

## Helping European consumers to make informed nutritional choices

Written by Silviu Popovici on 7 December 2018 in Opinion Plus  
Opinion Plus

Expanding ‘traffic light’ labelling trials across Europe can help build consumer awareness around this well-established nutritional information scheme, explains PepsiCo’s Silviu Popovici.



*Photo credit: PepsiCo*

Recently we announced that we will begin trialling interpretative colour-coded labelling for both beverages and foods in many EU markets, using the 100g/ml-based approach already voluntarily implemented in the UK and Ireland.

PepsiCo was one of the first companies to introduce ‘traffic light’ labelling in the UK and Ireland where the scheme has been in operation since 2014 and our plans to expand our traffic lights trials to a wider EU market re-affirms our commitment to provide European consumers with important and

understandable information to help people make informed choices, based on nutrient levels and the overall energy content of food and beverages.

At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us.

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We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world enable PepsiCo to run a successful global company that creates long-term value for society and our shareholders.

We were one of the companies behind the Evolved Nutrition Label (ENL) scheme, based on the existing Reference Intake scheme, familiar to 500 million EU consumers, which reflected the nutrient content per actual portion consumed.

The ENL companies - including PepsiCo acknowledged that the lack of EU-defined portion sizes had led to insufficient understanding and support of the scheme and, in the absence of legally defined portion sizes, announced their decision to suspend ENL trials on 20 November.

Silviu Popovici, President of PepsiCo Europe Sub-Saharan Africa commented:

"We invite other companies operating in the European market also to use this well-established traffic light model, to help build broad consumer awareness about the scheme"

"We want to press on with giving consumers detailed nutritional information about the food and beverages they eat and drink."

"That is why we have decided to expand the use of a scheme that is already well received in the UK and Ireland, and which bases the colour coding on the nutrient values per 100g/ml rather than by portion size.

"We believe this scheme will help consumers in other markets in Europe to decipher nutritional information easily and comprehensively."

"It remains our goal to work with other stakeholders to align on an EU-wide front-of-pack interpretative labelling scheme and we are open to sharing our learnings from the trial to support this

EU-led process.”

“In the meantime, we invite other companies operating in the European market also to use this well-established traffic light model, to help build broad consumer awareness about the scheme.”

## About the author

Silviu Popovici, President of PepsiCo Europe Sub-Saharan Africa

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