Unilever Choices Programme

- Promoting healthier food choices
  - Front-of-pack labelling
- Enhancing nutritional quality
  - Nutrition Enhancement Programme

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Presented at Workshop on *Caribbean Private Sector Response to Chronic Disease* (Port-of-Spain,Trinidad & Tobago, 8–9 May 2008) jointly sponsored by PAHO & the Caribbean Association of Industry & Commerce (CAIC)

Unilever’s mission is to add Vitality to life. We meet everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life.

Our brands add Vitality to life

Flora
Source of Omega 3 and 6.
Free of trans fat

Blue Band
Source of Essential Nutrients Vitamins A, D and E. Free of trans fat

Lipton
Rich in protective antioxidants

Hellmann's
Rich in Omega 3 and free of trans fat

Ragu
= 1 full serving of veggies in every ½ cup
All natural, contains no additives or preservatives

I Can't Believe It's Not Butter
Great taste of butter with less sat. fat. Free of trans fat

Vitality in Foods

- Making the healthier choice the enjoyable and easy choice
- Improving our food and beverage portfolio

Unilever Choices Programme insight: *Consumers around the globe want to eat healthier, but find it difficult*

- Intakes of saturated fats, trans fats, sugars, sodium exceed recommendations in many countries

- Consumers want to eat healthier, but
  - they are confused about what to eat to stay healthy [1]
  - existing perceptions on healthiness of foods not always correct

- Consumers report some label reading, but they don't
  - really understand the nutrition fact box [2]
  - know if they can trust the information

- International health and consumer organisations are in favour of clear and simple nutrition information

References: (1) Health Focus global (11 countries- 2001/2); (2) European Heart Network review (2003)

Findings of Global HealthFocus® study

Top trends 1 & 2

1) Our obsession with food will continue and will grow stronger.

Taste, Price and Time are the primary obstacles to healthy choices. Shoppers are less willing than ever to compromise taste for health benefits.

2) Consumer concern about being overweight is shifting to concern about the consequences of being overweight (social, health, financial, etc.).

Low-carb diets have gone/are going the way of other fad diets. Still, the consumer's focus on limiting carbohydrates will impact future consumer thinking about weight management.

Findings of Global HealthFocus® study

Add benefits & remove barriers

What Consumers Want More Of:

