



# Shifting Consumer Values from Climate to Health

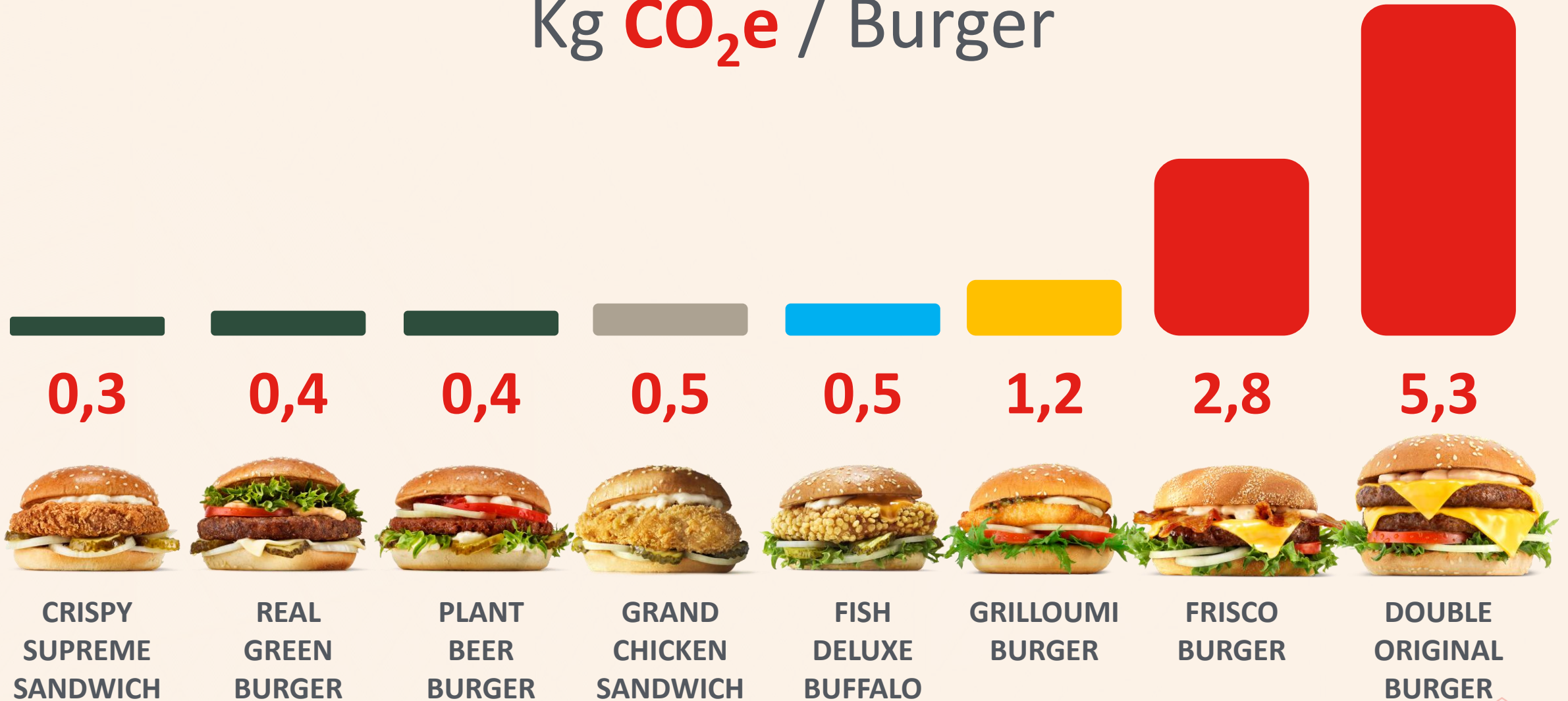
Kaj Török, CSO

# 1968

Curt (19) and Britta (21) opens the first MAX-restaurant in Gällivare. At the time it's called X-grillen



