

# Get in touch


We love to hear from you!

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## As seen in...



The international body certifying sugar claims



## Retailers

### Offer lower sugar options

Sugarwise helps retailers, wholesalers, food service and other buyers range in the category.

### Attract families

Over a million children eat in SUGARWISE schools and thousands of parents bring home menus with the logo on.

### Signage that sells

Use Sugarwise signage to highlight lower sugar options to consumers

### Market insights

What products are available and where do they do best in terms of store placement and category? Learn about how listing lower sugar products drives consumers to your retail outlets. Understand how logo placement affects sales uplift on product and on shelf.



## Producers

### Make the right claims

Make claims correctly. Which authorised claims can be used and in which territories? Which claims are the most effective?

### Differentiate

Differentiate your products and demonstrate your commitment to clear labelling. Attract families, people with diabetes, health-conscious consumers, retailers and food service to your products or ingredients.

### Certifiable nutrition claims

Sugar: free, no added, reduced, low; calorie: low, free, calorie; carb: reduced; fibre: high, source of; and protein: high, source of.

### International

Communicate that your product is good from the perspective of free sugars in a standard, uniform way that is understood around the world.



## Consumers

### Making healthier, easier

Quickly identify, in a snap, products that are better for you in all the categories you would normally consume sugar. This includes the fun stuff like cakes and chocolate!

### Good vs bad sugars

There are good sugars and bad sugars and current food labels don't tell you what is in your food. The SUGARWISE logo can only be used with products low in bad sugars.

### Bad sugars?

Are "free sugars", the sugars and sweeteners that need to be limited in the diet because they contribute to obesity and tooth decay.

