

## What is it?

- Five-level labeling to **compare the nutritional value** of foods in the same product category
- Use is **voluntary**, but must be used for all products of a brand (not only for "the best" products of a brand)
- Regulation entered into force on November 6, 2020



## Why apply?

- **Simplicity:** nearly 60% of Germans prefer the Nutri-Score to other nutrition labeling models
- **Familiarity:** introduced so far in France, Belgium, Germany, Switzerland and Luxembourg
- **Social:** reduce diet-related diseases such as diabetes and obesity
- **Marketing:** promotional measure to differentiate from competing products
- **Free:** no user fees

## How does it work?

- Calculated on the basis of a **point system** (BMEL, 2022).
- Certain nutrients have a positive or negative effect
- **Positive points** (0-5 points): Dietary fiber, Protein, Fruits, Vegetables, Legumes, Nuts, Selected vegetable oils.
- **Negative points** (0-10 points): Sugar, saturated fat, salt, energy/calories.

## Application

- Owner is **Agence nationale de santé publique** → Registration and agreement of terms of use required.
- **Step by step:** registration → identification → information on products and the country of marketing → declaration of commitment → receipt of acknowledgement of receipt and right to use the logo



## Better Food Consulting

a service of the ZBS Food UG  
(haftungsbeschränkt)

### Handelsregister:

Amtsgericht Stuttgart HRB 773372

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No guarantee for completeness and correctness

## More information about these topics

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