

MARS food

Mars Food Nutrition Criteria

Second Edition | May 2017

BETTER FOOD
TODAY.



A BETTER WORLD
TOMORROW.



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Introduction

The Mars Food Nutrition Criteria are used by the Mars Food segment of Mars, Incorporated as a key driver of our Global Health & Wellbeing Ambition. We developed the first edition of the Mars Food Nutrition Criteria in 2015. The First Edition of our Nutrition Criteria included standards for reducing sodium, added sugar, and fat in Mars Food products. This Second Edition includes standards for adding whole grains, vegetables, and legumes to our products.

Today, we use our Nutrition Criteria as a benchmark in our efforts to make our products healthier, develop new products, and update on-pack and online recipe suggestions. To develop the Nutrition Criteria, we examined nutrition recommendations from public health authorities worldwide, including the World Health Organization (WHO), United States Department of Agriculture (USDA) and Department of Health and Human Services (HHS), the European Food Safety Authority (EFSA), and Food Standards Australia New Zealand (FSANZ). We then developed our Nutrition Criteria using the guidance that is strictest and most widely agreed upon from these sources.

We are pleased that 65% of our portfolio – including rice dishes, pasta sauces, meal kits, and more – is already compliant with our standards for added sugar, sodium, and fat. Between now and 2021, we'll be working hard to improve the nutrition delivered by our products so that ultimately 95% of our products meet these strict nutrition standards.

As with our First Edition, the Second Edition of the Mars Food Nutrition Criteria was reviewed by a team of internal and external nutrition experts to ensure they reflect the latest science and guidance. We will continue to seek external review of our Criteria in the coming years to keep it up-to-date.

“Our Ambition is to ensure 95% of Mars Food products meet strict WHO nutrition guidance on added sugar, sodium, and fats by 2021. The Mars Food Nutrition Criteria are how we’ll get there.”

Hanno Speis
Global Vice President, R&D, Mars Food

In this document, you will find:

- An overview of the nutrition philosophy underpinning the Mars Food approach to Health & Wellbeing;
- A summary of the principles used to develop the Mars Food Nutrition Criteria; and
- The updated nutrition standards included in the Second Edition of the Mars Food Nutrition Criteria.

Our Nutrition & Wellness Philosophy

The consumer comes first

We recognize that consumers have different lifestyles and preferences. We work hard to understand what is critically important to consumers and tailor our products to fit their needs. Every consumer wants and deserves quality, so ALL Mars Food products share the highest standards of quality and food safety. We anchor our business in consumer value, and we will only be satisfied if we are making tasty, nutritious foods that are affordable and available, taking great care to protect the planet and reduce waste as we go.

Wellness is a shared responsibility

We believe consumers have a right to make informed choices to meet their personal health and wellness needs, so we provide useful, accurate information about our product's ingredient and nutrition composition. We set responsible nutrition goals for total energy, and nutrient classes including fat, sodium, and sugar, within the context of a product's intended role in the diet. We will build consumer confidence by providing clear guidance to successfully prepare a meal, and fit our products into a healthy lifestyle.

Food should be an experience

We know that great taste is the most important ingredient to a great meal. By combining our expertise in food science and our passion for world cuisine, we help people create tasty, enjoyable meals that inspire the senses. We stay true to the ingredients and authenticity of recipes, and work to incorporate convenience and nutrition. We know there are social and physical benefits to making and sharing meals at home that contribute to overall wellness and that our food can bring people together, helping to cultivate healthy families and communities.

Great food is both science and art

We constantly advance our expertise in nutrition to ensure that our food not only tastes good – but can also inspire healthy eating. We evolve our product development standards with the latest recognized nutrition guidance. We invest in basic research to improve the nutrition quality of our raw ingredients. We aim to keep recipes as simple as possible, while continuously improving the experience of our food through new ingredients and techniques. We strive to create recipes that accentuate the inherent goodness in the grains, vegetables, herbs, and spices that star in our portfolio.

