



**ALDI UK & Ireland**  
**Sugar Reduction 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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ALDI GB&IE has committed to the Public Health England’s Sugar Reduction programme, which launched as part of the UK Government’s Childhood Obesity Strategy in 2016. The Scottish Government has specifically stated they support the reformulation programmes published by Public Health England. In addition to supporting this programme, ALDI IE supports the development of reformulation targets outlined in the Irish Government policy paper ‘A Healthy Weight for Ireland-Obesity Policy and Action Plan’.

The Sugar Reduction programme challenges the food industry to a 20% sugar reduction by 2020 in ten categories that have been identified as the largest contributors to childhood obesity. Progress towards this programme will bring public health benefits.

The Sugar Reduction programme has now been extended to include two further categories; sweetened milk-based drinks and unsweetened juice, which fall outside the scope of the Soft Drinks Industry Levy but contribute to children’s sugar intakes.

## Scope

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This policy applies to all ALDI own label products, which fall into one of the below ten priority categories:

1. Breakfast Cereals
2. Yoghurts
3. Biscuits
4. Cakes
5. Morning Goods
6. Puddings
7. Ice cream, Lollies and Sorbets
8. Sweet Confectionary
9. Chocolate Confectionary
10. Sweet Spreads (chocolate spread, nut butter, fruit spreads and dessert toppings)
11. Milk-based Drinks
12. Juice-based Drinks

## Policy

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It is an aspirational ALDI policy to reduce the amount of sugar in the first ten categories above by 20% by 2020. The baseline for reduction in these categories is 2015.

A 20% reduction is the aspiration in milk-based drinks and a 5% reduction in juice-based drinks, both to be achieved by August 2021. The baseline for reduction in these categories is 2017.



The reductions are to be achieved by a downward shift in the overall category average and product offering, not necessarily at each individual product level. Any sugar reduction at product level is valued.

## Definitions

**Requirement:** Where policies are stated as a requirement, the policy must be met in order for it to be compliant with the policy.

**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.

A detailed definition of each category is included below.

PHE Category	Category Description
Breakfast Cereal	Includes all breakfast cereals, e.g. ready to eat cereals, granola, muesli, porridge oats.
Yoghurt	Includes all sweetened dairy yoghurt, fromage frais products, including non-dairy alternatives (such as soya, goat, sheep products). Excludes natural yoghurt and unsweetened yoghurt and fromage frais.
Biscuits	Includes all types of sweet biscuits including cereal bars and toaster pastries: gluten free biscuits.
Cake	Includes all types of cakes, ambient and chilled, including cake bars and slices, American muffins, flapjacks, Swiss rolls.
Morning goods	Includes morning goods such as croissants, crumpets, English muffins, pancakes, buns, teacakes, scones, waffles, Danish pastries, fruit loaves, bagels.
Pudding	Includes all types of ambient (including canned), chilled and frozen puddings.
Ice cream	Includes all types of ice cream, dairy and non-dairy, choc ices, ice cream desserts e.g. arctic roll, lollies and sorbets.
Confectionery - Chocolate	Includes chocolate bars, filled bars, assortments, carob, diabetic, low calorie and seasonal chocolate.
Confectionery - Sweet	Includes all sweets. Excludes chewing gum and sugar free sweets.
Sweet spreads/sauces	Includes chocolate spread, peanut butter, dessert topping and fruit spread.
Dessert Topping	Includes dessert syrups with added sugar, coulis, compotes, cream based toppings, brandy sauce.
Nut Butter	Includes peanut butter with added and no added sugar and flavoured peanut butter (including chocolate where peanuts are the main ingredients) as well as all other nut butters.
Fruit Spread	Includes fruit-based spreads that do not fall under the jam definition by legislation.
Chocolate Spread	Includes chocolate hazelnut spreads, milk chocolate spreads, confectionary branded chocolate spreads.



<b>Milk Based Drinks</b>	<b>Category Description</b>
Pre-packaged milk based drinks, flavoured milk and milk substitutes	All milk based drinks that contain more than 75% milk such as flavoured milk (eg strawberry, chocolate or banana), Coffee drinks that contain more than 75% milk. Smoothies that are at least 75% dairy and mixed with fruit/vegetables or cereal. Drinks in scope made with milk substitutes drinks such as soya, almond, hemp, oat, hazelnut or rice. These would include flavoured sugar sweetened flavoured varieties (eg strawberry, chocolate or banana).
Milkshake powders and syrups	Milkshake powders or syrups which are added to milk or water. Made up to manufacturer's instructions.
Coffee and tea, powders, syrups and pods	Coffee/tea powders (sachets) pods with added milk or milk powders, which are added to milk or water. 2 in 1 (coffee and milk powder) or 3 in 1 (coffee, milk powder and sugar) Sachets or pods for cappuccino, latte, or mocha coffees Chai latte or spiced chai latte. Made up to manufacturer's instructions.
Hot chocolate and malt drink powders	Hot chocolate or malt drink powders, syrups or pods that are added to water or milk. Made up to manufacturer's instructions.

<b>Juice Based Drinks</b>	<b>Category Description</b>
Fruit and Vegetable 100% juice	Mono-juice such as orange, apple, grape, carrot, tomato Blended juice of fruit and/or vegetables such as orange juice blended with mango or apple juice blended with carrot juice or carrot, pineapple and orange juice
Juice Smoothies	Combination of 100% juice (fruit or vegetable) combined with whole crushed fruits or vegetables, such as 100% orange juice mixed with crushed pineapple and mango or 100% apple juice with whole crushed strawberry, blackberries and raspberries
Juice Smoothies with dairy, (juice must be larger %)	Combination of 100% juice combined with whole crushed fruit mixed with a dairy component. The blend needs to be at least 51% based on fruit or vegetables which is mixed then with a dairy component, such as 100% juice and/or whole crushed fruit (at least 51%) mixed with yoghurt or milk
Fruit juice with water combination drinks	100% juice at a minimum of 20% combined with water, such as 100% orange juice at a minimum of 20% of the make-up combined with water
Nut and plant sap water	Nut or plant sap water such as coconut water, maple water, aloe vera juice, birch sap, bamboo water, cactus water

The following juice based drinks are out of scope of the PHE sugar reduction:

- juice based drinks sweetened with added sugar (not naturally occurring fruit or vegetable sugar) as these drinks are covered by the SDIL
- juice with low/non caloric sweeteners
- juice drinks with artificial flavourings. This aligns with the EU/UK legislation for juice drinks