

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“.

How does Nutritional Claim work?

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

Why use it?

- **Social:** Reduction of diet-related diseases such as diabetes, obesity and cardiovascular diseases
- **Marketing:** promotional measure to differentiate from competing products
- **Free:** no user fees
- **Disadvantage:** adaptation of the recipe often necessary
- The claim should match the product category → e.g. low in fat for gummies is not very advantageous as nearly all are low in fat

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 by ZBS Food UG
(haftungsbeschränkt)

Handelsregister:

Amtsgericht Stuttgart HRB 773372

GeschäftsführerInnen:

Sandra Renz, Pascal Moll, Lisa Berger

Created by: Pascal | Date: 01.01.2024

No guarantee for completeness and correctness



More information about these topics

✉ anfrage@betterfoodconsulting.de

 Better Food Consulting

 [betterfoodconsulting.de](https://www.betterfoodconsulting.de)