Our food should make life easier

We believe that by continuously advancing natural food preservation techniques in our own kitchens we can make nutritious food safe, accessible, and convenient. Today, whether the occasion calls for cooking from scratch, a meal-helper, or a complete meal, Mars Food proudly offers products that can sit on a kitchen shelf, ready to make life easier. We embrace our role in securing the food system to ensure a better world tomorrow for our families, and yours.



Principles Used to Develop the Mars Food Nutrition Criteria

Global nutrition guidance encourages individuals to eat a healthy diet including a variety of foods. Typically, some of the meals we eat are healthier than others, but we can maintain good nutrition overall if these meals are balanced over the course of the week. Nutritionists recommend eating sufficient ‘Nutrients to Encourage’ (like vitamins and minerals) and restricting ‘Nutrients to Limit’ like sodium, added sugar, and trans-fat.

Below we outline the key principles that have guided us in developing the Mars Food Nutrition Criteria.

Recommendations from global public health authorities

The average daily reference values for nutrients to limit and nutrients to encourage as recommended by different public health authorities are summarized in **Table 1** and **Table 2**, respectively. The Nutrients to Limit values form the basis of the regional nutritional calculations (percentage of Daily Reference Values or Intakes) that we use on our labels in the markets in which we operate.

Given that nutrition recommendations can vary country by country, we have developed our Nutrition Criteria using those recommended daily reference values that are strictest and most widely agreed upon among leading public health authorities.

The contribution of the meal to daily food intake

Across the world, different cultures are accustomed to different types of diets.

Typically for the Western hemisphere¹, individuals consume 20% of daily calories at breakfast, 20-30% at lunch, and 30-

40% at dinner, with the remaining calories coming from a mid-morning or afternoon snack (Ref. 8).

The significance of these meal occasions is different and therefore, in setting criteria for the calorie content or the level of nutrition a meal should deliver, we have taken into account what relative contribution that meal provides to the daily diet.

The role of the product in the meal

Our product portfolio covers a wide variety of product offerings, ranging from those that are used in ‘scratch cooking’ to ready meals; from products that are plain grains to condiments that provide taste and flavor; from light snacks to more energy dense meal kits.

The Mars Food Nutrition Criteria consider the typical role a product plays in a meal in setting standards for the level of nutrition it should offer.

For example, **plain rice as part of a dinner meal** has no particular contribution to the flavor intensity of the meal occasion, and therefore, our Nutrition Criteria for plain rice products calls for no added sodium. In contrast, flavored rice items play a significant role in building the flavor profile of a dinner meal; therefore, the Nutrition Criteria allow for these side dishes to provide 15% of the daily reference value for sodium in dinner meals (half of the 30% sodium daily reference value for dinner meals), allowing the remaining dinner sodium to be delivered by other components of the meal.



¹ We realize that some communities in different parts of the world may have different habits and may have only one main meal per day. Our Nutrition Criteria can be easily adjusted to fit these local customs. We also recognize that the patterns described above are primarily based on energy intake over the course of the day. To the best of our knowledge, information about how much of a nutrient should be consumed at different meals is not readily available, and therefore, we have estimated nutrient intake based on common consumer eating patterns.

The role of more indulgent foods in the diet

We all enjoy a more indulgent meal from time to time, whether that be a golden, bubbling lasagna or a rich, flavorful carbonara. Nutritionists recognize that not every meal occasion is – or needs to be - fully in balance. The human body is able to metabolize occasional higher energy or nutrient intakes, when balanced with healthier meals over the course of a few days to a week.

As we work to improve the nutrition of our products, a small fraction of our product portfolio will remain more indulgent and outside the Mars Food Nutrition Criteria. These products include authentic recipes such as sweet & sour sauces, creamy sauces, and pesto. Based on our key belief that “food should be an experience,” we want to stay true to the ingredients and authenticity of these recipes, which means that some of these products will remain higher in sodium, fat, or added sugar.

