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Mars Food Nutrition Criteria

Third Edition, August 2021

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Introduction

At Mars Food, we are guided by our Purpose - **Better Food Today. A Better World Tomorrow**. We know that what we eat, where it comes from, and who we share it with is important. Therefore, we are committed to delivering healthy food and the Mars Food Nutrition Criteria is a key driver of our Health and Wellbeing ambition.

As a segment of Mars, Incorporated we are committed to nourishing wellbeing today, so that we help build the world we want tomorrow: for our Associates in our workplaces, for our consumers across our marketplaces, and beyond into our supply chains across the world. Our goal is to advance science, innovation, nutrition and responsible marketing to help billions of people lead healthier, happier lives.

Developing the Mars Food Nutrition Criteria

To develop the Mars Food 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).

Our Nutrition Criteria was developed using a simple rationale that considered the serving size of the product and whether this exceeded the threshold for Daily Reference Value (DRV) for specific nutrients. We defined the threshold based on the role of the product in the meal (e.g. our pasta sauces are a component of a meal, with other ingredients), and of the role of dinnertime as one meal in a consumer's larger daily eating regime.

Mars Food is part of several national schemes and initiatives to improve the nutrition profiles of our portfolio, as well as making commitments to health and wellbeing targets as a responsible industry partner. Therefore, we will always use the strictest set of criteria by market (either the external criteria or the internal standard set out by the Mars Food Nutrition Criteria) as the guide for our innovation and renovation agenda.

Our journey since 2015

We developed the **First Edition** of the Mars Food Nutrition Criteria in 2015 focusing on standards for reducing sodium, added sugar, and fat in the Mars Food product portfolio.

The **Second Edition**, published in 2017, introduced standards for the addition of whole grains, vegetables, and legumes to our products.

In 2016 we set a bold ambition to deliver one billion more healthy meals shared on dinner tables around the world by 2021, guided by the Mars Food Nutrition Criteria which sets us stretching, industry leading targets to reformulate and enhance our products to create healthier meals. Since then, we are proud to say we have exceeded this ambition and this brings the total number of healthy meals provided by Mars Food to more than 4 billion between 2016-2021. In 2020, 84% of our portfolio (by sales volume) met our Mars Food Nutrition Criteria for calories, sodium, added sugar and saturated fat, which is an increase from 77.4% in 2019 and from 62% in 2015.

Looking ahead to 2025

Despite our progress, we know that we still have more work to do and we are committed to ensuring that nutrition is never compromised by convenience. At the start of 2021, we set ourselves a new challenge of delivering 5.5 billion healthy meals by 2025. We will do this through delivering 4 billion servings of vegetables, a 30% increase of fiber servings in our products, and a 5% reduction of sodium in our portfolio by 2025.

This **Third Edition** of the Mars Food Nutrition Criteria will support us to deliver these new stretching goals so we can give more people access to better food. This updated version sets out the principles behind our approach and adds further considerations of how our portfolio contributes to dietary fiber intake as well as on the importance of adding fruits and vegetables to dinnertime meals.

Between now and 2025, we'll be working hard to improve the nutrition delivered by our products so that ultimately 95% (or more) of our products meet these strict nutrition standards.

As with previous editions of the Mars Food Nutrition Criteria, this third revision has been strictly reviewed by a team of internal and external nutrition experts to ensure it reflects the latest science and food based dietary guidelines. We will continue to seek external review of our criteria in the coming years to keep it up to date.

In this document, you will find:

- An overview of the nutrition philosophy underpinning the Mars Food approach to Health and Wellbeing;
- A summary of the principles used to develop the Mars Food Nutrition Criteria;
- The updated nutrition standards included in the Third Edition of the Mars Food Nutrition Criteria.
- A benchmarking of our internal criteria versus external targets, with some of the strictest benchmarks in the external world being the PHE (UK) targets 2024 and the WHO global sodium benchmarks published 2021.

We hope this provides clear and transparent information behind the stretching goals we set ourselves so that by ensuring that our consumers have access to better food today, we can build a better world tomorrow.

Our Health and Wellbeing Philosophy

At the heart of our Mars Food Nutrition Criteria is our Health and Wellbeing Philosophy. The following principles guide our approach.