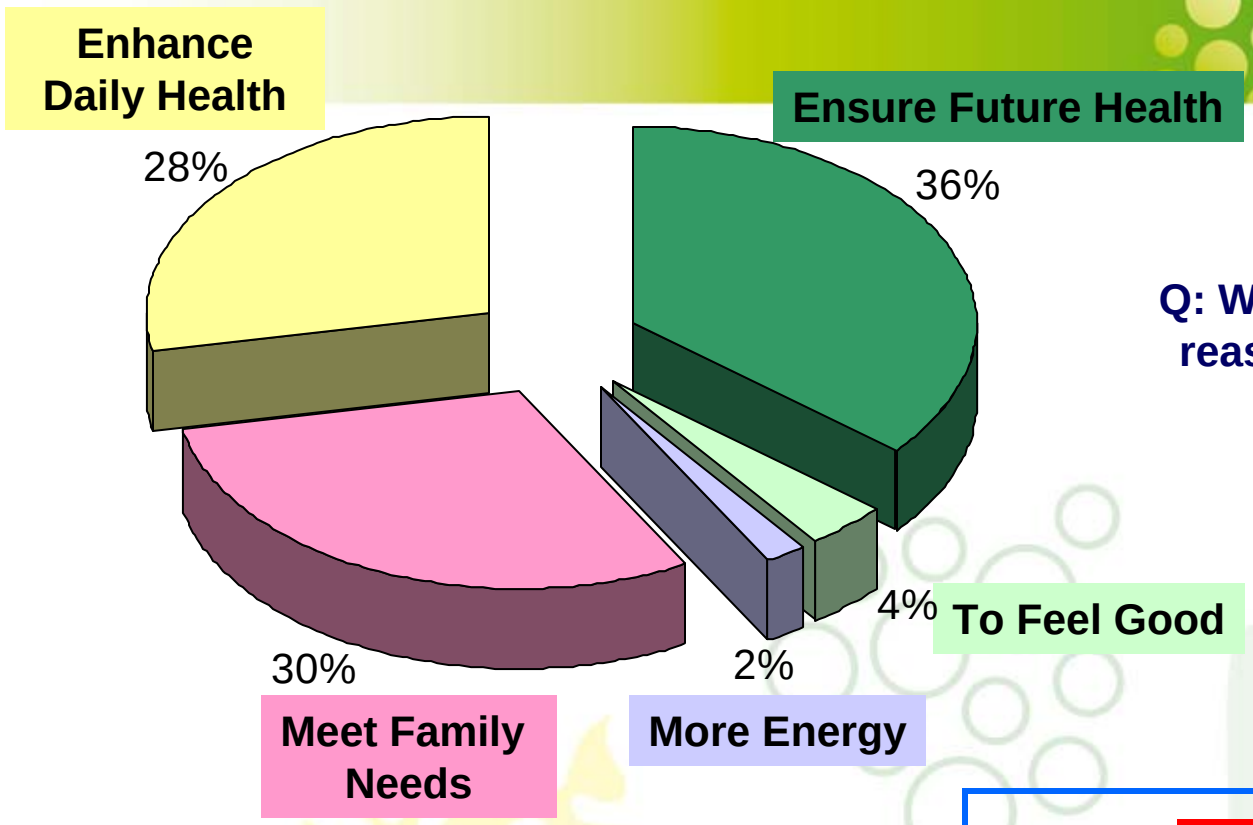
- Fresh foods
- Vegetables and Fruits
- Whole Grains and Fiber
- Water
- Olive oil and Nuts
- Fish and Poultry
- Broccoli, Tomatoes, Oranges
- Spinach, Dark Leafy Greens
- Garlic
- Omega 3
- Calcium
- Vits C and E
- Protein

What Consumers Want Less of:

- Highly processed foods
- Sugar
- Salt and sodium
- Saturated fats, Trans fats
- Sugar, high fructose, corn syrup
- Artificial ingredients
- Carbohydrates/simple carbs
- Reduced and Low foods

Summary HealthFocus® 2005

Key drivers for healthy food choices



Q: What is your one primary reason for making healthy choices?

Fits with our Vitality Life Goals

- Achieve More
- Look Better
- Feel Good Daily
- Be Healthy for Longer
- Give Children a Good Start
- Be Free From Health problems

The Unilever Choices Programme:
Helping to make healthy choices easier for consumers

1. Communication

On pack labelling

↓

Informed consumer choice

2. Products

Nutrition enhancement

↓

Healthier product portfolio

↓ ↓

Enabling the consumer to make healthier choices

The Unilever Choices Programme:
1. Communicating effectively on healthy choices

- Nutrition information should be accessible and easy to understand
- A front-of-pack logo is one way to do this
- In 2005 we started a consumer research programme to develop a logo for our total portfolio, which should be:
  - Easy to understand
  - Universally applicable
  - Effective in promoting a healthy choice
- A logo should be supported by back-of-pack information

The global front-of-pack logo

Lead Text

Short description to indicate that the product is the consumer's healthy choice. Varies based on the language spoken in different countries

Visual Expression of choice

Reference

Based on international dietary guidelines

Or local reference if more credible

Explanation text back-of-pack

International dietary guidelines recommend a limited intake of saturated fat, trans fat, sugars and salt (sodium). This product is in line with these guidelines.

NB. Nutrition information including energy will be included on back-of-pack.