For these products, the Mars Food Nutrition Criteria require that one serving deliver not more than 100% of the daily reference value of each Nutrient to Limit, such as added sugar, sodium, or fat. To help consumers identify which of our products fall into this category, by 2021 these product labels will bear guidance advising that these foods are recommended to be enjoyed as part of a balanced weekly diet.

Condiments and Ingredients

The Mars Food Nutrition Criteria do not apply to condiments or cooking ingredients. Condiments, such as ketchup, are excluded from the Criteria, because they can be used in a variety of ways, with typical portion sizes varying by individual, geography, and recipe. These products generally play a limited role in the diet.

Cooking ingredients used for scratch cooking at home, such as coconut milk and black mushrooms, are excluded from the Nutrition Criteria, because they can be used in a variety of different ways to create a meal, their nutrition composition is fixed by nature, and we do not change the authentic nature of these foods in our manufacturing process.

**Mars Food Nutrition Criteria
Daily Reference Values**

Energy	2000 kcal
Added Sugars	50 g
Fat	67 g
Saturated Fat	22 g
Trans-fatty Acids	2.2 g
Sodium	2000 mg
Whole Grains	48 g
Vegetables	400 g
Legumes	40 g



Mars Food Nutrition Criteria: *Nutrients to Enhance*

Most dietary guidelines have minimum daily recommendations for ‘Nutrients to Enhance’ (NTE) such as dietary fiber, minerals, and vitamins and for food ingredients that should be part of a balanced meal such as whole grains, fruits and vegetables, and legumes. As part of the global Mars Food Health & Wellbeing Ambition, we are working to ensure that half of our rice products include a serving of whole grains and/or legumes per serving and that all of our tomato-based jar sauces include at least one serving of vegetables per serving. We are also updating our on-pack recipes to encourage the consumption of more whole grains, vegetables, and legumes.

Table 2 summarizes the daily reference intakes for the food groups that we need to eat to maintain a healthy diet and outlines how they are incorporated into the Mars Food Nutrition Criteria. In our Criteria, we focus on ensuring our products and meal suggestions deliver the right amount of whole grains, vegetables/fruits, and legumes, which provide dietary fiber, vitamins, and minerals the body needs. As a reference point for vitamins and minerals, we refer to local legislation for thresholds allowing nutrient content and health claims.

By 2021, half of our rice products will include either 16 grams of whole grains or 40 grams of legumes per serving.



Whole grains

The following cereals and so-called pseudo-cereals are defined as whole grains by the HEALTHGRAIN Forum (Ref. 9): amaranth, barley, buckwheat, corn, millet, oats, quinoa, rice (brown and colored rice), rye, sorghum, teff, triticale, and wheat (including varieties such as spelt, emmer, farro, einkorn, Kamut®, durum, and forms such as bulgur, cracked wheat, and wheatberries).

The Mars Food Nutrition Criteria define a single serving of dry whole grains as 16 grams, based on the 2015 Dietary Guidelines for Americans and the HEALTHGRAIN Forum.

Vegetables

Most people in Europe, North America, and Australia are only eating half the recommended five servings of vegetables per day and are not including a wide enough variety of vegetables in their diet. To meet the latest recommendations (Ref. 2), consumers would need to increase their intake of vegetables, including legumes, by 30% and replace starchy vegetables with other types of vegetables and legumes.

Healthy eating patterns across the world include a variety of vegetables – from all of the five vegetable sub-groups: dark green, red and orange, legumes, starchy, and others. The U.S. Dietary Guidelines for Americans (Ref. 2) recommend 2 ½ cups equivalents of vegetables per day and weekly amounts of each vegetable subgroup per week to ensure variety and sufficient nutrient intake. In other parts of the world, there is no volumetric (cup) amount of vegetable portion recommended. In these markets, the strictest quantity defined as a serving of vegetables is 80 grams.

Therefore, the Mars Food Nutrition Criteria define a single serving of vegetables as 80 grams, aligned with recommendations that individuals consume at least five servings of fruits and vegetables per day.

