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Good news: Pepsi, Mars and Nestlé throw their weight behind new food labelling scheme

Today, the voluntary traffic light scheme on food products is being officially announced in the UK. The vast majority of retailers in the UK have signed up to colour coding, alongside some of the biggest players in the food industry, including the UK arms of PepsiCo, Mars and Nestlé.

Research consistently shows that a colour coding system on the front of processed food packaging is what is best understood by consumers. The 'traffic light' scheme shows concisely whether the key nutrients of fat, saturated fats, sugars and salt, are high, medium or low, indicated by red, amber and green 'traffic lights' respectively.

Monique Goyens, Director General of BEUC, The European Consumer Organisation, commented:

"We are delighted that these UK retailers will offer consumers the possibility to make healthier eating choices at a glance. In times when obesity has become a major problem in Europe, there is no reason why only shoppers living in the UK should benefit from such an easy tool. We hope to see more retailers across Europe follow this lead.

"By committing themselves to the traffic light scheme, these popular food manufacturers are finally listening to consumers and are set to respect their right to quick and clear information. This is ground-breaking. Now these food giants should swiftly expand this practice to other EU markets too."

ENDS

Here is what the final design looks like:

