

Table 1: EU Pledge Nutrition Criteria Overview

Category 1: Vegetable and animal based oils, fats and fat containing spreads & emulsion-based sauces					
Sub-category A: Vegetable & animal based oils, fats & fat containing spreads: all animal and vegetable based fats & oils used as spreads on bread and/or food preparation. ³					
Examples	Energy (kcal/portion*)	Sodium (mg/100g or 100ml*)	Saturated fats (g/100g or 100ml*)	Total sugars (g/100g or 100ml*)	Components to encourage
<i>*Energy values are per portion and nutrient values per 100g, except when specified otherwise</i>					
Oils and fats (all types), full & low-fat margarine, butter mélanges, solid or liquid oil/fat products for roasting and frying	≤ 85	≤ 500	≤ 33% total fat is SAFA (incl. TFA)	(5)	≥ 25% of total fat is PUFA
Sub-category B: Emulsion-based sauces: sauces that constitute only a minor component of the meal to which an emulsifying agent is added OR have a fat content ≥ 10% w/w.					
Mayonnaise, salad dressings, marinades, vinaigrettes...	≤ 85	≤ 750	≤ 33% total fat is SAFA (incl. TFA)	≤ 5	≥ 25% of total fat is PUFA
Category 2: Fruits, vegetables and seeds,⁴ except oil Vegetables include legumes and potatoes. Seeds include seeds, kernels, nuts. Nuts include peanuts and tree nuts.					
Sub-category A: Products of fruits and vegetables except oils & potatoes (≥ 50g fruit and/or veg per 100g of finished product) that constitute a substantial component of the meal.					
Vegetable gratin, canned vegetables, baked beans, fruit compote, fruit in syrup, fruit salad	≤170	≤ 300	≤ 1.5	≤ 15	Min. ½ portion fruit and/or veg. Nutrients delivered through ingredients (fruit and/or veg).
Subcategory B: Potato & potato products, except dehydrated potato products: all potato based dishes (≥ 50g potato per 100g of finished products) that constitute a substantial component of the meal.					
Mashed potato, gnocchi, gratin, dumplings, fried or roasted potato...	≤170	≤ 300	≤ 1.5	≤ 5	Nutrients delivered through main ingredient (potato)
Subcategory C: Potato chips & potato based snacks, incl. dough-based products⁵					
Potato chips/crisps	≤170	≤603	≤10% kcal from SAFA	≤ 10	Fibre: ≥3g/100g/ml; and/or ≥70% UFA/total fat
Extruded & pelleted snacks, stackable chips	≤170	≤810	≤10% kcal from SAFA	≤10	Fibre: ≥3g/100g/ml; and/or ≥70% UFA/total fat

³ Butters as defined in Regulation (EU) 1308/2013 Annex VII, are excluded from this category because they will not be advertised towards children.

⁴ Exemptions: 100% fruit and vegetables and their products, including 100% fruit and vegetable juices, as well as 100% nuts and seeds and mixes thereof (with no added salt, sugar or fat). These products, presented fresh, frozen, dried, or under any other form may be advertised to children without restrictions.

⁵ This product category will no longer be advertised to children by 1 July 2022.

Sub-category D: Seeds and nuts					
Examples	Energy (kcal/portion*)	Sodium (mg/100g or 100ml*)	Saturated fats (g/100g or 100ml*)	Total sugars (g/100g or 100ml*)	Components to encourage
<i>*Energy values are per portion and nutrient values per 100g, except when specified otherwise</i>					
Salted or flavoured nuts, mixed nuts, nut-fruit mixes, peanut butter	≤200	≤603	≤10	≤ 15	Nutrients delivered through ingredients (nuts and seeds)
Sub-category E: Fruit/Vegetable based meal sauces: all fruit/vegetable based sauces (≥ 50g fruit and/or vegetable per 100g of finished products) that constitute a substantial component of the meal					
Tomato sauce, pasta sauce...	≤ 100	≤ 450	≤ 1.5	≤9	Nutrients delivered through ingredients (fruits and/or vegetables)
Sub-category F: Fruit/Vegetable based condiments: all fruit/vegetable based condiments (≥ 50g fruit and/or vegetable per 100g of finished products) that constitute only a minor component of the meal					
Tomato ketchup, chutney...	≤ 85	≤ 750	≤ 1.5	≤ 25	Nutrients delivered through ingredients (fruit and/or vegetables)
Category 3: Meat based products: all kinds of processed meat/poultry, and meat products, consisting of minimally 50g of meat per 100g finished product					
Meatballs, salami, grilled ham, chicken fillet, sausages...	≤ 250 ⁶	≤ 675 ⁷	≤ 6	(≤ 5)	≥ 12% of energy as protein
Category 4: Fishery products: all kinds of processed fish, crustaceans and shellfish, consisting of min. 50g of fish, crustaceans, and/or molluscs per 100g of finished product					
Cod parings, fried fillet of haddock, fish fingers, pickled mussels, tinned tuna	≤ 170 OR > 170 IF ≥ 25% total fat is PUFA	≤ 450	≤ 33% total fat is SAFA (including TFA)	(≤ 5)	≥ 12% of energy as protein
Category 5: Dairy products					
Sub-category A: Dairy Products other than cheeses: Must contain minimum 50% dairy (Codex Alimentarius standard)					
Milks & milk substitutes; yoghurts; sweet fresh/soft cheese; curd & quark; fermented milks; dairy desserts	≤170	≤ 160	≤ 2.6	≤ 12.5	Protein: ≥12 E% or ≥ 2g /100g or 100ml and/or At least 1 source of: Ca or Vit D or any Vit B

