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FOR COMMUNICATION

Rationale of CAOBISCO Guideline for Reference quantity for the Purpose of GDA Labelling

Provision of information concerning Guideline Daily Amounts (GDAs) is additional to the nutrition information provided per 100g,

CAOBISCO products vary by shape, format and packaging and can be eaten on different occasions - as snacks or accompaniments to meals. Different reference quantities therefore reflect this offer and allow the consumer to choose the product and quantity which fits their diet according to their needs.

Three basic rules for reference quantities have been defined:

- Unit-based (referring to the presentation of products eg **single** packs, **individual** bars/**biscuits**, pralines etc.), allowing consumers to make simple calculation
- 25 grams (reflecting the energy content of CAOBISCO products and to encourage responsible consumption and based on the reference quantity for confectionery defined in the Swiss legislation, annex 3, p.10 <http://www.admin.ch/ch/f/rs/8/817.022.32.fr.pdf>)
- Exceptions for specific products due to consumer habits (eg chocolate vermicelli)

DETAILED ARGUMENTATION BY CATEGORY

Chocolate & cocoa-based confectionery:

Chocolate tablets/balls, etc: the energy content of chocolate is between 500 and 650 kcal/100g. Such products could contribute to the energy intake of a snacking occasion / be eaten between meals (gouter, collation) and therefore CAOBISCO recommends a reference quantity of 25 g (150 kcal) or closest number of squares/balls, etc.

For bars that are individually wrapped: CAOBISCO recommends that the reference quantity is one bar because it is likely that the consumer will eat it in one instance. For wrappers that contain 2 bars or a bar that is pre-cut into a number of pieces, we consider them as being divisible therefore a consumer could share it or save it for later, therefore a reference quantity is a piece or unit.

For a praline/ cocoa-chocolate confections above 5 grams: The reference quantity is one unit. By providing information per unit, the consumer can easily calculate the nutritional content. It is for consumers to adopt a responsible consumption that fits their diet.

For smaller cocoa/chocolate confections below 5 grams: a reference quantity is 1 pack below 40 grams **UNLESS** the pack is clearly designed and presented to be consumed on one eating occasion. If the pack is more than 40 grams and not designed to be consumed on one eating occasion then the rule for chocolate applies – namely the reference quantity is 25 grams or the equivalent weight of pack presented as a single-serve.

For cocoa/chocolate drinks: The reference quantity is 200 ml of drink prepared according to manufacturers' instructions. If it is a pack which is designed to be consumed on one occasion then the reference quantity is the pack.

For cocoa-based/chocolate vermicelli/flakes (popular in countries such as the Netherlands) a reference quantity is 15 grams/slice of bread. This reference quantity is defined based on typical consumer consumption.

For cocoa-based/chocolate spreads: The information could be given by 100 grams or per reference quantity, as defined by the manufacturer (there is a wide variety of presentation of products which makes it difficult to define a common reference quantity). If the spread is presented in a single-serve quantity pack then the reference quantity is the pack.

Fine bakery wares (FBW):

When the product is presented in a single individual pack or in a roll wrap or flow pack or outer pack: The reference quantity is 1 unit. Consumers can then easily calculate the number of biscuits that would fit to their diet.

For FBW below 4 g, the reference quantity is 25 grams (which would be around 150 kcal) **UNLESS** the pack is clearly marketed to be a single serve pack.

For FBW like several biscuits, waffles, wafers in a single wrapper, the reference quantity is 1 pack or the information can be given per biscuit provided that there is a clear indication that the GDA information needs to be multiplied by the number of biscuits per wrapper. One single FBW per wrapper which is expected to be reasonably consumed on one eating occasion is the reference quantity.

For products such as cakes and pastries, the reference quantity is one slice because it is expected that consumers will eat the whole slice.

Confectionery:

Chewy/Hard confectionery including liquorice sticks/bars and lollipops above 2 grams: The reference quantity is 1 unit/piece.

For sweets in bags that are clearly designed to be a single-serve quantity: the reference quantity is 1 bag.

For soft confectionery including soft liquorice in family bag, the reference quantity information could be given either by per unit or per 25 grams and must be clearly indicated on the pack.

For marzipan, persipan, halva and all confectionery not mentioned above the reference quantity is 25 g (which would be around 150-200 kcal), UNLESS the pack is clearly marketed as a single-serve pack.

EXEMPTIONS FROM GDA LABELLING

- 1) small pack for which "the largest surface of whose packaging has a visible printable surface area of less than 100 square centimetres"
- 2) "the amount of energy per portion is negligible" (ie Sweets below 2g/unit)
- 3) "food items with a luxury, gifting or fancy design, shape or packaging (ie, Figurines, Fancy items, & Premium) including assortments (ie.chocolates/pralines, confectionery and fine bakery wares)
- 4) "Seasonal products"
- 5) "individually wrapped sugar confectionery, chocolate confectionery or chocolates which are not intended for sale as individual items" (Pick and Mix)
- 6) "food of any other description in a quantity of less than 5g or of less than 5ml"
- 7) cocoa powder as such due to its multi-use as beverage and ingredient in fine bakery wares, desserts and toppings