



# **ALDI UK & Ireland**

## **Nutrition Labelling Policy**



## Position Statement

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ALDI UK is part of the ALDI SOUTH Group.

“The ALDI SOUTH Group of Companies conducts its business according to the principle of corporate responsibility. In all we do we assume responsibility towards our customers, business partners, employees, the community, and the environment.”

(Source: [Corporate Responsibility Principles of the ALDI SOUTH Group](#))

## Background

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It is mandatory for nutrition information to be declared on prepacked food; the amount of energy, fat, saturated, carbohydrate, sugars, protein and salt is the minimum legal requirement. This ALDI policy exceeds the minimum legal requirements for nutrition information in order to support our customers to make informed choices on their purchases.

Traffic light labelling (TLL) displays the amount of energy (kcal), fat, saturates, sugars and salt in a serving. The percentage reference intake is also included and the colour coding makes it easier to understand the nutritional composition of the product and to draw comparisons between products. Consumer research consistently finds that shoppers prefer front of pack labels that use this colour coding, because they are easy to use at a glance and well understood.

## Scope

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Traffic Light Labelling:

- (i) Is applicable to ALL ALDI own brand products.
- (ii) TLL must always be full colour (on customer facing packs).
- (iii) Aligning with the benchmark or creating a premium design are NOT valid reasons for TLL exemptions.

The only exemptions are:

- (i) Very Small Packs (where the largest surface area on pack is <25cm<sup>2</sup> - note this is product pack size and not label size).
  - a. If the largest surface area on pack is <25cm<sup>2</sup> and TLL cannot be included on the label, an energy only coin bar is allowed.
  - b. If the largest surface area on pack is >25cm<sup>2</sup> the product must have colour TLL (unless exempt as per the below exemptions only).
  - c. See below for FIC Regulations.
- (i) Seasonal Moser Roth and Swiss branded products.
- (ii) Any gifting line (see below for Gifting Lines description).
- (iii) Foil Dry off set print products (butters & spreads).
- (iv) Low/no alcohol products (ABV<1.2%) within the Beers, Wine and Spirit's category.
- (v) Any salad, raw prepared vegetable or prepared fruit with no added ingredients (e.g. herbs, spice, dressings, butter).
- (vi) Inner packs do not need to have TLL, if present, inner packs can be monochrome colouring (the outer pack must have full TLL as long as it is not covered under a listed exemption).
- (vii) Multipacks (where multiple variants are included in a pack) .e.g. a cheeseboard selection box, it is not required to declare TLL for all variants on the front of pack. Instead, one variant TLL or an energy only coin bar for each variant can be shown on the front of pack.
- (viii) Due to the Italian Consortium, an exemption has been granted for Grana Padano, Parmigiano Reggiano and Pecorino Romano to use monochrome colours.

In the absence of TLL, all of the above must have Reference Intake % on the back of pack.



## **Additional Ireland Only Exemptions**

Exempt from TLL in IE: All uncooked Fresh Meat products (Bacon, Ham Joints, Beef, Chicken, Duck, Lamb, Pork, Turkey) including those with added value (including meatballs, burgers, black and white pudding), (except breaded poultry, sausages and sous vide, which are NOT exempt and must display TLL).

## **\*Products that are exempt from mandatory legislative labelling:**

Alcoholic Beverages with ABV of >1.2%, Tea, Instant and Filtered Coffee, Still and Sparkling Water (and Flavoured Waters), Unprocessed Single Ingredient Foods (e.g. Fresh Fruit and Vegetables, Milk and Oils) (except Cut Salad/Vegetable packs which are NOT exempt), Fresh Meat with No Added Ingredients (e.g. Minced Beef, Pork Chop), Unprocessed Single Ingredient Fish and seafood, Pet Food, Herbs and Spices, Table Top Sweeteners, Chewing Gum, Vinegar, Gelatine and Jam Setting Compounds, Yeast, Baby Food.

## **Policy**

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- i) **Front of Pack:** All ALDI own label food products are required to display TLL information on the front of pack. The TLL includes the colour-coded grams per serving and percentage Reference Intake for Energy, Fat, Saturated Fat, Sugar and Salt. The Energy Only Logo does not suffice the requirement for front of pack labelling.
- ii) **Back of Pack:** For products exempt from displaying TLL information on the front of pack, the Reference Intake percentage is required to feature on the back of pack alongside the mandatory nutrition information.

## **Definitions**

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**Requirement:** Where policies are stated as a requirement, the policy must be met in order for it to be compliant with the policy. If it is not met, a major (red rated) non-compliance will be raised and sent to the Buying Team. 'Clearance to Supply' (CTS) will not be issued.

**Aspiration:** Where policies are stated as an aspiration, ALDI would like to work towards achieving this in the future but it is not classified as a non-compliance to the overall policy.

**Reference Intake (RIs):** Reference Intakes have been set by European law and are a guideline quantity of nutrients to support balance daily intake. Reference Intake percentage therefore shows the customer what percentage of their daily allowance a product or serving provides.

<b>Energy or Nutrient</b>	<b>Reference Intake</b>
Energy	8400kj/2000kcal
Fat	70g
Saturates	20g
Carbohydrate	260g
Sugars (total)	90g
Protein	50g
Salt	6g

**TLL:** This is a method of colour-coded front of pack labelling for fat, saturates, sugar and salt. The colours are calculated based on the below UK Government criteria.



## Food:

Text	LOW	MEDIUM	HIGH	
Colour code	Green	Amber	Red	
Fat	≤ 3.0g/100g	> 3.0g to ≤ 17.5g/100g	> 17.5g/100g	> 21g/portion
Saturates	≤ 1.5g/100g	> 1.5g to ≤ 5.0g/100g	> 5.0g/100g	> 6.0g/portion
(Total) Sugars	≤ 5.0g/100g	> 5.0g and ≤ 22.5g /100g	> 22.5g/100g	> 27g/portion
Salt	≤ 0.3g/100g	> 0.3g to ≤ 1.5g/100g	>1.5g/100g	>1.8g/portion

## Drinks:

Text	LOW <sup>a</sup>	MEDIUM	HIGH	
Colour code	Green	Amber	Red	
			>12.5% of RIs	>15% of RIs
Fat	≤ 1.5g/100ml	> 1.5g to ≤ 8.75g/100ml	> 8.75g/100ml	>10.5g/portion
Saturates	≤ 0.75g/100ml	> 0.75g to ≤ 2.5g/100ml	> 2.5g/100ml	> 3g/portion
(Total) Sugars	≤ 2.5g/100ml	> 2.5g to ≤ 11.25g/100ml	> 11.25g/100ml	> 13.5g/portion
Salt	≤ 0.3g/100ml	>0.3g to ≤0.75g/100ml	> 0.75g/100ml	> 0.9g/portion

## FIC Regulations:

- On products with a surface area equivalent or below 80cm<sup>2</sup>, FIC Regulations allow a reduced size TLL panel.
- Please refer to the Aldi Packaging Artwork Guidelines for more information.

## Gifting Lines:

- A gifting line is a product developed and designed exclusively to be offered as a gift and mostly sold only during promotional calendar events. The design can either include a reference to the occasion, e.g. Valentines or Mother's Day or it is clear from the design and nature of the product that it will be offered as a gift, e.g. Prosecco and Chocolate Gift Pack. If it is unclear as to whether a product is a gifting line, the Buying team should provide the rationale.
- All Christmas and Easter confectionery lines are categorised as gifting lines (Christmas 43-01 and Easter 43-02).