# Kg CO<sub>2</sub>e / Burger





# COP25

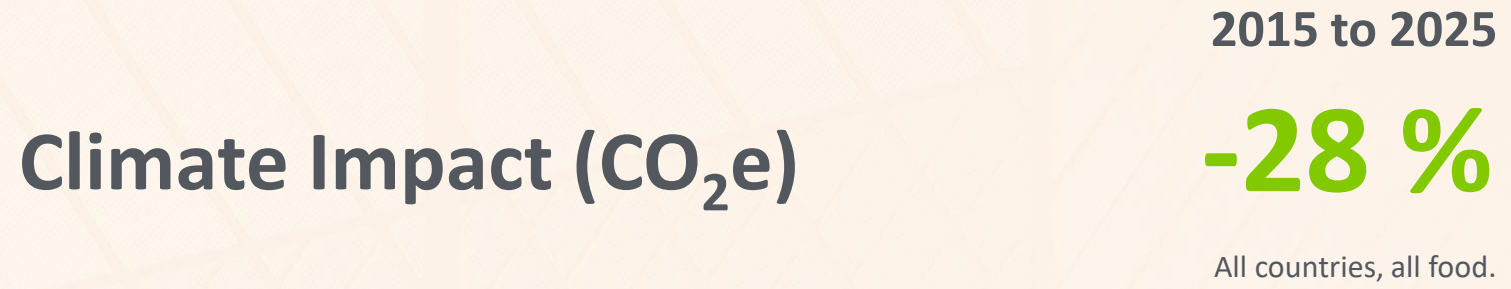
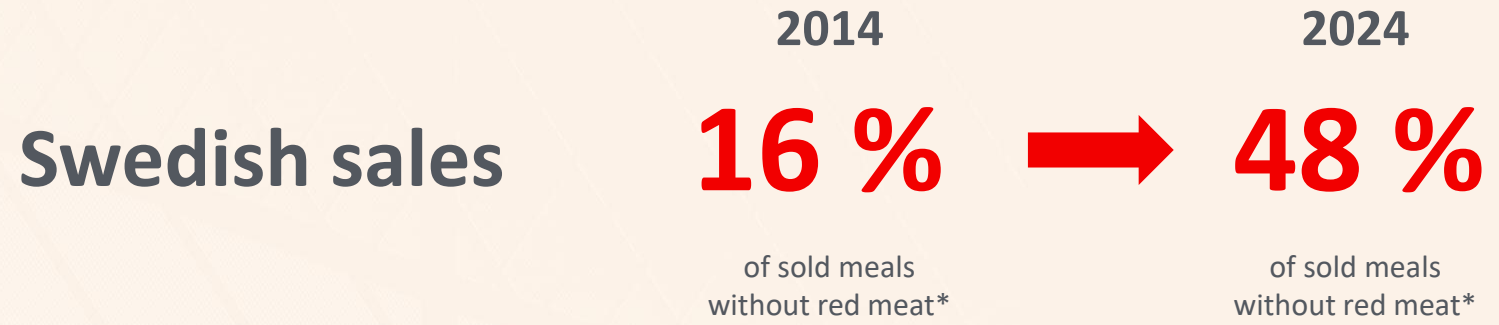
## SHILE