Unilever Caribbean Limited’s Execution

Choices Program

EAT SMART™

BASED ON U.S. DIETARY GUIDELINES

DRINK SMART™

BASED ON U.S. DIETARY GUIDELINES

RAGÚ

Blue Band creamy

Blue Band light with calcium

Lipton

Becel

Flora

HELLMANN'S

2. Nutrition Enhancement Programme

- Scientific basis for logo allocation -

- Assesses and enhances nutritional quality of Unilever food portfolio with focus on:

Saturated fat | **Trans fat** | **Sodium** | **Sugar**

because of scientific consensus on their adverse health effects
(Joint WHO/FAO Expert Consultation on Diet, Nutrition and the Prevention of Chronic Diseases, 2003)

- Generic benchmarks:
  Calorie-based translation
  of international dietary guidelines

- Product category-specific benchmarks:
  Only when needed for technical or taste reasons
  based on available food standards

- Benchmarks defined by
  Unilever Food and Health Research Institute

The benchmarks for logo allocation

Nutrients	International dietary guidelines	Generic product benchmarks	Product category specific benchmarks[1]	
Trans fat	1 – 2% of energy	≤ 2% of energy (or insignificant levels[2] ≤ 0.2g/100g)		
Saturated fat	8 – 15% of energy	≤ 15% of energy ≤ 33% of total fat (or insignificant levels[2] ≤ 2g/100g)	Cheese (hard)	≤ 15g/100g
Sodium	0.9 – 1.6 mg/kcal (based on daily energy uptake of 2,250 kcal)	≤ 1.6 mg/kcal (or insignificant levels[2] ≤ 100 mg/100g)	Soups Meal Sauces Table sauces, Dressings Spreads Meal replacements Cheese (hard)	≤ 360mg/100g ≤ 540mg/100g ≤ 1080mg/100g ≤ 720mg/100g ≤ 2.4mg/kcal ≤ 900mg/100g
Total sugars **Added sugar**	10 – 25% of energy	≤ 25% of energy ≤ 7g/100g	Edible ice	≤ 17g/100g

[1]when needed for technical or taste reasons, based on available food standards

[2]defined as ≤5% of recommended daily intake per 100g

Product nutrient score determines logo allocation

Trans fat Saturated fat Sodium Sugar

CRITERIA

INDIVIDUAL NUTRIENT SCORES

Exceeds Criteria for One Nutrient

NO LOGO

Trans fat Saturated fat Sodium Sugar

CRITERIA

INDIVIDUAL NUTRIENT SCORES

Meets Criteria for All Nutrients

LOGO

Nutrition Enhancement Programme results in a healthier portfolio

Achievements:

- In various Ice Cream products from our Heart Brand saturated fats to be reduced by up to 40% by 2008 (Europe)
- Blue Band, Flora and Becel spreads are all virtually free of trans fats
- Ketchup sugar levels reduced by 10%
- Soups sodium levels reduced by 10% (Europe)
- Many of our vegetable oil spreads have been reformulated to contain 0 g trans fat per serving (USA)
- Ragu Old World Style Sauce was reduced 25% in sodium (USA)
- A 10% sodium reduction was made for most side dish products under Lipton/Knorr (USA)
- A 20-25% reduction in sugar levels in RTD teas has been completed (USA)

COMMUNICATION CAMPAIGN:

to make healthy choices easier

Internal Launch – Introductory Letter & Recipe Competition

Unilever

December 16th, 2007

TAKE IT EASY, MAKE IT EASY

Unilever Caribbean launches Global Choices Programme

We are very proud to launch the first ever globally recognised front–of-pack stamp that will help consumers identify products from our foods portfolio that meet international dietary regulations for limited levels of salt, sugar, trans fats that are part of a nutritionally balanced diet.

We have exciting activities planned to launch the programme to you, and we hope that you will all participate in order to make this programme a success.

Look out for the press communications around the launch and of course the stamp itself on packs in-store. You can find more information on the Greater Caribbean Portal Brand Building Page at http://one.unilever.com or on notice boards around the company.

Our hope is that each of us will take advantage of the programme and support its launch within and outside the company.

Here's to making healthy choices easy for everyone.

Best Wishes,

Unilever Caribbean Choices Team

DRINK SMART · EAT SMART · HEALTHY CHOICES MADE EASY

Introductory Letter

Do you have the sweetest hand in Unilever? Are your recipes known far and wide?