Legumes

Legumes are a highly attractive meal component, because they contribute to daily needs for dietary fiber, as well as important vitamins and minerals.

Legumes include kidney beans, pinto beans, white beans, black beans, garbanzo beans (chickpeas), lima beans, split peas, lentils, and edamame (green soybeans) (Ref. 2). Green peas and green (string) beans are not included in the legume

subgroup, because their nutrient compositions are not similar to legumes. Instead, they are grouped under the 'other vegetables' sub-group which also includes onions, iceberg lettuce, celery, and cabbage.

Legumes are a source of protein and can be a good alternative to meat and fish; therefore, traditional Western and vegetarian diet patterns recommend different levels of legume intake. Mars Food has chosen to use the general Western meal pattern as a reference in our Nutrition Criteria.

The American, European, and Australian Dietary Guidelines encourage consumers to eat legumes such as beans, lentils, and chick peas as part of a healthy diet. These legume recommendations are expressed as a number of servings per week rather than per day and often expressed in cup equivalents (for example, one-half cup is equivalent to 82 grams cooked chick peas and 98 grams cooked split peas), or in grams.

The Mars Food Nutrition Criteria define a single serving as 40 grams cooked legumes by assuming a single intake per day and therefore, dividing the weekly recommendation of 1 ½ cups (or 270 grams) by 7 days of the week.

Nutrients to Limit

Many dietary guidelines include recommended maximum daily intakes of sodium, sugar, and fat to maintain a healthy diet. **Table 3** shows the Mars Food Nutrition Criteria with respect to these Nutrients to Limit (NTL). The maximum levels of these nutrients that should be delivered by a serving of our products are given as a percentage of the Daily Reference Value, as summarized in **Table 1**.

These maximum thresholds will be used to benchmark the nutritional contribution of our products and to track over time what percentage of our portfolio meets the Mars Food Nutrition Criteria for NTL. These Criteria are our targets as we work to decrease NTL in our products, and they are also used by our product development teams in the development of new products. This dual approach will lead to a gradual improvement in the nutritional composition of the Mars Food product portfolio over the next several years. By 2021, our goal is to ensure that 95% of our products meet these strict nutrition standards for sodium, added sugar, and fat.

² Daily energy and nutrition requirements vary with gender, age, level of physical activity, height, weight, and other factors.

³ The WHO definition of "free sugars" differs in part from some definitions of added sugars. See Glossary.

⁴ There are only trace amounts of trans fatty acids in a small number of our products, primarily from animal-derived ingredients.

Energy

In the fight against obesity, managing caloric intake is critical. In our Nutrition Criteria, we follow the United States, European Union, and Australian dietary guidelines to define a representative daily reference value of 2000 kcal/day², which corresponds to the requirements of a moderately active woman.

Added Sugars

The WHO recommends that individuals limit intake of free (added) sugars³ to no more than 10% of daily calories. The Mars Food Nutrition Criteria convert this recommendation into a daily reference value of 50 grams of added sugar per day (10% of daily energy (2000 kcal) is 200 calories, and one gram of sugar equals four calories).

Fats

Excessive fat intake has been linked to obesity and can contribute to non-communicable diseases such as heart disease, depending on the amount of fat and the quality of the fat consumed. Here we follow the WHO guideline to limit intake of all fats to 67 grams per day, saturated fat to 22 grams per day, and trans fatty acids to 2.2 grams per day, with a maximum level of 0.2 grams of trans fatty acids per 100 grams in our products⁴.

Sodium

The Mars Food Nutrition Criteria adopt the WHO recommendation to limit sodium intake to 2000 mg per day.

Mars Food incorporates the WHO recommendations for added sugar, sodium, and fats into our Nutrition Criteria.



