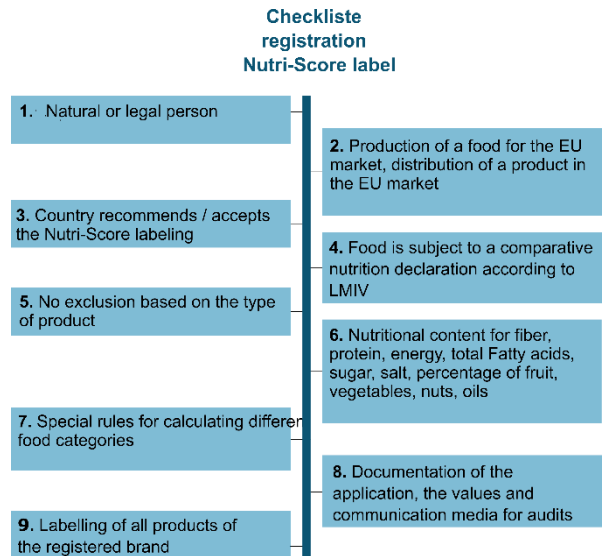


## Know, what's in it, .... the new Nutri-Score labeling for food

### What is a Nutri Score?

The Nutri-Score is a **voluntary product labeling** of food. It aims to make the nutritional composition and nutritional physiological properties of a product **comprehensible at a glance** and make it comparable within a product category. The Nutri-Score label must be clearly visible on the **front packaging**. It complements the nutritional table. Fat traps and sugar bombs should be recognizable for the consumer in the product comparison.

The Nutri-Score was developed by **independent scientists** based on current eating habits and nutritional knowledge. It has been used in France since 2017.



### What are the benefits of labeling for industry and retail?

#### Legal security - Image gain - Innovation - Consumer information

Since November 6, 2020, manufacturers have been able to communicate the Nutri-Score of their products in a legally secure manner in Germany via the packaging design. In a survey carried out beforehand, 87% of those questioned rated the label as being easy to understand.

Benefit from the trend of **increasing nutritional awareness** and the **positive perception of the Nutri-Score** by consumers through the introduction of the label. This also allows you to make your innovation activities related to nutritional and physiological research transparent and to market re-formulations of recipes with the trust bonus of the Nutri-Score label.

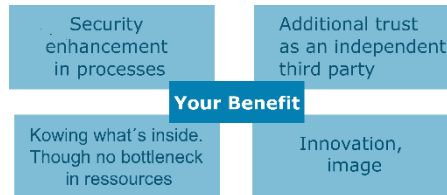
**Retailers** can also actively use the positive effect of the Nutri-Score labeling as consumer information. This is possible by labeling the own products, products that he sells in co-packing or by labeling shelves and prior manufacturer information.

But watch out, the **European market has not yet made a uniform decision** on the Nutri-Score labeling. Differences in acceptance must be observed depending on the export country.

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## Our Nutri-Score Labeling Services

The Kirchhoff Berlin Institute will provide you with comprehensive support in the preparation and implementation of your Nutri-Score labeling.



### Advice

#### More security in the process

We advise on all aspects of Nutri-Score labeling, the right calculation, recipe changes or the registration process.

#### Assessment & labeling check

##### As an independent third party, we create additional trust.

With an existing recipe, we create the correct Nutri-Score calculation for you, we check the correct allocation to the individual qualification levels and collect missing nutritional parameters

#### Analytical review

##### Knowing what's inside without any resource bottlenecks ...

With new recipes, nutritional values must first be determined. Their fluctuations over time require continuous monitoring. We expand your resource bottlenecks through fast, optimized analyzes and, as an independent third party, create additional trust in your nutritional information through our testing and inspection activities.

#### Recipe advice, component improvement, sensor technology

##### Innovation and image enhancement

We compare the sensor technology for recipe changes. Our Food Science Center can also support you in optimizing your production processes.

Get in touch with us for an individual offer.

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