The consumer comes first

We recognize that consumers have different lifestyles and preferences. We work hard to understand what is most important to them 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 easy to prepare, taking great care to 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 products' 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 on the nutrition values of our products and provide recipe inspiration to them to help them successfully prepare meals from our products that fit into a healthy, balanced lifestyle.

Food should be a shared 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. Our products help to bring people together at the dinner table. We know that sharing meals together has associated benefits for our physical, mental and social health. By bringing people together through food, we can help to build 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 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 are at the heart our products.

Our food should make life easier

We believe that by continuously advancing natural food preservation techniques in our own factories we can make nutritious food safe, accessible, and convenient in consumers' kitchens. Today, whether dinnertime 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.

Healthy food shouldn't come at the expense of the planet.

This principle is an addition to our philosophy for the third edition of the Mars Food Nutrition Criteria, to ensure we capture our sustainability commitments. We have a responsibility to continuously improve our sourcing, operations and packaging. We embrace our role in securing the food system to ensure a better world tomorrow for our families, and yours.

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Principles Used to Develop the Mars Food Nutrition Criteria

Building on our Health and Wellbeing Philosophy, we have a set of principles which we have used as the basis for the Mars Food Nutrition Criteria.

Nutritional balance

Global nutrition guidance encourages individuals to eat a healthy diet including a variety of foods. Nutritionists recommend eating sufficient 'Nutrients to Encourage' (like vitamins and minerals) and reducing 'Nutrients to Limit' (like sodium, added sugar, and trans-fat).

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. We use the term "balance" in the context of meal patterns (e.g. eating habits over a week) rather than to refer to individual products or single meal occasions.

In line with national guidelines, we support the approach to introduce mindful eating into our everyday dietary habits, meaning that we are conscious of our food consumption over a period of time to ensure a variety of meal occasions is used to reach "balance" over time. Whilst some foods (such as lasagna) are more indulgent, we know that these meal occasions have a key role to play in moments of celebration and bringing people together around the dinner table. By compensating the indulgent nature of this particular meal with some lighter propositions in subsequent meals, it is possible to restore the balance on a weekly basis.

A holistic approach

A holistic approach to wellbeing considers not only what products we eat, but also how much of it, how the product is integrated in a meal context, and importantly, how these meals are embedded in a meal pattern over a period of time.

Other lifestyle components such as physical activity level, gender, age, lifestyle choices like vegan, or Halal, etc. define the requirements needed. More and more new scientific reports are published on the association found between the social dimensions of eating together and physical, mental and social health. The Mars Food approach to health and wellbeing has embraced these different dimensions.

Recommendations from Global Public Health Authorities

The Daily Reference Values (DRV) for nutrients to limit, and food ingredients and nutrients to encourage as recommended by different public health authorities, are summarized in **Table 1** and **Table 2**, respectively.

For the nutritional labelling of our products in markets (where calculations of % DRV are applicable) we always use regional DRV definitions.

However, for setting the global Mars Food Nutrition criteria for each food category - expressed as a percentage of the DRV delivered by a single serving of a product or a meal - we refer to the DRV as defined by the World Health Organization (WHO).

The amount consumed is what matters

Our criteria always refer to the product **"as consumed"** by the consumer, because we recognize that it is important to consider how they are used as part of a meal. For example, we account for the dilution of nutrients that results from the absorption of water during cooking of dry rice, dry pasta, etc.

We do not define our thresholds as an amount per 100g as this would lead to a generic representation across our portfolio and we recognize that 100g of rice plays a different role in a meal to 100g of pasta sauce (see Figure 1 below).

Instead, we consider **the amount per serving** in relation to the DRV. This implies that we always will apply a representative servings size, especially in markets where there is no harmonized portion size (such as Reference Amounts Customarily Consumed or RACC in place in USA and Canada).

Figure 1: Curves representing different product propositions having the same %DRV (2000mg/day), show the inverse relationship between portions size and Sodium levels in mg/100g - A reduced sodium intake can be achieved by reformulation (Strategy A) and by reducing portion size (Strategy B).

