

Nutrition Information and Labelling Factsheet

On Ocado Own Range Products

Nutrition information and labelling

Ocado has a comprehensive nutrition policy which covers all aspects of nutrition labelling requirements including the generation, declaration and verification of nutrition information as well as making 5 a day and nutrition and health claims.

We are committed to provide our customers with transparent nutrition information to enable them to make informed decisions at the point of purchase. Our policy is that 100% of our eligible Own Range products (with some exemptions) should carry the government's voluntary front of pack Multiple Traffic Light (MTL) labelling as well as the mandatory back of pack nutrition information. Exemptions for back of pack nutrition information exist within the Food Information Regulation such as coffee, tea, unprocessed products made of single ingredients such as salt. Additionally, we do not apply the front of pack MTL to the following:

- Eggs
- Fruit and vegetables (unprocessed)
- Herbs and spices
- Milk
- Alcohol
- Flour
- Olive oil
- Some deli meats such as ham where there is a single label on front of pack including the full nutrition table
- Energy only is applied to products where front of pack is too small (such as dips and bacon)
- Some PDO cheese where the front of pack label is too small for energy only

A limited number of products, approximately sixteen (accounting for around 2% of our own brand range) are currently not displaying the MTL on their packaging. This will be rectified during scheduled packaging revisions. This group includes some dairy products, deli meats, pesto, and bake-at-home bread.

We are improving the visibility of the MTL on our Own Range products online as currently, not all products with an MTL are clearly shown on the two standard packaging images provided. Although the MTL is present on the packaging itself, its placement may not be visible because we photograph all Ocado Own Range images as front facing, and sometimes it is located on the side (as is the case for a lot of meat products). If it is available on the front of the pack, its small size means

it can still be hard to see it at a glance, so in all cases, we're including it as a third image in the carousel to enable customers to access the information easily.

As well as providing nutrition information and the MTL, we also include Reference Intake (RI) information. RI's are guidelines about the approximate amount of particular nutrients and energy required for a healthy diet, providing the consumer with this information helps them to understand how that product fits within the context of their overall diet.

Our policy is that nutrition information is either declared 'as consumed' or 'as sold' based on what we believe is the most useful to the consumer and this will be clearly labelled above the MTL and within the back of pack nutrition table. If a product requires further preparation using additional ingredients or it could be cooked in a variety of ways which would affect its nutrition content, we declare the nutrition information 'as sold', such as diced beef. If, however the product should be cooked in a standard way without additional ingredients then we would declare the nutrition information 'as consumed' and state for the method of cooking i.e. 'oven cooked' fish fingers. All packs that have nutrition information per portion will also include the number of portions/servings per pack. We require the nutrition declaration of our Own Range products to be based on laboratory results, apart from some products where we allow reference data in line with the industry norm, this includes: fruit and vegetables (without additions like dressing), dried fruit, nuts, seeds, dairy products, eggs, cooking oils, primary meat, fish and shellfish (i.e. unprocessed without additional ingredients), pasta, rice and other wheat based products.

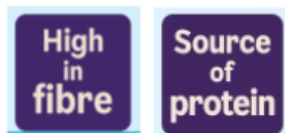
XXXXXXX XXXXX (XXg) contains				
Energy xxxkJ xxxkcal	Fat X.Xg	Saturates X.Xg	Sugars X.Xg	Salt X.Xg
X%	X%	X%	X%	X%
% of an adult's reference intake				
Typical values per XXXg: Energy XXXkJ/XXXkcal				

XXXXXXX XXXXX (XXg) contains	
Energy xxxkJ xxxkcal	X%
Fat X.Xg	X%
Saturates X.Xg	X%
Sugars X.Xg	X%
Salt X.Xg	X%
% of an adult's reference intake	
Typical values per XXXg: Energy XXXkJ/XXXkcal	

XXXXXXX XXXXX (XXg) contains	
Energy xxxkJ xxxkcal	X%
% of an adult's RI	
Typical values per XXXg: Energy XXXkJ/XXXkcal	

Nutrition and health claims

We know customers find it motivating to see nutrition or health claims on products, so we have created our own nutrition and health claims logos for Own Range Products. In order to use a logo, it not only needs to comply with conditions of use laid down in the Nutrition & Health Claims Regulation but also our own conditions of use outlined in our policy. Our policy states that we do not allow claims to be made on products if they have a red traffic light on the MTL (unless from naturally occurring sources).



Five a day logo

We have created our own 5 a day logo for Own Range products to help inform and motivate customers to achieve their 5 a day. In order to use the logo on a product it must comply with our criteria. We currently only have the logo placed on fruit and vegetable products and no composite products apart from when we use it for recipes within marketing channels. We have updated the logo to include portion size information, so the consumer is aware of what constitutes 1 of 5 a day.

