



**Nestlé**

Nestlé Submission

Consultation Paper – Labelling Review  
Recommendation 17: Per serving declarations in  
the nutrition information panel

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[REDACTED]  
Regulatory Affairs Manager

Phone : [REDACTED]

## Executive Summary

This submission is made on behalf of Nestlé Australia Ltd and Nestlé New Zealand Ltd., and Cereal Partners Worldwide (CPW).

Nestlé welcomes the opportunity to provide comments in response to the consultation on per serving declarations in the nutrition information panel.

Nestlé supports clear and transparent labelling for consumers as one element of the goal to be the leading Nutrition, Health and Wellness Company. Nestlé believes that consumers will benefit from practical, scientifically based information relating to serve sizes and portion guidance on most food labels.

It is important to base the requirement for mandatory labelling information on sound research. If the per serve column is not providing useful information for consumers, then any alternate regulation should be based on this research. In the absence of a demonstrated failure in the usefulness of the per serve column on labels, it is questioned why the removal of this information may be considered. Perhaps a more overarching review of how nutritional information is to be presented is a more appropriate action.

The per serve column in the Nutrition Information Panel (NIP) provides important information to the consumer. In tandem with the Nestlé Portion Guidance Device (attached with this submission) that is appearing on most Nestlé consumer retail packages, both the serve size column and this device provides valuable guidance to consumers on how much they should consume in one eating occasion, and how much of each nutrient they are consuming.

Both the per 100g and the per serve columns in the NIP are useful. The per 100g column allows consumers to judge the nutritional composition of the product, and compare nutrients between products, whilst the per serve column allows the consumer to judge the nutritional contribution of the product to their diet in terms of how much energy and nutrients they will be consuming.

Nestlé has also committed to implementing the Health Star Rating (HSR) front of pack labelling system recently endorsed by the Government on all applicable products. In 2015 packs will be on shelf with one of the Health Star Rating device options.

Nestlé has also committed to keeping the % DI column in the NIP. As a result of all of the above labelling and nutrition education initiatives, Nestlé will be retaining the per serve column in the NIP on all appropriate product categories.

Nestlé does acknowledge, however, that there may be instances where a per serve column is not providing useful information to the consumer on appropriate serve size and portion guidance. For example, ingredients such as curry paste, which are not typically consumed alone but rather as part of a meal occasion or recipe. Another example where serve size is not typically useful are canned milk products such as sweetened condensed milk which is typically used as an ingredient of a recipe – a typical serve size does not exist because the usage will depend on the recipe. On these products, the per serve column is 100mL and duplicates the values in the per 100 mL column. In this case, a per serve column may not be necessary, and could provide more room on the label for other information such as recipes.

**Nestlé supports the voluntary inclusion of the per serve column in the NIP. A flexible approach is supported where the serve size information may not be**

useful or helpful or relevant to the consumers.

**Q1 How do you or your organisation use per serving information in the nutrition information panel on food labels?**

Nestlé uses per serve information on food labels within the NIP to give guidance to consumers about how much of that particular food they should consume in a portion. The serve size is determined based on the AFGC Serve Size Guiding Principles as well through internal policy guidance. It is also used in conjunction with the % DI Column in the NIP to help educate the consumer on the contribution of macronutrients a serve of that food makes as part of their daily intake. Nestlé considers that %Daily Intake Guidance values for children would also be beneficial for parents when guiding consumption for children.

**Q2 Are there any particular food categories or types of food packages (e.g. single serve packages) for which per serving information is particularly useful? If so, what are they? Explain why the information is useful.**

Per serve information is useful on most consumer retail packs. It provides consumers information on portion control. In particular, discretionary foods, such as confectionery products can be easy for consumers to 'over eat' therefore providing them with serve sizes in conjunction with portion guidance devices can be very useful in practically showing consumers how much to eat, both in quantities and in diagrams. As stated above, % Daily Intake values established for children would be beneficial for consumer education when guiding consumption over a daily basis.