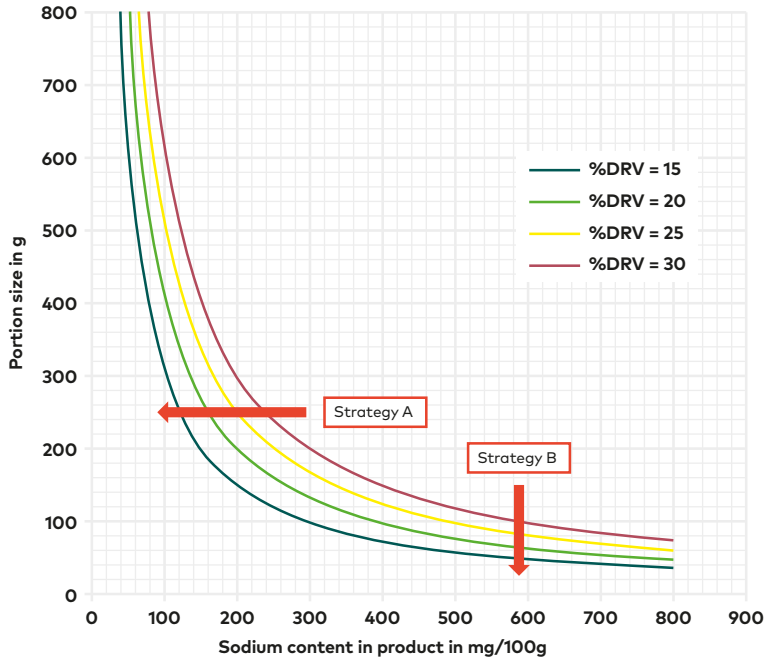

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Figure 1 visualizes the relationship between nutrition content, the portion size consumed, and the percentage of Daily Reference Values (%DRV). Whilst most external nutrition profiling schemes look through the lens of mg/100g (the x-axis), our Mars Food approach is to consider the actual amount of the product consumed. Therefore, we take into account the portion size (the y-axis) when determining the responsible levels of a particular nutrient to limit and define our thresholds as a maximum %DRV which would be consumed while eating a realistic serving size as part of a meal.

To illustrate this, we can look at a theoretical example of how different product formats (with different serving sizes and sodium levels) can contribute equally to the sodium delivery in a final meal. Our portfolio has both tomato-based cooking sauces which have a portion size of 125g, and more concentrated stir-in pasta sauces which have a portion size of 75g. Whilst a stir-in sauce as an individual product may have a higher concentration of 457mg sodium per 100g, less of it is used for the complete meal as compared to the classic tomato pasta sauce having 275mg sodium/100g . However, once prepared in the final meal, both propositions have the same absolute amount of sodium delivered – 343mg/serving of the meal – and therefore have the same 17.1% DRV.

Our Mars Food approach therefore considers products like these in the "meal makers" category and defines thresholds for the complete meal prepared from both of these products, targeting the same %DRV as a maximum threshold for all nutrients.

Figure 1 also demonstrates the two different strategies that can be used to reduce the intake of a nutrient to limit (like sodium).The first approach is to reduce the concentration of that specific nutrient in the product (reformulation); the second is to consume a smaller amount (portion size reduction). The approach taken can depend on many factors - the food category, whether there is a portion size defined by regulatory bodies or whether the culinary composition of the meal will meet consumers' expectation. Based on this, one of the two strategies (reformulation or reducing portion size) can be used individually or in combination.

The contribution of the meal to daily food intake

Across the world, different cultures are accustomed to different eating patterns and number of meals during the day.

Typically for the Western hemisphere, 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). Therefore, the Mars Food Nutrition criteria takes into account that dinner should provide 30% of the nutritional contribution (kcals) to the daily diet. This same approach can be adjusted to other regions too, reflecting their cultural eating habits.

We use the same percentages as the target %DRV for other nutrients provided by dinnertime – for example, we target that dinnertime meals should provide 30% of a consumers' %DRV for fat, saturated fat, added sugar and sodium.

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 complete meal kits; 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 considers 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 significant contribution to the flavor intensity of the meal occasion, and therefore, our Mars Food Nutrition Criteria for plain rice products calls for no added sodium. In contrast, flavored rice items play a significant role in the flavor profile of a dinner meal. Therefore, the Mars Food Nutrition Criteria allows 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).

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. Indeed, we recognize that these meals can have an important role in bringing people together to enjoy a shared dinnertime. As mentioned before, the concept of nutritional balance applies to meal patterns, not individual meals. 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.

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, saturated or added sugar. As we work to improve the nutrition of our products, a small fraction (maximum 5% in volume) of our product portfolio will remain more indulgent and will stay outside the rigid Mars Food Nutrition Criteria. These products include authentic recipes such as risotto, lasagna, creamy sauces, and pesto.

