations



Lipton Milk tea

3g /100 ml

China



Not too sweet

4.5g/100ml

Netherlands



Brisk

4.5g/100ml

Belgium, NL



LIT

6g/100ml

South Africa



Lipton low-cal  
concentrate

10 kcal

USA



Brisk

40-50 kcal

USA



LIT

50 kcal

USA

kcal are indicated per portion 8 fl oz for USA

LIT = Lipton Ice Tea

CAM= Central America: Dom Rep. Ecuador, El Salvador, Guatemala, Honduras, Puerto Rico





# Seductive nutrition when eating out



15 billion calories removed from restaurant meals in USA 2012 - 2015

## Taco



### What's Different?

- ✓ Baked white fish and avocado add good fat
- ✓ Corn tortilla provides more fiber with fewer calories
- ✓ Cilantro and lime add flavor without adding sodium

#### Romancing a Taco on the Menu:

California-style Fish Taco: We start with a fresh corn tortilla, layer on a generous portion of Baja-grilled tilapia, add fresh avocado slices, crisp shredded cabbage, tomato and sour cream, and garnish with chopped cilantro and fresh lime. This fish taco is a real catch!

# We recognise the importance of working with others



IUNS  
INTERNATIONAL  
UNION OF  
NUTRITIONAL  
SCIENCES



IEM International Expert Movement  
to improve dietary fat quality



gain  
Global Alliance for  
Improved Nutrition



中国营养学会  
Chinese Nutrition Society



Indian Dietetic Association

# Thank You

[HTTPS://WWW.UNILEVER.COM/SUSTAINABLE-LIVING/THE-SUSTAINABLE-LIVING-PLAN/IMPROVING-HEALTH-AND-WELL-BEING/IMPROVING-NUTRITION/](https://www.unilever.com/sustainable-living/the-sustainable-living-plan/improving-health-and-well-being/improving-nutrition/)