**Q3 The Labelling Review recommendation suggests that per serving information be voluntary *unless a daily intake claim is made*.**

**Do you support this approach? That is, do you think declaration of per serving information in the nutrition information panel should be mandatory if a daily intake claim is made (e.g. %DI or %RDI)? Give reasons for your answer.**

Nestlé believes that per serve information is useful for most products regardless of whether a daily intake claim is made. Per serve information can provide guidance on how much a consumer should have in a portion

However, Nestlé believes that in some instances, the per serve column may not provide the consumer useful information. There are product categories like condiments, ingredients and catering products where per serve information has no purpose as the likely amount eventually consumed is extremely variable depending on the end food use. For this reason, Nestlé believes that the per serve column should be made voluntary introducing some flexibility where the serve size has no valuable purpose for the specific category.

Nutrition or health claims on a label usually require % DI or % RDI information to support the claims on the labels. If a product is advertised to contain 30 % of an individual's daily fibre intake in a serve of the product, then the amount of fibre in a serve should be declared along with the serve size, so that consumers understand that to achieve that daily intake of fibre, then that particular serve size must be consumed.

- Q4 As noted in Section 4, there is currently variation in the format of NIPs on food labels because of voluntary permissions for the use of %DI labelling and the option to include a third column for foods intended to be prepared or consumed with at least one other food. If per serving information in the NIP was voluntary this would result in more variability in the format of NIPs across the food supply. Do you think this would be a problem? Why/why not?**

Nestlé believes that the answer to this question will be answered by the consumer research being undertaken on this point.

- Q5 If per serving information in the nutrition information panel was voluntary, do you think the inclusion of per serving information in the nutrition information panel should be mandatory when a nutrition content claim about vitamins, minerals, protein, omega-3-fatty acids or dietary fibre is made? Give reasons for your answer.**

Yes, for the same reasons as answer to Q3

- Q6 If per serving information in the nutrition information panel was voluntary, do you think the inclusion of per serving information in the NIP should be mandatory in any other specific regulatory situations? Explain your answer**

No

- Q7 What additional studies examine consumer use and understanding of per serving information in the nutrition information panel on food labels? Please provide a copy of studies where possible.**

Nestlé is not aware of any such studies.

- Q8 From your perspective, what are the advantages and disadvantages of per serving information in the nutrition information panel being voluntary? Please provide evidence where possible.**

Nestlé believes there are limited circumstances where, the serve size column would be removed under a voluntary provision. For the most part, Nestlé will be retaining the per serve column because it is considered key for guiding consumers around appropriate serve size consumption. Serve size information is linked to the HSR scheme for certain product formats and Nestlé's global commitment to retain the % DI column in the NIP to help educate the consumer makes the per serve column a useful, relevant and necessary piece of information.

- Q9 Do you think the declaration of the amount of energy and nutrients per serving in the NIP should be voluntary? YES/NO/UNCERTAIN**

**Please give reasons and evidence to support your view.**

**If you are UNCERTAIN, please indicate what information you would need in order to form a view**

Nestlé believes that the declaration of energy and other nutrients in the per serving column of the NIP should be voluntary, because in some situations it is not providing useful information to the consumer, as explained above.





# Serving up new approaches to Portion Guidance

*Introducing latest research and new initiatives to help people understand portions and balance their diets.*

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INFORMATION FOR HEALTHCARE PROFESSIONALS



**Nestlé®**

Good Food, Good Life





## Good Food, Good Life...

As the world's leading nutrition, health and wellness company we aim to enhance lives by offering tastier and healthier choices at all stages of life and at any time of the day helping consumers care for themselves and their families.

### Did you know?

To date Nestlé has provided approx 100,000 portion plates to employees, dietitians, healthcare professionals and consumers – feedback shows they assist dietitians and healthcare professionals with dietary education.



## Our Commitment

Nestlé encourages responsible nutrition, moderation and variety in food habits. As part of our continuous improvement we are renovating many of our product sizes and packaging so that they provide clear portion guidance. This is one of the key priority areas as part of our global, company-wide commitment to nutrition, health and wellness.

Our aim is to make appropriate portion choices more intuitive for consumers - to help them when they purchase, prepare, serve and consume our products.

For this reason we are developing portion guidance at a product level with clear illustrations, product form and pack design that you will learn about here.

Additional education materials and resources will accompany these new initiatives, including tools specifically designed to support healthcare professionals. This will build on our earlier work and is a continuous process. As the largest food company employer of dietitians and nutritionists, we respect and highly value your expert role. We hope you find the information in this brochure useful in educating and counselling your clients to help them achieve healthy, balanced diets.





