



K International IFE 23

Best practice for exporting into the UK (And out of the UK)

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Do you remember IFE 2022?

NUTRITIONAL INFORMATION /		100g	60g bar
INFORMATIONS NUTRITIONNELLES			
Energy / Energie / Énergie (kJ)		1579	948
Energy / Energie / Énergie (kcal)		378	227
Fat / Vette / Matières grasses		16g	9.5g
of which saturated / waarvan verzadigde / dont acides gras saturés		9.2g	5.5g
Carbohydrates / Koolhydraten / Glucides		34g	20g
of which sugars / waarvan suikers / dont sucres		2.7g	1.6g
of which polyols / waarvan polyolen / dont polyols		29g	18g
Fibres / vezels / Fibres alimentaires		3.4g	2.0g
Proteins / Eiwitten / Protéines		35g	21g
Salt / Zout / Sel		0.33g	0.20g

EN - Lemon Cheesecake
White Chocolate with Sweeteners

Contains polyols: excessive consumption may cause laxative effect. Store in a cool dry place.

NL - Eiwitreep met citroen-cheesecake-aroma
omhuld met witte chocolade met zoetstoffen

Best before

Bevat polyolen: overmatig gebruik kan een laxerend effect hebben. Op een koele, droge plaats bewaren.

FR - Barre protéinée au cheesecake au citron
enrobée de chocolat blanc avec édulcorants

Contient des polyols : une consommation excessive peut avoir des effets laxatifs. À conserver dans un endroit sec et frais.

5 0

INGREDIENTS: Witte chocolade met zoetstof (32%) FR - INGREDIENTS : Chocolat blanc avec édulcorants



INTERNATIONAL

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- *Transcreation, Localisation and consultancy*

Language Compliance Packaging

One clients journey into the UK

- Food product based in EU who want to start exporting into the UK.
- No translation required... are you sure?
- Is our product ready for the UK?

What must be on the packaging the UK

- the name of the food
- a 'best before' or 'use by' date
- any necessary warnings
- net quantity information
- a list of ingredients (if there is more than 1)
- the country or place of origin, if required
- the lot number or use-by date
- any special storage conditions
- instructions for use or cooking, if necessary

Product specific regulations apply to

- bread and flour
- cocoa and chocolate products
- soluble coffee
- milk products
- honey
- fruit juices and nectars
- infant formula
- jams and marmalade
- meat products - sausages, burgers and pies
- fish
- natural mineral waters
- spreadable fats
- sugars
- irradiated food
- foods containing genetic modification (GM)