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, saturated fat or total fat.

Condiments and Ingredients

The Mars Food Nutrition Criteria do not apply to condiments nor other cooking ingredients.

Condiments, such as ketchup and other table sauces, are excluded from the criteria, because they can be used in a variety of ways, with portion sizes that vary by individual, geography, and personal taste. These products generally play a limited role in the diet and should be considered as discretionary sources of nutrients to limit (eg. fat, saturated fat, added sugar and salt). While the portion sizes of these products are much harder to control, we should encourage consumers to use in moderation.

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.

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Nutrients and Ingredients 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 Purpose Ambition 2025, we will increase the number of servings of vegetables and dietary fiber delivered through our tomato-based sauces and rice and grains portfolio. In addition, we are continuing to update our on-pack and online recipes to encourage consumers to include more vegetables.

Table 2 summarizes the Daily Reference Values 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.

Our focus is 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.

While we have set global targets for our products (eg. a portion of fiber is 3g), we refer to local legislation and guidance for nutrient content, function and generic health claims (eg. in Australia a portion of fiber is 4g and so in this market we would use this definition).

Wholegrains

The Mars Food Nutrition Criteria defines a single serving of wholegrains as 16 grams dry, based on the 2020-2025 Dietary Guidelines for Americans[2] and the HEALTHGRAIN Forum[9].

The following cereals and so-called pseudo-cereals are defined as whole grains by the HEALTHGRAIN Forum[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).

Vegetables

The Mars Food Nutrition Criteria defines a single serving of vegetables as 80 grams fresh weight (or equivalent based on reconstitution of concentrated vegetable pastes), aligned with recommendations that individuals consume at least five servings of fruits and vegetables per day.

Most people in Europe, North America, and Australia are only eating half the recommended five servings of fruit and vegetables per day and are not including a wide enough variety of vegetables in their diet.

- Almost 90 percent of the U.S. population does not meet the recommendation for vegetables[2].
- In 2017, 28.6% of Canadians aged 12 and older (roughly 8.3 million people) reported that they had consumed fruits and vegetables five or more times per day.
- Only 6% of Australian children aged 2-17 years of age eat the recommended amount of vegetables[13].
- Similarly, a literature review[17] funded by the European Union, reported that the consumption of vegetables in Southern Europe (Greece, Italy, Portugal, Spain, Cyprus) as well as in Central and Eastern Europe (Germany, Austria, Poland, Romania, Slovenia, Czech Republic, Hungary) was about 250 g/day – or 3.1 portions. This was higher than in Northern Europe (Denmark, Estonia, Finland, Latvia, Lithuania, Norway, Sweden) with 140 g/day – or 1.8 servings.

To meet the latest recommendations[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[2] recommend the equivalent of two and a half cups 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.

Legumes

The Mars Food Nutrition Criteria defines a single serving of legumes as 80 grams cooked legumes.

Legumes are a highly attractive part of a meal because they both 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)[2]**. Green peas and green (string) beans are not included in the legume subgroup, because their nutrient composition is 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 chickpeas as part of a healthy diet. These legume recommendations are expressed as a number of servings per week rather than by day. This is often expressed in grams or in cup equivalents (for example, one-half cup is equivalent to 82 grams cooked chickpeas and 98 grams cooked split peas).

Nutrients and Ingredients to Limit

Many dietary guidelines include a maximum daily intake of energy, sodium, sugar, saturated and total 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 as consumed are given in absolute amounts as well as in percentages of the Daily Reference Values, 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.

The Mars Food Nutrition Criteria Drives our Food segment product renovation as well as our innovations, as the criteria are embedded in our innovation briefs. This dual approach will deliver the expected gradual improvement in the nutritional composition of the Mars Food product portfolio over the next several years.

In 2015, 62% of our products (by volume) met our criteria for NTL. We have made significant progress and in 2021, 84% of our products were in line with our NTL threshold. By 2025, our goal is that 95% of our products meet these strict nutrition standards for energy, sodium, added sugar, saturated and total fat.

Energy

The Mars Food Nutrition Criteria uses the Daily Reference Value of 2000 kcal/day[2].