Submit your Choices Christmas Recipe using one of the Choices products in the ingredients and win a dinner for 2 at Joseph's Mediterranean Restaurant.

Rules

1. Recipes are to be submitted November19th – 27th 2007 at the Choices box by security.
2. Top 4 recipes will be chosen by Chef Joseph Habar of Joseph's Mediterranean Restaurant.
3. Finalist recipes will be prepared by Allied Caterers for tasting December 3rd – 6th 2007 in the canteen.
4. All employees will have the opportunity to taste and rate the 4 recipes.
5. Winner is chosen based on results from employee survey.
6. Limit of one recipe per employee.
7. All recipes must include at least one Unilever Choices product (the more the better).
8. Recipe must have a Christmas theme.
9. Recipe should not take longer than 2 hours to prepare & cook.
10. Recipe must not contain alcohol and should be of a healthy nature.

HEALTHY CHOICES MADE EASY

Recipe Card Entry Form
Choices Christmas Recipe Competition

Name:_____

Department: _____

Contact #:_____

Ingredients

1. 2.
3. 4.
5. 6.
7. 8.
9. 10.

Method

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

HEALTHY CHOICES MADE EASY

Choices Christmas Recipe Competition

Internal Launch – Posters & Notices
Company wide

Displays companywide

Internal Launch – Branding of Unilever Canteen

Internal Launch – Branding of Unilever Canteen

Healthy Choices brands include:

BLUE BAND, FLORA, I CAN'T BELIEVE IT'S NOT BUTTER

Blue Band, Flora and I Can't Believe It's Not Butter with Eat Smart logo

Healthy Choices brands include:

LIPTON, HELLMANNS, RAGÚ

Hellmann's **Lipton** **Ragu**

Product Displays at Healthy Choices Village, Tru Valu Trincity

Entrance

External Launch - Healthy Choices Village at Tru Valu, Trincity

Jan 15th – Feb 10th

Healthy Choices Village Entrance

External Launch - Healthy Choices Village at Tru Valu, Trincity

Tru Valu Display – Jan 15th - Feb 10th

Screen in Village with leaflets for consumers

Promoter with Choices products in aisle

Tru Valu Display – Jan 15th - Feb 10th

Kids Area

Health Area with

Free BMI, Blood Pressure & Fat % Testing

Other Trade Activities

- **Product Display at Xtra Foods Grand Bazaar – January 7th**
- **End Caps with Product Displays**
- **Sampling at 20 Supermarket Outlets**
- **Pennants/Banners directly over Eat Smart/Drink Smart items in supermarket**

Xtra Foods Floor Display

Gondola Design

Leaflets

- **<u>Healthy Choices leaflets:</u>** About Hypertension
- Weight
- Fitness & Exercise

Sponsorship Activity – Jan 15th to 31st

- Sponsorship of Hott 93 Carnival Burn workout Jan 15th – 31st
- Radio mentions, ad libs, radio spots

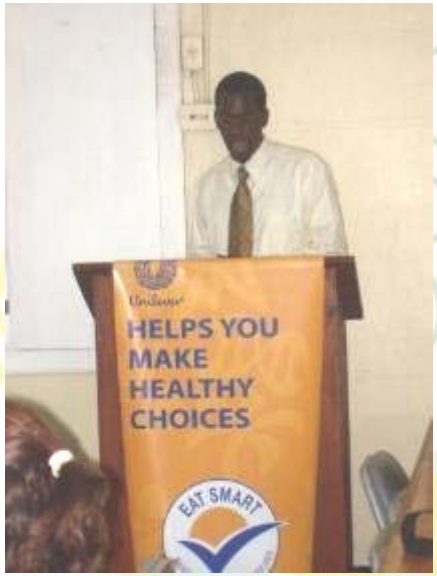
Press with Health Information Supplements