⁶ ≤ 170 until 30 June 2022

⁷ ≤ 800 until 30 June 2022

Sub-category B: Cheese and savoury dairy based products: Must contain minimum 50% dairy (Codex Alimentarius standard)					
Hard, semi-hard cheeses	≤85	≤ 855 if SAFA ≤15 Or ≤760 if SAFA ≤16	≤ 15 if sodium ≤ 855 Or ≤16 if sodium <760	(≤ 5)	Rich in: Calcium, Vit B12, Vit B2
Other cheeses, curd & quark and savory dairy-based products	≤170	≤ 800 or ≤700 if SAFA is ≤11	≤ 10 or ≤11 if sodium is ≤700	≤ 8	
Category 6: Cereal based products					
Sub-category A: <u>Sweet</u> biscuits, fine bakery wares and other cereal based products: cereal must be listed as the main ingredient on the ingredient declaration.					
Examples	Energy (kcal/portion*)	Sodium (mg/100g or 100ml*)	Saturated fats (g/100g or 100ml*)	Total sugars (g/100g or 100ml*)	Components to encourage
<i>*Energy values are per portion and nutrient values per 100g, except when specified otherwise</i>					
All kinds of biscuits and cakes, cereal bars, flapjacks...	≤200	≤450	≤8 ⁸	≤30 ⁹	Fibre (≥3 g/100g); and/or whole grain (15% total ingredients); and/or ≥20%E from UFA and ≥70% UFA/total fat
Sub-category B: <u>Savoury</u> biscuits, fine bakery wares and other cereal based products, including dough-based products: cereal must be listed as the main ingredient on the ingredient declaration.					
Savoury crackers, extruded, pelleted & popcorn-based snacks, popcorn, pretzel products	≤170	≤700 ¹⁰	≤10% kcal from SAFA	≤10	Fibre: ≥3 g/100g; and/or whole grain (15% total ingredients); and/or ≥70% UFA/total fat
Sub-category C: Breakfast Cereals including porridge					
Ready to eat breakfast cereals such as cornflakes, puffed rice, porridge	≤210	≤450	≤5	≤27	Fibre (≥3g/100g); and/or wholegrain (15% whole grain per total ingredients)
Sub-category D: Cereal and cereal products except breakfast cereals, biscuits and fine bakery wares: cereal must be listed as the main ingredient.					
Bread, rusks, rice, noodles, pasta, polenta	≤340	≤450	≤5	≤5	Fibre (≥3 g/100 g); and/or wholegrain (15% of total ingredients)
Category 7: Soups, composite dishes, main course and filled sandwiches					