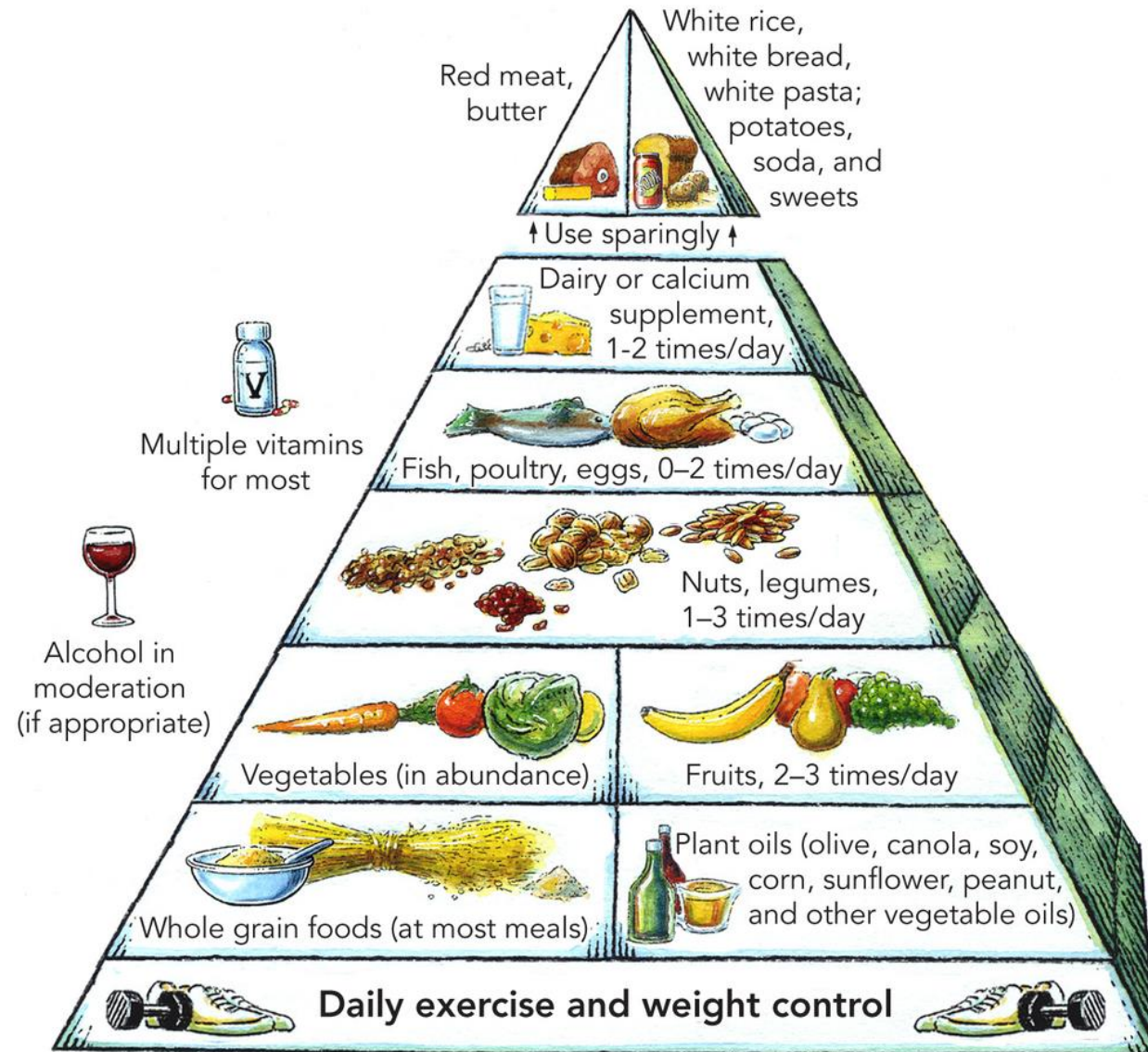
Changing all the time

- You can continue to refer to '**EU**' and '**non-EU**' when the label does not list each country of origin until 31 December 2023.
- From 1 January 2024, you must use '**UK**' or '**non-UK**' when the label does not list each country of origin.