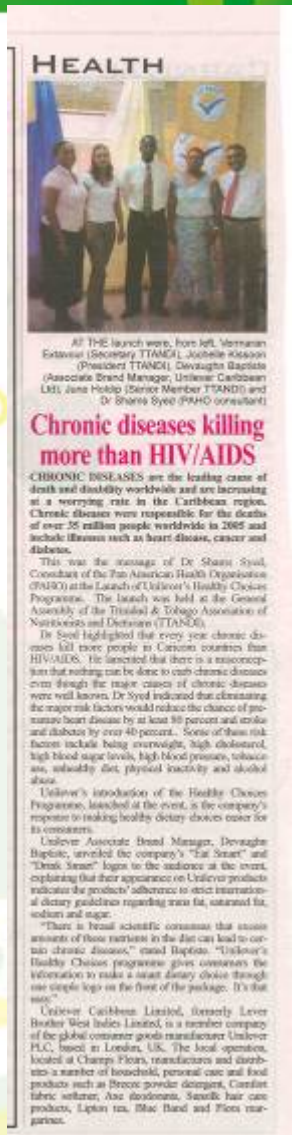
- Trinidad Express
- Trinidad Guardian
- Newsday

Key Opinion Formers

Launch to Trinidad & Tobago Association of Nutritionists & Dieticians – January 12th

- **Information leaflets for KOF's & for their clients**
- **Leaflets for clients & consumers**
- **Feature Speaker *Dr. Sham Sayed of PAHO* on Non-Communicable Diseases in T&T**
- **Press Release**





HEALTH

AT THE launch were, from left, Vermaan Estavan (Secretary TTANDI), Joelle Kisson (President TTANDI), Devaughn Baptiste (Associate Brand Manager, Unilever Caribbean Ltd), Jane Holdip (Senior Member TTANDI) and Dr Sharm Syed (PAHO consultant)

Chronic diseases killing more than HIV/AIDS

CHRONIC DISEASES are the leading cause of death and disability worldwide and are increasing at a worrying rate in the Caribbean region. Chronic diseases were responsible for the deaths of over 35 million people worldwide in 2005 and include illnesses such as heart disease, cancer and diabetes.

This was the message of Dr Sharm Syed, Consultant of the Pan American Health Organisation (PAHO) at the Launch of Unilever's Healthy Choices Programme. The launch was held at the General Assembly of the Trinidad & Tobago Association of Nutritionists and Dieticians (TTANDI).

Dr Syed highlighted that every year chronic diseases kill more people in Caricom countries than HIV/AIDS. He lamented that there is a misconception that nothing can be done to curb chronic diseases even though the major causes of chronic diseases were well known. Dr Syed indicated that eliminating the major risk factors would reduce the chance of premature heart disease by at least 80 percent and stroke and diabetes by over 40 percent. Some of these risk factors include being overweight, high cholesterol, high blood sugar levels, high blood pressure, tobacco use, unhealthy diet, physical inactivity and alcohol abuse.

Unilever's introduction of the Healthy Choices Programme, launched at the event, is the company's response to making healthy dietary choices easier for its consumers.

Unilever Associate Brand Manager, Devaughn Baptiste, unveiled the company's "Eat Smart" and "Drink Smart" logos to the audience at the event, explaining that their appearance on Unilever products indicates the products' adherence to strict international dietary guidelines regarding trans fat, saturated fat, sodium and sugar.

"There is broad scientific consensus that excess amounts of these nutrients in the diet can lead to certain chronic diseases," stated Baptiste. "Unilever's Healthy Choices programme gives consumers the information to make a smart dietary choice through one simple logo on the front of the package. It's that easy."

Unilever Caribbean Limited, formerly Lever Brother West Indies Limited, is a member company of the global consumer goods manufacturer Unilever PLC, based in London, UK. The local operation, located at Champs Fleurs, manufactures and distributes a number of household, personal care and food products such as Breeze powder detergent, Comfort fabric softener, Axe deodorants, Sunsilk hair care products, Lipton tea, Blue Band and Flora margarines.