In the fight against obesity, managing caloric intake is critical. In our Nutrition Criteria, we follow the United States, European Union, United Kingdom, and Australian dietary guidelines to define a representative Daily Reference Value of 2000 kcal/day[2], which corresponds to the requirements of a moderately active woman.

Added Sugars

The Mars Food Nutrition Criteria converts the 10% daily calories from added sugar 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.

The world's leading health authorities – including the World Health Organization (WHO), the US Dietary Guidelines Advisory Committee, and the UK Scientific Advisory Committee on Nutrition – have recommended that people limit their intake of sugars, particularly those added to foods, to no more than 10% of total energy/caloric intake.

Mars supports this recommendation as well as any proposal to label added sugars but proposes to exclude from the definition the intrinsic sugars present in fruit/vegetable pastes like tomato paste. This is because these sugars are not added to foods for sweetening purposes but for acidity, and these ingredients bring many beneficial nutrients like lycopene, potassium, pectin, etc. beyond added sugars. Defining fruit/vegetable pastes as free sugars would lead to un-intentional consequences of removal of vegetables from the recipes.

Sodium

From the start, the Mars Food Nutrition Criteria adopted the WHO recommendation to limit sodium intake to 2000 mg per day[1].

An estimated 11 million deaths globally are associated with poor diet, 3 million of which are attributable to high sodium intakes.

Excess dietary sodium intake increases blood pressure and consequently increases the risk of cardiovascular diseases, which are the leading cause of NCD death worldwide, responsible for 32% of all deaths. Reducing sodium intake is an effective way to lower blood pressure and thus reduce NCDs such as cardiovascular diseases; it also reduces other complications associated with high sodium intakes such as chronic kidney disease, obesity, gastric cancer and liver diseases. The importance of reducing sodium intake was highlighted in WHO's 2012 guideline on sodium intake for adults and children[12].

Fats

The Mars Food Nutrition Criteria follows the WHO guidelines and uses Daily Reference Values for total and saturated fat respectively at 67 and 22 gram per day.

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.

WHO recommends that 30% of the daily calories come from total fat, whereby a maximum intake of 10% of the daily calories intake from saturated fat.

Trans-fatty acids (TFA)

As part of Mars, Incorporated, Mars Food has adopted the IFBA – WHO commitment of not using any partially hydrogenated oil as ingredient in its product recipes and to apply a maximum of industrial trans-fatty acids in the final products of 2mg/100g oil.

Evidence from many controlled human intervention studies indicates that consumption of diets containing TFA, consistently results in increased serum LDL-C (Low Density Lipoprotein Cholesterol, decreased serum HDL-C (High Density Lipoprotein Cholesterol) as well as increased concentrations of fasting triacylglycerol (TAG) compared with consumption of diets containing cis-monounsaturated or cis-polyunsaturated fatty acids.

Increased total cholesterol to HDL-C ratio as well as elevated TAG have been shown to be associated with an increased risk of cardiovascular disease (CVD) in epidemiological studies[15].

Mars Food Nutrition Criteria Daily Reference Values			
Energy	2000 kcal	Sodium	2000 mg
Added Sugars	50 g	Whole Grains	40 g
Fat	67 g	Vegetables	400 g
Saturated Fats	22 g	Legumes	40 g
Trans-Fatty Acids	2.2 g		

Table 1: Daily Reference Values (DRV) for nutrients to limit, as published by different public health authorities

Public Health Authorities	Energy (kcal)	Added Sugars (g)	Fat (g)	Saturated Fat (g)	Sodium (mg)
WHO[1,5,11]		Max 10% of Daily energy = 50 g[5,d] (ideally 25 g dental health)	30% of Daily energy[11] = 67 g	10% of Daily energy[11] = 22g	2000 mg[1]
SACN[6]		50g[d] (ideally 25 g child obesity and dental health)			
USDA – 2020[2]	2000 kcal	Max 10% of Daily energy= 50 g			2300 mg (1500 mg[c])
EFSA[3]	2000 kcal[a]				2400 mg[3] (2000 mg)[10]
FSANZ[4]	2100 kcal[b]				2300 mg
Mars Food Nutrition Criteria	**2000 kcal**	**50 g**	**67 g**	**22 g**	**2000 mg**

a. Corresponds to the requirements of a moderately active woman.