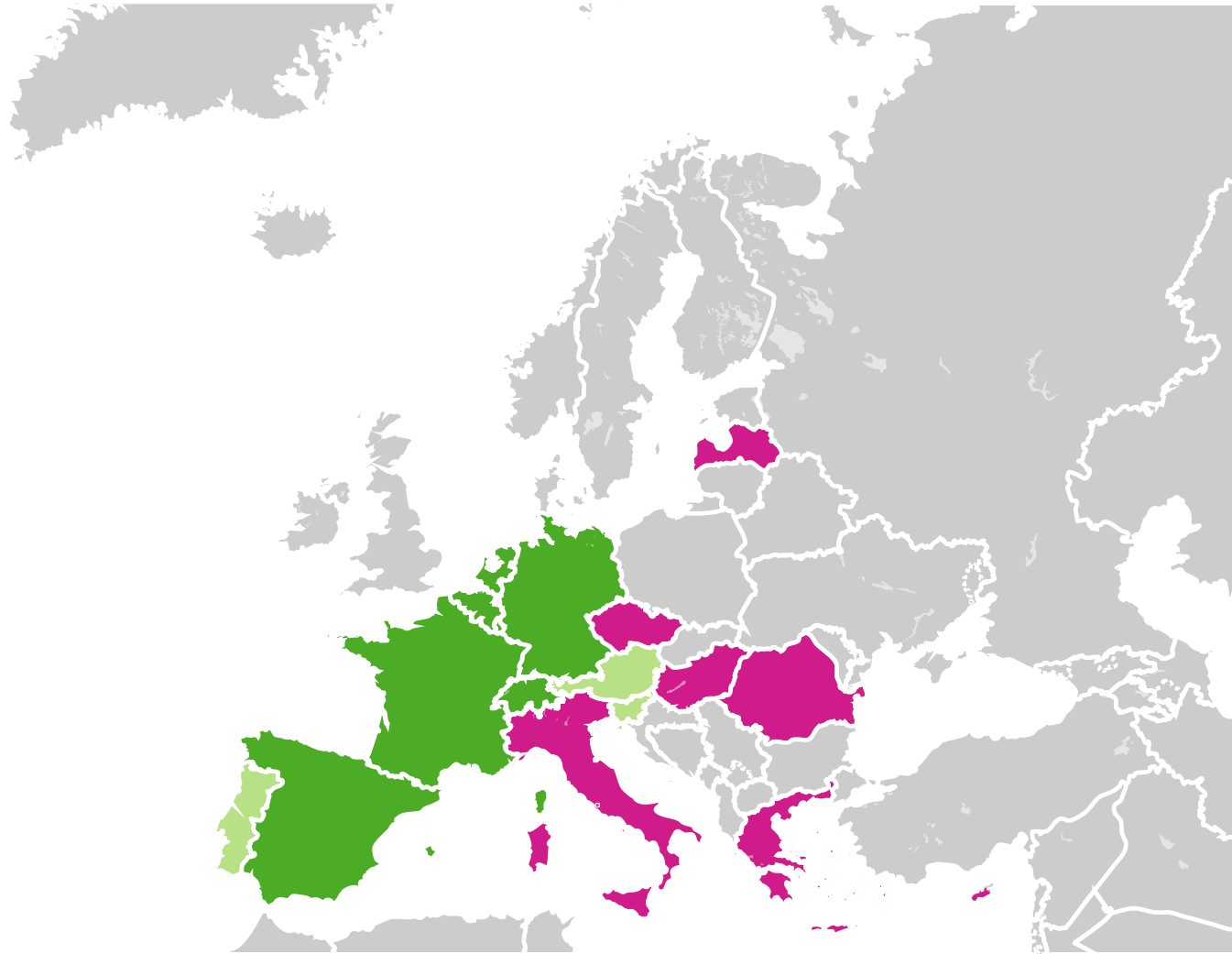
- Changes coming 1st January 2024
- Originally 1st October 2022
- Even the date of the changes is subject to change!

NUTRI-SCORE





The Mediterranean diet food pyramid
Walter C. Willett, M.D.



Adoption of the Nutri-Score in Europe: █ Government has recommended the use █ Voluntary use by manufacturers █ No data █ Government is opposed

The #Nutriscore is a stamp to compare. Okay. I compare two usual options for breakfast, snacks... The 1st is a low-calorie probiotic, the 2nd is a soluble "cocoa" with, beware, 75% sucrose.

They both get the same grade.

The hallmark of multinationals.