### DRIP 19

CLIMATE CHANGE CONFERENCE

TIME FOR ACTION





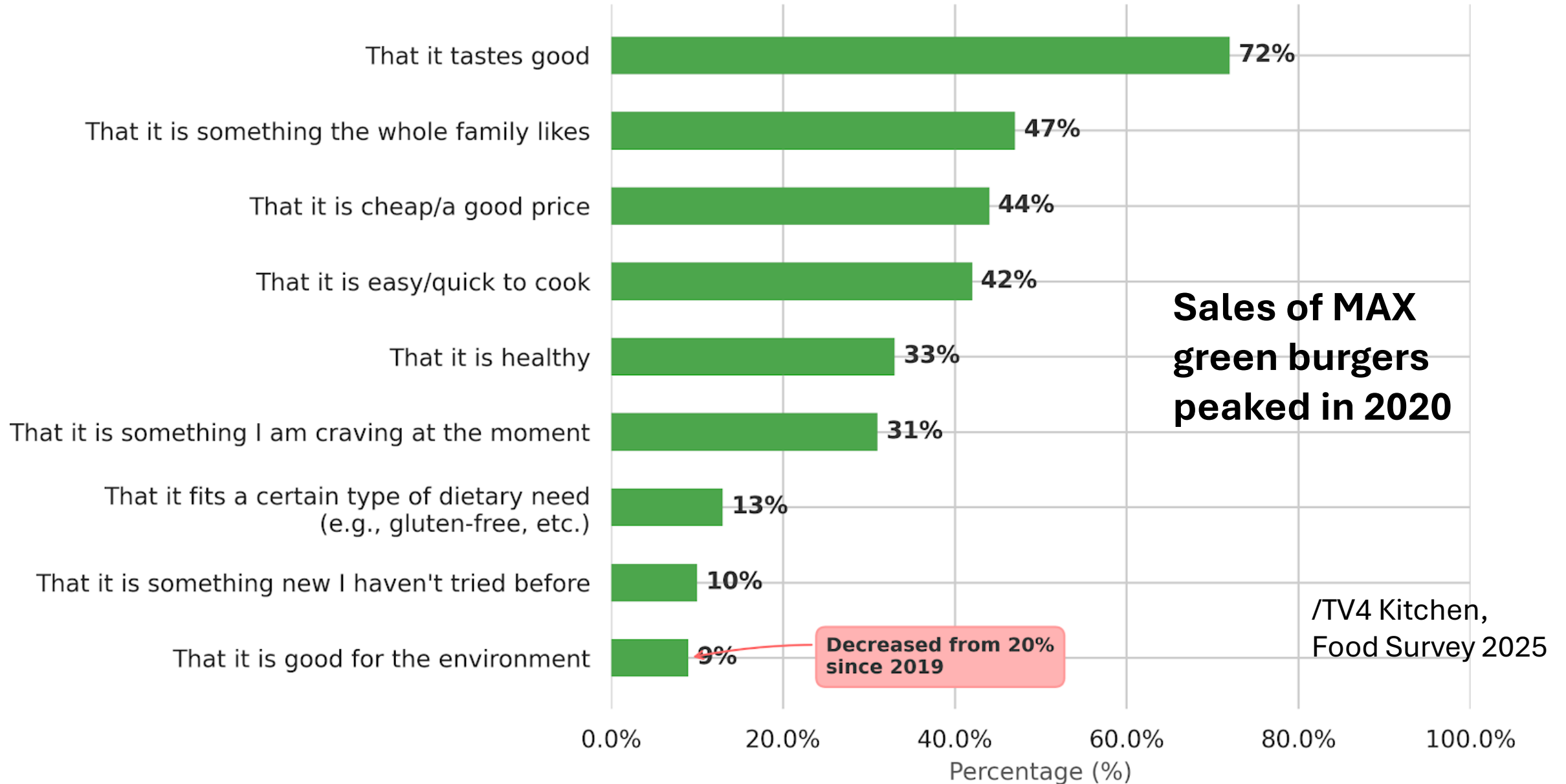


**Wash 2021**

**Hush 2023**



# Which 3 statements do you consider to be most important in your choice of dinner?



**Mush 2025**

**Wash 2021**

**Hush 2023**

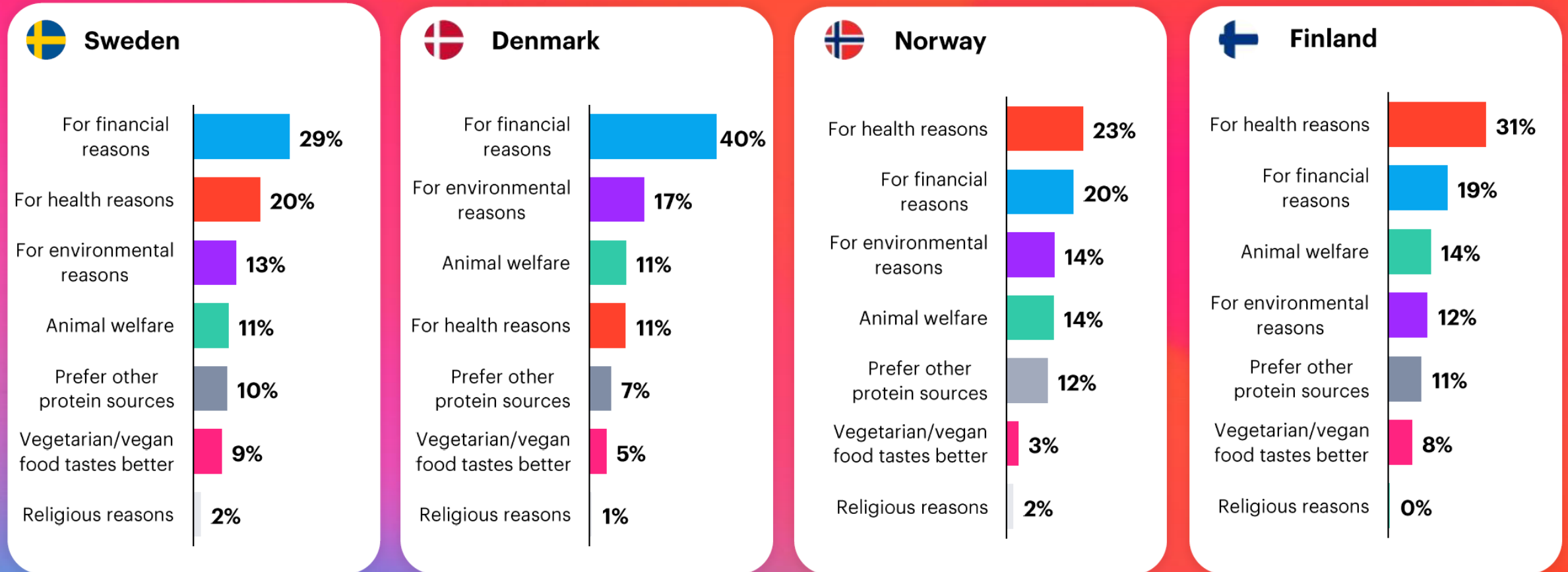


# Nordic Nutrition Recommendations, 2023

- 1. Eat more plant-based**
- 2. Choose healthy fats**
- 3. Eat more whole grains**
- 4. Eat more fish and less red meat**
- 5. Less sugar and salt**
- 6. Physical activity**

**The most selfish thing  
you can do for your body  
is exactly what the planet  
needs you to do.**

# Financial considerations primarily drive meat reduction among Nordic consumers, with Finns uniquely emphasizing health benefits more than their neighbors and for financial reasons



**The biggest barrier to  
visiting fast food  
restaurants is that the  
food doesn't feel healthy.**

Which of these topics do you think consumers will prioritize the most in 2027?

- A. Better fat**
- B. Less sugar**
- C. More fiber**
- D. More protein**
- E. Less salt**