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

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

d. 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 free 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 5% recommendations that was suggested to reduce risk dental caries. We are closely monitoring the science regarding the link between the level of sugar intake and dental caries as it develops further and update our Nutrition Criteria as necessary in the future.

Table 2: Mars Food Nutrition Criteria for Nutrients/Ingredients To Enhance, expressed as Daily Reference Values (DRV) and size of an individual serving as consumed – referenced to public health authorities and / or International Guidelines.

	Daily Reference Amount	Minimum relevant amount of an individual serving	References	Mars Food Nutrition Criteria
Wholegrains (Dry)	48 g per day	16 g per serve	· Healthgrain Forum Europe · Whole Grains Council (U.S.) · Cereal and Grains Association (formerly AACCI)	A product / meal delivers at least an amount of 16 g wholegrains per actual serving (dry basis)
Vegetables (Fresh or Equivalent)	3 out of 5 servings of fruit and vegetables per day should be vegetables		· National Health Service (U.K.) – Live Well Campaign · Australian Government · Dietary Guidelines for Americans 2020	A product / meal delivers at least 80g vegetables per actual serving (fresh or equivalent to fresh basis) which is the equivalent of 1 serving of vegetables.
Legumes (as eaten)	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 chickpeas 98 g cooked split peas	· Dietary Guidelines for Americans 2020 · Australian Dietary Guidelines · IGD Best practice Guide to calculating and communicating fruit and vegetable portions in composite foods, 2014	A product / meal delivers at least 80 g legumes per actual serving (as consumed) which is the equivalent of 1 serving of vegetables.
Dietary Fiber (as eaten)	30g per day	3g per serve 3g/100g or 1.5 g/100 kcal 4g per serve	· Claims regulations in USA, · Claims regulation in EU · Claims regulation in Australia	A product / meal delivers at least an amount of 3 g dietary fiber per actual serving

Table 3: Mars Food Nutrition Criteria for Nutrients To Limit, expressed as a percentage of the Daily Reference Value (DRV) as well as in absolute amounts delivered by a single serving as consumed.

Food Product Category	Examples of Mars Food Products	Criteria Focus	Energy DRV = 2000 kcal	Added Sugar DRV = 50 g	Fat DRV = 67 g	Saturated Fat DRV = 22 g	Sodium DRV = 2000 mg
Full Meal	Meal kits Risotto	Meal is the product	< 30% DRV **= 600 kcal**	< 30% DRV **= 15 g**	< 30% DRV **= 20.1 g**	< 30% DRV **= 6.6 g**	< 30% DRV **= 600 mg**
Light Meal	Royco Soups	Meal is the product	< 20% DRV **= 400 kcal**	< 20% DRV **= 10 g**	< 20% DRV **= 13,4 g**	< 20% DRV **= 4.4 g**	< 20% DRV **= 400 mg**
Meal Makers	Wet cooking sauces Recipe bases Stir in Pesto	Meal made from the product using the suggestion on pack†	< 30% DRV **= 600 kcal**	< 30% DRV **= 15 g**	< 30% DRV **= 20.1 g**	< 30% DRV **= 6.6 g**	< 30% DRV **= 600 mg**
Unflavored Meal Carbs	Plain rice Durum Wheat Noodles**	Product by itself	<15% DRV **300 Kcal**	**No Added Sugar** **=0 g**	< 5% DRV **= 3.35 g**	< 5% DRV **= 1.1 g**	**No Added Salt** (1% of DRV **= 20 mg*)**
		Meal made from the product using the suggestion on pack	< 30% DRV **= 600 kcal**	< 30% DRV **= 15 g**	< 30% DRV **= 20.1 g**	< 30% DRV **= 6.6 g**	< 30% DRV **= 600 mg**
Flavored Meal Carbs	Dry and Ready-to-heat flavored rice or pasta	Product by itself	<15% DRV **300 Kcal**	< 15% DRV **= 7,5 g**	< 15% DRV **= 10 g**	< 15% DRV **= 3.3 g**	< 15% DRV **= 300 mg**
	Ready-to-heat flavored legumes	Meal made from the product using the suggestion on pack	< 30% DRV **= 600 kcal**	< 30% DRV **= 15 g**	< 30% DRV **= 20.1 g**	< 30% DRV **= 6.6 g**	< 30% DRV **= 600 mg**

† For these product categories, we do not include the values as the "Product by itself" on the assumption that these products (sauce, stir ins, pesto) would never be eaten in isolation but rather as part of a meal.