TABLE 1: Daily Reference Values for Nutrients to Limit, as published by different public health authorities

	Energy (kcal)	Total Sugars (g)	Added Sugars (g)	Fat (g)	Saturated Fat (g)	Trans-Fatty Acids (g)	Sodium (mg)
WHO ^{Ref 1} (2012)							2000
WHO ^{Ref 5 & 7} (2015)			25-50 ⁴	67	22	2.2 ⁵	
SACN ^{Ref 6}			25-50 ⁴				
USDA ^{Ref 2} (2010)	2000	No DV		65	20		2300 (1500 ³)
EFSA ^{Ref 3} (2009)	2000 ¹	90		70	20		2400
FSANZ ^{Ref 4} (2006)	2100 ²	90		70	24		2300
Mars Food Nutrition Criteria	2000	90	50	67	22	2.2	2000⁶

¹ Corresponds to the requirements of a moderately active woman.

² Corresponds to average intake of adult males and females surveyed in Australia (9,265 kJ) and New Zealand (8200 kJ).

³ Adults with prehypertension and hypertension would particularly benefit from a greater blood pressure reduction.

⁴ For a recommended calorie intake of a moderately active woman, 5% and 10% of daily calorie intake is equivalent to 25 and 50 g of added/free sugar respectively. The WHO and SACN recommend limiting added sugar intake to 10% of daily calories to help prevent NCDs, which is the recommendation we have adopted in our Nutrition Criteria. We have not adopted into the Criteria recommendations to further limit added sugar intake to 5% of daily calories to prevent dental caries. We will be closely monitoring the science regarding the link between sugar intake and dental caries as it develops further and update our Criteria as necessary in the future.

⁵ For a recommended calorie intake of a moderately active woman, 1% is equivalent to 2.2 grams of trans-fatty acids.

⁶ 2000 mg/day was chosen as our guardrail, while for the purpose of front-of-pack labeling the regional sodium reference values are still used.

TABLE 2: Daily Reference Values and Size of an Individual Serving for Nutrients / Ingredients to Enhance Adopted by Mars Food – referenced to public health authorities and/or nutritionist organizations

	Reference Amount	Size of an Individual Serving	References	MARS FOOD NUTRITION CRITERIA
Whole Grains (Dry)	48 g / day	16 g	<ul style="list-style-type: none"> • HEALTHGRAIN Forum Europe^{Ref 9} • Whole Grains Council (U.S.) • American Association of Cereal Chemists 	One serving of a product/meal delivers at least a 16 g serving of a whole grain cereal
Vegetables (Fresh or Equivalent)	3 out of 5 servings of fruit and vegetables a day	5 servings of 80 g 5 servings of 75 g 2 ½ cup eq per day	<ul style="list-style-type: none"> • National Health Service (U.K.) – Live Well campaign • Australian Government • Dietary Guidelines for Americans 2015 	One serving of a product/meal delivers at least a 80 g equivalent serving of vegetables
Legumes (Cooked)	½ cup	1 ½ cup equivalents (270 g) per week ½ cup or 75 g per portion ½ cup is equivalent to 82 g cooked chick peas and 98 g cooked split peas	<ul style="list-style-type: none"> • Dietary Guidelines for Americans 2015 • Australian Dietary Guidelines • IGD Best Practice Guide to calculating and communicating Fruit and Vegetable portions in Composite foods, 2014 	One serving of a product/meal delivers at least 40 g cooked legumes or delivers the threshold amount required for a dietary fiber claim in the region

TABLE 3: Mars Food Nutrition Criteria for Nutrients to Limit delivered by a serving, and expressed as a percent of Daily Reference Value (% DV)