## RESEARCH UPDATE: Let's not downsize the big issue

We all know that over the years, people's perception of what constitutes a serve, or a portion of food has been slowly increasing.

Understanding consumer's perceptions around appropriate portion sizes and the health implications of portion distortion has been an area of intense research.



### DEFINING PORTION DISTORTION

**RESEARCH SUGGESTS THAT CONSUMERS SELECT SUBSTANTIALLY LARGER PORTIONS THAN THE RECOMMENDED SERVE SIZES, DUE TO A PHENOMENON KNOWN AS PORTION DISTORTION – PERCEIVING LARGE PORTION SIZES AS APPROPRIATE AMOUNTS TO EAT AT A SINGLE EATING OCCASION.<sup>1,2,3,4</sup>**

This can often be facilitated by visual cues such as larger dinner plates, bowls, serving utensils or containers and packages in which foods are purchased.<sup>5,6,7</sup>



### LARGER PORTIONS = GREATER ENERGY INTAKE

**STUDIES CONSISTENTLY SHOW THAT WHEN PEOPLE ARE OFFERED LARGER PORTION SIZES THEY CONSUME MORE FOOD AND/OR ENERGY**

A 2009 systematic review of the literature by Steenhuis et al., (2009)<sup>8</sup> reported consistent findings across thirteen studies conducted primarily in adults. They found that people's energy intake increases when offered a larger portion, with at least a 30% increase in the amount of food consumed.

*Changing the food environment by reducing plate or packaging sizes or providing visual or physical segmentation cues may help consumers choose and consume smaller portion sizes.<sup>9</sup>*

## PORTION DISTORTION – HOME & AWAY



### BIGGER PLATES = BIGGER MEALS

**INCREASED SIZES OF DINNER PLATES, BOWLS AND GLASSWARE OVER THE DECADES HAS CONTRIBUTED TO LARGER PORTIONS BEING SERVED AND CONSUMED.<sup>9</sup>**

There's no denying that portion sizes have increased over the past decades in packaged foods. However, it's important to realise that this trend also extends to restaurants and even in the home. Take a look at the size of crockery in your grandmother's dinner set to see this clearly.



### RECIPES SERVE UP MORE TODAY

**EVEN RECIPES IN COOKBOOKS HAVE BEEN ALTERED OVER TIME TO DELIVER SIGNIFICANTLY GREATER PORTION SIZES.**

It's remarkable to see that recipes in the 2006 edition of US cookbook the "Joy of Cooking" provided serving sizes up to 42% larger than in the first edition published in 1931.<sup>9</sup> This finding is echoed in Europe with portion sizes (as measured in calories) from the Danish cookbook "Food", increasing by 21% between 1909 and 2009, along with the average portion size of composed homemade meal recipes increasing by 77%.<sup>10</sup>



### KIDS LOSE INTUITIVE APPETITE CONTROL

**A RECENT REVIEW OF STUDIES IN CHILDREN FOUND THAT LARGER SERVED FOOD PORTIONS LEAD TO INCREASED DAILY ENERGY INTAKE IN MANY CHILDREN, WITH STUDIES ALSO REPORTING HIGHER CUMULATIVE DAILY ENERGY INTAKES.<sup>11</sup>**

A 2013 systematic review of the literature by Small et al., (2013)<sup>11</sup> revealed that that children 4 years and older appear to consistently increase energy intakes, when larger portions are offered.



## PORTION DISTORTION HAS A CARRY OVER EFFECT

**RESEARCH HAS ALSO SHOWN THAT THE EFFECTS OF PORTION SIZE CAN PERSIST OVER CONSECUTIVE DAYS, WITHOUT COMPENSATION OF REDUCED ENERGY INTAKE AT SUBSEQUENT MEALS.<sup>12</sup>**

In one study consumption of 50% larger portion sizes over eleven consecutive days resulted in a sustained increase in daily energy intake leading to an average cumulative increase of more than 4600kcal.<sup>12</sup> In another study participants were provided with two identical free box lunches in which one was double the portion size and calories, each consumed for one month.<sup>13</sup> Energy intake at the lunch meal was significantly higher (by 332 kcal/day) during the large lunch meal period as was total daily energy intake (by 278kcal/day) compared to the small lunch meal period. These findings suggest consecutive daily exposure to larger portion sizes can result in sustained increases in energy intake.