⁸ ≤ 10 until 30 June 2022

⁹ ≤ 35 until 30 June 2022

¹⁰ ≤ 900 until 30 June 2022

Sub-category A: Soups: all kinds of soups and broths containing min 1 of the following: 30g fruit, vegetables, cereals, meat, fish, milk or any combination of those (calculated as fresh equivalent) per portion. (Thresholds apply to food as reconstituted, ready for consumption, following manufacturer's instructions).					
Tinned tomato soup, instant vegetable soup, soup in stand-up pouches	≤ 170	≤ 315	≤ 1.5	≤ 6.75	Nutrients delivered through ingredients (fruits and/or vegetables, cereals, meat, fish, milk)
Sub-category B: Composite dishes, main dishes, and filled sandwiches: all kinds of dishes & sandwiches containing min 2 of the following: 30g fruit, veg, cereals, meat, fish, milk or any combination of those (calculated as fresh equivalent) per portion. (Thresholds apply to food as reconstituted, ready for consumption, following manufacturer's instructions).					
Pasta salad with veg, noodles with sauce, pizza, croque-monsieur, moussaka, filled pancakes	≤ 425	≤ 400mg	≤ 5	≤ 7.5	Nutrients delivered through ingredients (fruits and/or vegetables, cereals, meat, fish, milk)
Category 8: Meals: The combination of items served as a meal (main dish, side item (s) and a beverage) for breakfast, lunch or dinner, or a small in-between meal defined as the combination of two or more components served as a snack, consumed apart from the three main meals.					
Examples	Energy (kcal/portion*)	Sodium (mg/100g or 100ml*)	Saturated fats (g/100g or 100ml*)	Total sugars (g/100g or 100ml*)	Components to encourage
<i>*Energy values are per portion and nutrient values per 100g/100ml, except when specified otherwise</i>					
Children's meals	≤510/meal ^{a)} ≤340/meal ^{b)}	≤660/meal	≤10% kcal from saturated fat	≤18/meal (minus natural occurring sugar ^{c)} from 1 portion ^{d)} J/F/V/M/D)	Each meal must contain min. of: 1 portion ^{d)} fruit/ vegetables or 1 portion ^{d)} 100% juice and/or 1 portion qualified ^{d,e)} dairy product or milk and/or 1 portion of whole grain ^{f)}
Children's small in-between meals	≤170 ^{g)}	Each component meets its specific category criteria for sodium	Each component meets its specific category criteria for saturated fats	Each component meets its specific category criteria for sugars	Each small in-between meal must contain min. of: ½ portion ^{d)} fruit/ vegetables or ½ portion ^{d)} 100% juice and/or plain water and/or ½ portion <i>qualified</i> ^(d,e) dairy product or milk and/or ½ portion of whole grain ^{f)}

Category 9: Edible ices: all kinds of edible ices (water ices and ice cream) ¹¹					
Ice cream, water ice, ice lollies, sherbet ice	≤ 110	≤ 120	≤ 5	≤ 20	-
Category 10: Plant based products: Products derived from legumes including soybeans, pulses, nuts, cereals and/or seeds					
Sub-Category A: Spoonable and drinkable products, fermented or non-fermented, flavoured, fruited or plain.					
Examples	Energy (kcal/portion*)	Sodium (mg/100g or 100ml*)	Saturated fats (g/100g or 100ml*)	Total sugars (g/100g or 100ml*)	Components to encourage
<i>*Energy values are per portion and nutrient values per 100g/100ml, except when specified otherwise</i>					
Legume-, pulse-, nut-, cereal- and/or seed-based foods, including soy & other plant-based alternatives to dairy	≤170	≤160	≤2	≤10g/100g or 100ml AND ≤12.5g/portion	Source of at least two of: - Fibers - Omega 3, 6, 9 - Calcium - Vit D - Any Vit B - Protein ≥12% energy or ≥2g/100g/ml
Exclusions (no nutrition criteria; are not advertised to children <13 by EU Pledge member companies)					
<ul style="list-style-type: none"> Sugar and sugar-based products, which include: Chocolate or chocolate products; Jam or marmalade; Sugar, honey or syrup; Non-chocolate confectionery or other sugar products¹² Soft drinks <p>From 1 July 2022:</p> <ul style="list-style-type: none"> Ice cream (does not include other frozen products or meals that may include ice cream as a component) Potato crisps (does not include baked potatoes or French fries) 					

Notes:

- a) For lunch/dinner (30% energy)
- b) For breakfast (20% energy)
- c) If sugar content is higher than 20g for a meal and contains more than 1 J/F/V/M/D.
- d) Portions are:

¹¹ This product category will no longer be advertised to children by 1 July 2022.

¹² Sugar-free gum and sugar-free mints are exempted, i.e. outside the scope of EU Pledge restrictions.

- Fruits (F)/Vegetables (V): 60-80g
- 100% juice (J): 150-200ml (by end 2018)
- Dairy (D): e.g. 30g cheese/100-150g yoghurt
- Milk (M): 150-250ml

e) Meet individual category requirements

f) Product qualified for a reasonable source of fiber which contains ≥ 8 g whole grain per portion

g) For a small in-between meal/snack (10% energy)