Product Category	Example Mars Food product(s)	Criteria Focus	Energy DV = 2000 kcal	Added Sugar DV = 50 g	Fat DV= 67 g	SAFA DV= 22 g	Sodium DV= 2000 mg
Full Meal	<ul style="list-style-type: none"> Meal Kits Risotto 	Meal is the Product	<30% of DV = 600 kcal	<30% of DV = 15 g	<30% of DV = 20.1 g	<30% of DV = 6.6 g	<30% of DV = 600 mg
Light Meal	<ul style="list-style-type: none"> Twin Pots Soups 	Meal is the Product	<20% of DV = 400 kcal	< 20% of DV = 10 g	<20% of DV = 13.4 g	<20% of DV = 4.4 g	<20% of DV = 400 mg
Meal Makers <i>(Component Delivering Main Taste/Flavor)</i>	<ul style="list-style-type: none"> Wet Cooking Sauces Recipe Bases 	Meal made from the product using the suggestion on pack	<30% of DV = 600 kcal	<30% of DV = 15 g	<30% of DV = 20.1 g	<30% of DV = 6.6 g	<30% of DV = 600 mg
Unflavored Meal Carbs	<ul style="list-style-type: none"> Plain Rice Durum Wheat Noodles 	Product by itself	<15% of DV = 300 kcal	No added sugar = 0 g	<5% of DV = 3.35 g	<5% of DV = 1.1 g	No added salt (<1% of DV = 20 mg*)
		Meal made from the product using the suggestion on pack	<30% of DV = 600 kcal	<30% of DV = 15 g	<30% of DV = 20.1 g	<30% of DV = 6.6 g	<30% of DV = 600 mg
Flavored Meal Carbs	<ul style="list-style-type: none"> Dry and Ready-to-Heat Flavored Rice 	Product by itself	<15% of DV = 300 kcal	<15% of DV = 7.5 g	<15% of DV = 10 g	<15% of DV = 3.3 g	<15% of DV = 300 mg
		Meal made from the product using the suggestion on pack	<30% of DV = 600 mg	<30% of DV = 15 g	<30% of DV = 20.1 g	<30% of DV = 6.6 g	<30% of DV = 600 mg
Flavored Legumes	<ul style="list-style-type: none"> Ready-to-Heat Flavored Legumes 	Product by itself	<15% of DV = 300 kcal	<15% of DV = 7.5 g	<15% of DV = 10 g	<15% of DV = 3.3 g	<15% of DV = 300 mg
		Meal made from the product using the suggestion on pack	<30% of DV = 600 kcal	<30% of DV = 15 g	<30% of DV = 20.1 g	<30% of DV = 6.6 g	<30% of DV = 600 mg

*20mg is needed to accommodate whole grain cereals containing small amounts of intrinsic sodium.

NOTE: The Mars Food maximum limit for trans fatty acids is 0.2g/100g. These are only trace amounts, primarily from animal-derived ingredients, in a small number of our products. Mars Food is phasing out all uses of artificial partially hydrogenated oils (PHOs) by the end of 2017.

GLOSSARY OF TERMS

Added sugars: Today, there is no universally accepted definition of added sugars, and nutrition databases may use different equations to calculate added sugar, resulting in a range of values.

- For the purpose of the Mars Food Nutrition Criteria, we have used the WHO definition whereby added sugars are equivalent to free sugars and include monosaccharides and disaccharides added to foods by the manufacturer, cook, or consumer, and sugars naturally present in honey, syrups, fruit juices, and fruit concentrates.
- Our package labels will refer to the legal definition of added sugar as used in each market.

DV: Daily Reference Value or Daily Reference Intake (also abbreviated as DRI). A set of dietary references for daily intake of nutrients, based on scientific evidence and reviewed on a regular basis by the World Health Organization and public health authorities worldwide.

Non Communicable Diseases (NCDs): Mainly cardiovascular diseases, cancers, chronic respiratory diseases, and diabetes. Today, these represent a leading threat to human health and development. These four diseases are the world's biggest killers, causing an estimated 35 million deaths each year- 60% of all deaths globally- with 80% in low- and middle-income countries.

Nutrients to Enhance (NTE): A term used to describe nutrients in food products that public health authorities recommend be increased in the diet to help reduce the risk of Non Communicable Diseases.

Nutrients to Limit (NTL): A term used to describe nutrients in food products that public health authorities recommend be limited in the diet to help reduce the risk of Non Communicable Diseases.

Whole grain: Whole grains are the intact, ground, cracked or flaked kernel of a grain after the removal of inedible parts, such as the hull and husk (Ref. 9).

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