### SHOW ME THE WAY

**UNDERSTANDING APPROPRIATE PORTION SIZES HAS BEEN IDENTIFIED AS AN IMPORTANT COMPONENT OF HEALTHY EATING.<sup>14</sup>**

Portion control tools, such as portion plates, that provide clear visual cues on what an appropriate portion size looks like, have been shown to be effective in the context of dietary counselling to support weight loss amongst obese adults.<sup>15</sup>



### EMPOWER PARENTS AS PORTION SIZE ROLE MODELS

**A RECENT STUDY FOUND THAT THE AMOUNTS PARENTS SERVED THEMSELVES WERE SIGNIFICANTLY ASSOCIATED WITH THE AMOUNTS THEY SERVED TO THEIR CHILDREN AND IN TURN THE AMOUNTS THEIR CHILDREN CONSUMED.<sup>16</sup>**

Thus portions offered to children by their parents, may significantly influence children's intake and subsequently may potentially influence long-term energy balance.<sup>16</sup>

Studies have shown that portion education and training can improve the ability of adults to accurately estimate portion size, which is considered important to the success of parent-directed interventions regarding portion size education for children.<sup>11</sup>

## PORTION GUIDANCE: What's recommended?

Whether they have limited nutrition literacy or are nutrition experts, people often lack the ability to estimate appropriate food portion sizes<sup>17</sup>, particularly of foods presented in multiple units<sup>18</sup> or to accurately estimate calories from large portion sizes<sup>19, 20</sup>.



### PROVIDE VISUAL OR PHYSICAL CUES TO STOP

**CHANGING THE FOOD ENVIRONMENT BY REDUCING PLATE AND PACKAGING SIZES OR PROVIDING VISUAL OR PHYSICAL SEGMENTATION CUES MAY ALSO HELP CONSUMERS TO CHOOSE AND CONSUME SMALLER PORTION SIZES.<sup>9</sup>**

Examples include dividing a larger-size bag into smaller bags or a change in colour to designate the end of a single portion in multi-serve packs.

The influence of *edible visual segmentation cues* was assessed in American university students who ate potato chips while watching a movie. The students were provided with a tube of chips that were either all identical (control) or had red coloured chips inserted at regular intervals. The students with red chip dividers consumed almost 50% less and more accurately estimated how many chips they had consumed, compared with students eating from tubes with no segmentation cues.<sup>21</sup>



# The right approach to the right portion?

Serving up dietary education and portion guidance can seem pretty straight forward, when in fact there are multiple considerations to getting it right.

## DEFINING PORTIONS VS SERVES

The first step is to have clarity around terminology during dietary education and nutrition research.

PORTION

A **PORTION** IS THE AMOUNT OF FOOD A PERSON CHOOSES ON ONE EATING OCCASION – WHICH MAY BE MORE OR LESS THAN STATED IN A GOVERNMENT FOOD GUIDE OR MANUFACTURER’S STATED SERVING.



A KIT KAT Four Finger pack (45g), includes four fingers which you may consider as a suitable portion.

SERVE

A **HEALTHY EATING SERVE** IS THE AMOUNT OF FOOD RECOMMENDED FOR THE DIFFERENT FOOD GROUPS EXPRESSED IN GRAMS, MILLILITRES OR KILOJOULES IN GOVERNMENT FOOD GUIDES SUCH AS THE AUSTRALIAN DIETARY GUIDELINES.



Two fingers are the recommended on-pack serving size (22.5g), which is less than 600kJ.

NUTRITIONAL INFORMATION			
Serving Per Pack: 2    Serving Size: 22.5g (2 Fingers)			
	Quantity Per Serving	%DailyIntake* Per Serving	Quantity Per 100g
Energy	490kJ	6%	2170kJ
Protein	1.5g	3%	6.6g
Fat, Total	6.1g	9%	27.3g
-Saturated	3.9g	16%	17.2g
Carbohydrate	13.7g	4%	60.8g
-Sugars	11.3g	13%	50.3g
Sodium	17mg	0.7%	74mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

A food product, on-pack serve is stated by a food manufacturer on the Nutrition Information Panel on packaged food. Food Standards Australia New Zealand (FSANZ) does not specify serve sizes and relies on manufacturers to reflect a realistic portion of the food that a person might normally consume on one eating occasion.<sup>23</sup> The serving size of two fingers is stated in the Nutrition Information Panel on pack.