Traditional, Outdoor and Electronic Media

Press Ad

Digital Billboard on Western Main Road

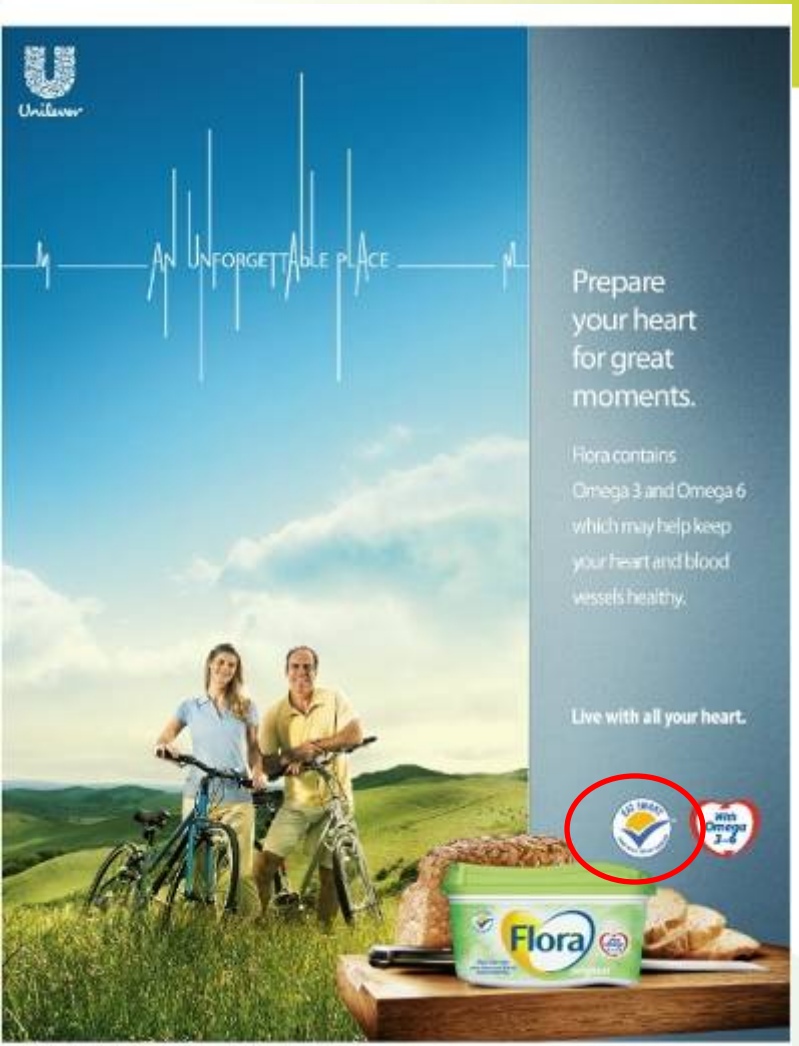
Advertising on T&T Heart Foundation website:

http://www.ttheartfoundation.org/articles.htm

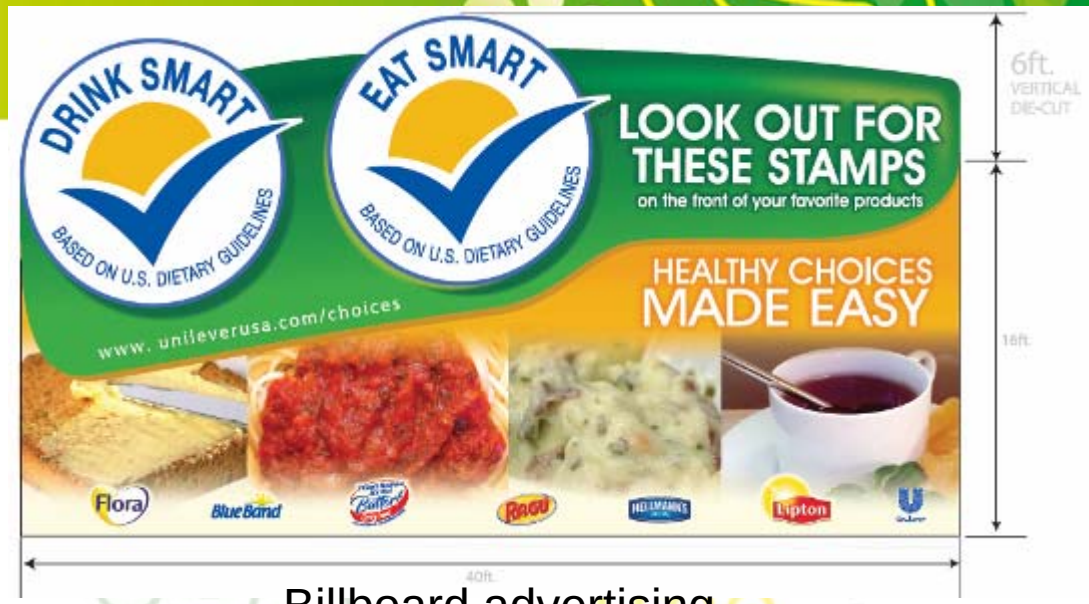
and

http://www.ttheartfoundation.org/partners.htm

Next Steps for Healthy Choices Programme



Logo on all Unilever Food Ads throughout the year



Billboard advertising

Other activities:

- **Public Relations & Media Activity**
- **Healthy Choices ads & articles throughout the year on T&T Heart Foundation Newsletter & Website**
- **TV ad In supermarket aisle @ Tru Valu, Trincity**
- **Continued leaflet distribution to KOF's & Supermarkets**

The Nutrition Enhancement and Choices Programme in summary

- We are committed to help consumers everywhere to make healthier choices
- We improve levels of trans fats, saturated fats, sodium and sugars in our products where possible
- We use generic benchmarks wherever possible and category-specific benchmarks only when needed
- We stimulate product innovation across all product categories to improve nutritional quality
- We employ a transparent methodology based on sound science
- Our benchmarks are continuously under review to make sure they are in line with the latest scientific insights and technological developments
- We share consumer inights in front-of-pack labelling and the methodology of the nutrition benchmarks with public health organisations, scientists, regulatory bodies and partners
- We are willing to share the Choices programme and benchmarks with other parties where possible and appropriate

MY CHOICE
BASED ON INTERNATIONAL DIETARY GUIDELINES

For even more information

Please visit:

www.unileverusa.com/choices

www.choicesinternational.org

Workplace Wellness Interventions at Unilever

Various initiatives have been taken at Unilever to tackle the issue of employee Health & Wellness. Some of the items include the following:

•Company Clinic:

- Treats First Aid cases as well as common ailments
- Organises Emergency Response Training and Emergency Response drills
- Arrange referrals to medical specialists
- Arranges referrals to the Employee Assistance Programme
- Clinic located on site

•Healthy Diet Promotion:

- Lectures by Nutritionists to all employees. Topic include: Nutrition, Chronic diseases
- Promotion of exercise through leaflets and email messages

•Cholesterol screenings:

- Done on an annual basis
- Available to all employees

•Diabetic Screening:

- Done on site in collaboration with the Diabetes Association

•Prostate Screening:

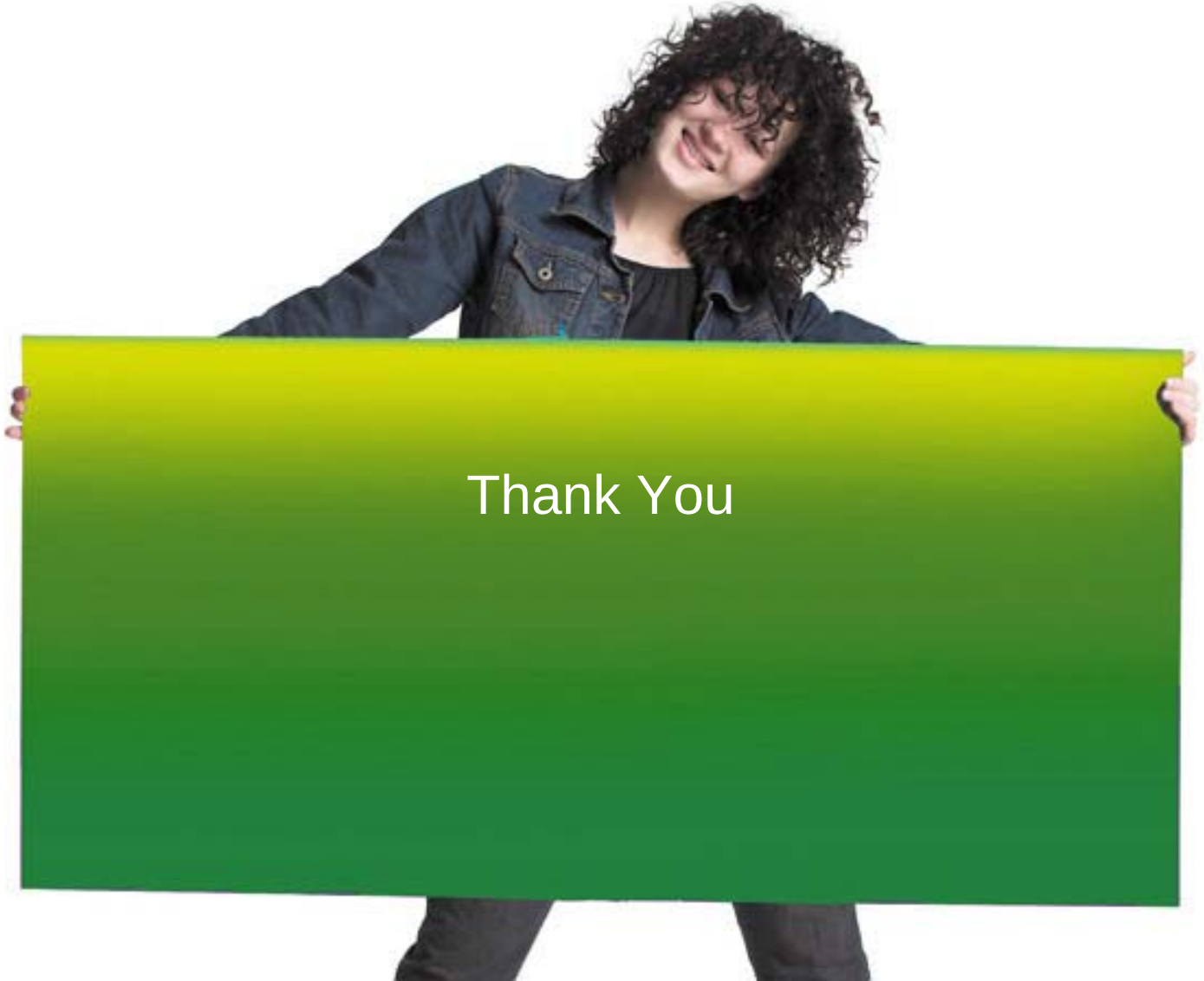
- Done in collaboration with external organisation. Blood tests done on site
- Nominal Fee is charged to cover costs

•Blood Donation Drive:

- Done in collaboration with the Blood Bank

Workplace Wellness Interventions at Unilever (cont'd)

- ***Cervical Cancer Screening***
  - Done in association with the Family Planning Association
  - Tests done on a site in mobile unit
- ***Vision screening***
  - Done annually
- ***HIV/AIDS policy***
  - Unilever does NOT discriminate against persons with HIV/AIDS
  - No HIV/AIDS blood tests are used to screen prospective employees
  - Company representative attended an ILO workshop – HIV/AIDS rights at work May 2007 – which addressed issues relating to the treatment of employees
  - Dissemination of Information on HIV/AIDS
- ***Respiratory/Lung function tests***
  - Done for all new employees
- ***Hearing conservation***
  - Hearing tests done for all new employees
- ***Massages***
  - Shoulder and neck massages done on a monthly basis


Thank You