Which topic should we, from a purely medical point of view, prioritize the most in order to fix public health?

- A. Better fat**
- B. Less sugar**
- C. More fiber**
- D. More protein**
- E. Less salt**



# Swedes' eating habits

	Eating today	Objective	Share of population who eats wrong
<b>Salt</b>	9–12 g	6 g	70 %
<b>Sugar</b>	50–75 g	25 g	40 %
<b>Fiber</b>	20 g	25–35 g	90 % 🔥
<b>Protein</b>	~90 g	63–125 g	~0 %
<b>Saturated fat</b>	Too high	<10 E%	80 %

# Protein

(because they want it)

+

# Fiber

(because they need it)

**NYHET!**  
**CHICKEN  
& MUNG  
BEAN**

FIBER  
**8.4g**

**HIGH IN  
PROTEIN**

PROTEIN  
**32g**



Uåra mål som matchar dina mål.

**MAX**

Sveriges godaste burgare

**MAX  
Original  
meal**

**MAX  
Chicken  
Parmesan**

**Swedish  
Meatballs with  
mashed potatoes**

**Fries, Soda**

**Bean salad, water**

**Sauce & jam, water**

**Protein**

Medium

High

Medium

**Saturated fat**

High

Medium

High

**Sugar**

High

Low

High

**Salt**

High

High

High

**Fiber**

Low

High

Low

**Satiety**

Low

High

Medium

**Winner**

**Taste is everything!**