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

** Egg noodles have a particular technical requirement for salt in order to deliver the functionality – therefore, the limit is 15% RDI for sodium.

Note: The Mars Food maximum limit for industrial trans fatty acids is 2g/100g oil in the final product.

Table 4: Comparison of the Mars Food Nutrition criteria for sodium with some of the most strict international standards – (only the Mars Food Segment specific food categories are included) – All data refers to the product as consumed.

Food Category	Typical Serving Size	MARS Criteria Max % DRV (2000 mg)	MARS Criteria Converted to mg/100g	Corresponding PHE Food Category	PHE 2024 Maximum Target	Corresponding WHO Food Category	WHO Benchmark mg/100g
Full meals	250g 300 g 400 g	30% DRV	**240** **200** **150**	8.1 Ready Meals and Meal Centres	**360 (r = 240)**	9f. Ready-to-eat meals composed of a combination of carbohydrate, and either vegetable or meat (or all three combined)	**250**
Light meals **Soups (as eaten)**	245 g (USA)	20% DRV	**160**	9.1 Soups (as consumed)	**235 (r= 200)**	9gi. Soups (ready to serve, canned or refrigerated soups) 9gii. Soups (dry soup only) (concentrated)	**235** **1200**
Meal makers **Wet-cooking sauces** **Stir-in sauces** **Pesto**	125g 75g 45g	As meal 30% (typically, circa 15% for the product that is complemented with rice or pasta and meat)	**240 – 300** **400** **667**	15.1 All cook in and pasta sauces 15.2 Pesto and other thick sauces 15.3 Thick pastes	**330 (r= 270)** **620 (r=520)** **1425 (R=1235)**	18b. Cooking sauces 18f. Soy sauce and fish sauce 18g. Other Asian Style sauces 18h. Marinades and thick pastes	**330** **4840** **680** **1425**
Unflavoured Meal Carbs **Plain Rice, Noodles, Pasta**	140g (USA)	1% DRV	**14**	17.1 Pasta and noodles, plain and flavoured 18.1 Rice (unflavoured), as eaten	**230 (r=170)** **60**	12.Fresh or DRVed pasta noodles, rice and grains	**No global benchmark at this stage**
Flavoured Meal Carbs **Flavoured Rice, Noodles, Pasta**	140 (USA)	15% DRV	**214**	17.1 Pasta and noodles, plain and flavoured 18.2 Flavoured rice, as consumed	**230 (r=170)** **230 (r=170)**	9bi. Pasta, noodles, rice or grains with sauce or seasoned (prepared)	**230**
Condiments, **Herbs and spices**	Highly variable Serving size	Considered as Discretionary sources of sodium	**NA**	14.1 Tomato ketchup 14.4.1 Mayonnaise (not reduced fat/calorie) 14.5 Salad dressing	**650** **500** **570**	18d. Emulsion-based dips, sauces and dressings 18e. Condiments	**500** **650**

Glossary of Terms

Added (Free) Sugars:

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

Mars Food Nutrition Criteria uses the WHO definition whereby added and free sugars are equivalent concepts including monosaccharides and disaccharides added to foods by the manufacturer, cook, or consumer, and sugars naturally present in honey, syrups, fruit juices, and fruit concentrates but excluding the intrinsic sugars present in fruit and vegetable purees and pastes that are not used for sweetening purposes as by nature having an acid pH.

However, our package labels will always refer to the legal definition of added sugar as used in each market.

DRV:

Daily Reference Values. 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 other 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.

Wholegrain:

Wholegrains are the intact, ground, cracked or flaked kernel of a grain after the removal of inedible parts, such as the hull and husk[9].

RACC:

Reference Amounts Customarily Consumed (FDA defined) primarily derived from the 1977-1978 and the 1987-1988 Nationwide Food Consumption Surveys conducted by the U.S. Department of Agriculture. Addition data were considered from the National Health and Nutrition Examination Survey, 2003-2004, 2005-2006, and 2007-2008 conducted by the Centers for Disease Control and Prevention, in the U.S. Department of Health and Human Services.

LDL-C:

Low Density Lipoprotein Cholesterol,

HDL-C:

High Density Lipoprotein Cholesterol

TAG:

Triacylglycerol = lipid fraction in blood

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