



JDE PEET'S

POLICY ON NUTRITION

May 2023

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Global Responsible: Director Food Compliance
Global Accountable: Chief Research & Development Officer
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Local Accountable²: R&D Category Director
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INTRODUCTION

At JDE Peet's we unleash the possibilities of coffee & tea by building upon the rich history and heritage of our brands which are deeply rooted in the diverse coffee and tea cultures in which we operate. We are committed to respecting the preferences of our consumers and to delivering innovative, high-quality, and sustainable products that can be enjoyed as part of a balanced diet and healthy lifestyle, whilst taking consumption patterns into account. At the same time, food is becoming an important driver to create a better and more sustainable future. Building on our traditional unique healthy positioning, we grow our brands in a sustainable way and positively impact people's beverage consumption habits.

PURPOSE

The aim of the JDE Peet's Nutrition Policy is to define nutrition targets, based on official public health recommendations and dietary guidelines, to guide product development, and to protect our healthy nutrition heritage as the consumer trends grow into new beverage segments. The policy also sets JDE Peet's requirements and guidelines for transparent and responsible communications about nutrition, nutrition claims, and other product information in relation to a balanced diet and an active and healthy lifestyle.

POLICY SCOPE

The scope of the JDE Peet's Policy on Nutrition covers all JDE Peet's branded beverages in the retail and professional business, globally

POLICY

Since its founding, JDE Peet's has been delighting its consumers with coffee and tea products. Our ambition is to provide innovative, high-quality, and sustainable beverages to deliver the sensory experiences our consumers prefer, all whilst taking nutritional values into consideration.

Since 2020, we have been running a Health and Indulgence program¹ in which we have set a nutritional target profile for all beverages in the retail and professional business, based on official public health recommendations and dietary guidelines.² All products that have nutritional values which exceed our maximum energy and/or nutrient values (i.e. energy

¹ *Local Responsible* is the functional Director or Manager.

² *Local Accountable* is the General Manager or Country Manager or Commercial Director as appropriate.

* Excluding the JDE Peet's hospitality business



≤150kcal per serving and/or ≤2.5 g saturated fat/100ml and/or ≤10 g sugar/100ml) have now been largely reformulated. It is our objective that all of our products do not exceed maximum nutritional values by 2025. To step up in our ambition to contribute to a balanced diet for our consumers, we are committed to working towards a further reduction of energy, saturated fat, and sugar values by 20% for those products which already meet the maximum nutritional values but which contain medium high energy and nutrient values, by 2025. The nutritional target values will be regularly evaluated and adapted based on new scientific developments and regulations.

In addition, we have mapped our products that contain little or no energy and which meet the official criteria for low sugar and saturated fat content³. In 2022, approximately 75% of our sales volume met these strict criteria and it is our aspiration to maintain a high share of our sales volume in this low energy, sugar and fat profile.

In order to enable our consumers to make well-informed choices that best suit the occasion and their lifestyles, we are transparent about the nutritional composition of our products. All our products are clearly and comprehensively labelled. We comply with product labelling laws and regulations across all markets in which we operate and seek to ensure that critical information is included on labels, including allergen information⁴. We will further expand the front of pack labelling with the legally authorized logos, such as the Nutri-Grade logo, to support our consumers in making conscious choices. Additional information and explanations about the nutritional value and the role of our products in a complete and balanced diet will be displayed on our website. Nutrition and health claims (including on packaging, advertising, and other communications) are compliant with applicable regulations and subject to a robust approval process regarding the scientific substantiation

This policy will be reviewed on a regular basis and updated accordingly from time to time.

¹ Standard Operation Procedure DOC NR 05.03.01.00. JDE Nutritional Requirements

² WHO, EFSA, NutriScore, Traffic Lights, NutriGrade

³ [\(EC\) No 1924/2006](#), [\(EU\) No 1047/2012](#)

⁴ Standard Operation Procedure DOC NR 07.02.03.00 Allergen Management

DEFINITIONS AND ABBREVIATIONS

HOW CAN I LEARN MORE?

You also can visit the Central Policies Intranet Site to learn more about our Governance & Compliance framework and reporting mechanisms such as the Alert line.

DOCUMENT HISTORY

VERSION	EFFECTIVE DATE	CHANGES WITH RESPECT TO PREVIOUS VERSION
1.0	01/06/2023	n/a