

## What is it?

- Nutritional & health claims = Claims towards the **nutritional composition** and potential **health contributions**
- Nutritional claim:
  - Describes special or advantageous nutritional properties of a food product
  - Ex: „low fat“, „sugar free“, ...
- Health claim
  - Describes connection between the product and **health**
  - Ex: „Calcium is needed to maintain normal bones“.

## Why use it?

- **Social:** Reduction of diet-related diseases such as diabetes and obesity
- **Marketing:** promotional measure to differentiate from competing products
- **Free:** no user fees
- **Disadvantage:** adaptation of the recipe often necessary

## How does Nutritional Claim work?

- Statements indicating particularly **advantageous nutritional properties**
- Refer to
  - Energy/calories
  - Fat
  - Sugar
  - ...

## How does Health Claim work?

- Statements indicating **health benefits** from consumption of the food
- Only permissible after successful completion of an **approval procedure** → reviewed by EFSA
- Some health claims are included in a **positive list** and can be used generally if fulfilled
- Positive list applies to many dietary fibers, minerals and vitamins, among others.



## Better Food Consulting

a service of the ZBS Food UG  
(haftungsbeschränkt)

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More information about these topics

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