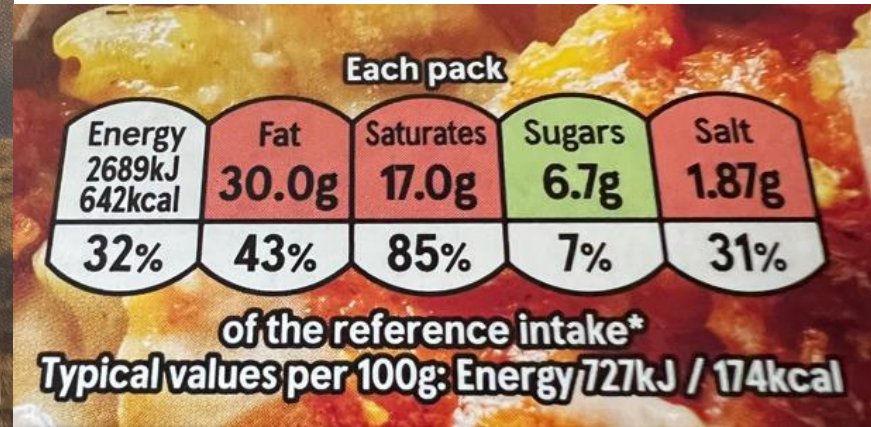
NO - NUTRISCORE



ALLIANCE

Do you use Nutri-Score in the UK?

Do you use Nutri-Score in the UK?



Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g LOW	1.3g LOW	34g HIGH	0.9g MED
13%	4%	7%	38%	15%

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/ 167kcal

UK Front of Pack



Keyhole (Nøkkelhullet) Symbol

Por porção de 350ml

670kJ 160kcal	6,7g LÍPIDOS	6,7g SATURADOS	6,7g AÇÚCARES	6,7g SAL
8% DR*	8% DR*	8% DR*	8% DR*	8% DR*

Energia por 100g: 1970kJ/ 469Kcal

Reference Intake Label (Portuguese)



Nutri-Score

Pre-packed food must have an ingredients list.

Allergenic ingredients must be emphasised in some way every time they appear in the ingredients list.

For example, you can list them in **bold**, **contrasting colours** or by underlining them.

CHEESE AND PICKLE SANDWICH

Mature Cheddar cheese, pickle and butter in sliced wholemeal bread

INGREDIENTS: Wholemeal bread (wholemeal **wheat** flour, water, **wheat** bran, **wheat** protein, yeast, salt, emulsifiers (mono- and diglycerides of fatty acids, mono- and diacetyl tartaric acid esters of mono- and diglycerides of fatty acids), spirit vinegar, rapeseed oil, flour treatment agent (ascorbic acid), palm fat, palm oil, **wheat** starch), mature Cheddar cheese (**milk**), pickle (carrots, sugar, swede, onion, **barley** malt vinegar, water, spirit vinegar, apple pulp, dates, salt, modified maize starch, rice flour, colour (**sulphite** ammonia caramel), onion powder, concentrated lemon juice, spices, spice and herb extracts), butter (**milk**).

Food Allergens	Crustacean Shellfish	Egg	Fish	Milk	Peanut	Soy	Tree Nuts	Wheat	Cereals w/ Gluten	Sulfites	Buckwheat	Celery	Lupin	Molluscan Shellfish	Mustard	Sesame	Bee Pollen/ Propolis	Beef	Chicken	Latex (Natural Rubber)	Mango	Peach	Pork	Royal Jelly	Tomato
USA	X	X	X	X	X	X	X	X		X					X										
Canada	X	X	X	X	X	X	X	X	X	X				X	X	X									
EU	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X									
Australia/NZ	X	X	X	X	X	X	X	X	X	X			X	X		X	X							X	
Singapore	X	X	X	X	X	X	X		X	X				X											
South Korea	X	X	X	X	X	X	X	X		X	X			X				X	X			X	X		X
Taiwan	X	X	X	X	X	X	X		X	X						X					X				

How long will the UK and EU allergens remain the same?

Recommendations

- Speak to the consumer in their language
- What does the competition do?
- What front of pack recommendations are there for that country?
- Is your compliance still valid? When was it last done?
- Ingredients and allergens, are they accurate and are they **CLEAR**?
- Find a good LCP partner and involve them in the process *early!*

See you at IFE 23!

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Thank you, any Questions?