## LOOKING AT LOLLIES

AN INDIVIDUAL DISCRETIONARY FOOD, LIKE A LOLLIPOP, IS A PERFECT EXAMPLE OF WHERE A MANUFACTURER’S STATED SERVE SIZE MAY SEEM DIFFERENT TO THE GOVERNMENT FOOD GUIDE SERVE SIZE.

Take a single wrapped lollipop which weighs approx. 8g and provides approx. 130kJ. This is an appropriate portion size, but less than a quarter of the 600kJ serve size of a discretionary food from the Australian Dietary Guidelines.<sup>22</sup> For confectionery and discretionary foods Nestlé believes the responsible approach is to provide a range of small, appropriate serve sizes and kilojoule intakes within the maximum of one serve of discretionary foods (600kJ).

As part of our global commitment to nutrition, health and wellness, Nestlé is taking the initiative to provide consumers with guidance on the appropriate portions. This has resulted in changes to many of our product sizes and packaging and the launch of our new portion guidance initiative, starting with our confectionery products.



## The road to developing new portion guidance

Nestlé has conducted extensive work and consultation to arrive at the new approach to portion guidance and ongoing product renovation and innovation journey.

### THIS PROCESS HAS INCLUDED CONSIDERATION OF:

**LATEST SCIENTIFIC RESEARCH**  
on portion guidance and consumer behaviour

**EXISTING PORTION GUIDANCE SYSTEMS**  
and their evaluation in Australia and around the globe

**NESTLÉ NUTRITIONAL PROFILING SYSTEM**  
used to benchmark products against set nutrition criteria and developed to reflect public health recommendations<sup>24</sup>

**GOVERNMENT DIETARY GUIDELINES & FOOD GUIDES**  
such as the Australian Dietary Guidelines<sup>22</sup>

**QUALITATIVE RESEARCH**  
with independent Australian Accredited Practising Dietitians

**CONSUMER GROUP TESTING**  
to assess understanding and impact of the proposed guide

**AUSTRALIAN FOOD & GROCERY COUNCIL**  
Code of Practice for Food Labelling and Promotion<sup>25</sup>



# Introducing NEW approaches to portion guidance at Nestlé

## LEADING THE WAY WITH RESPONSIBLE CONSUMER EDUCATION

### INTRODUCING NEW NESTLÉ PORTION DEVICE

A PORTION DEVICE THAT VISUALLY REPRESENTS THE STATED ON-PACK SERVE SIZE WILL BE INTRODUCED.

To start the journey we will be leading with our confectionery providing a strong visual cue to the right portion. The portion device will start appearing on iconic Nestlé confectionery products like SMARTIES from May.

Nestlé promotes the Australian Dietary Guidelines<sup>22</sup> wherever possible. For confectionery and discretionary foods we believe the responsible approach is to provide a range of smaller serve sizes and kilojoule intakes within the maximum of 600 kilojoules or one serve of discretionary foods as outlined in the Australian Dietary Guidelines<sup>22</sup>.



### NEW NESTLÉ PORTION DEVICE

AN INTERPRETIVE DEVICE THAT PROVIDES A VISUAL REPRESENTATION OF THE SERVE SIZE STATED WITHIN THE NUTRITION INFORMATION PANEL.

It brings to life a strong visual cue to the appropriate portion to be consumed at one eating occasion, such as the actual number of confectionery pieces in a stated serve from a larger pack.

### CONSUMER RESEARCH

NESTLÉ HAS CONDUCTED CONSUMER RESEARCH<sup>26</sup> TO SUPPORT THE NEW PORTION DEVICE. INITIAL RESULTS SHOW THAT IT IS A POSITIVE STEP TOWARDS EMPOWERING AND GUIDING CONSUMERS TO ENJOY AND CONSUME CONFECTIONERY RESPONSIBLY.

Our research in a random sample of consumers (n= 383) found that 3 in 5 agreed the device:

- ✓ "Contains information I need to know"
- ✓ "Helps me to be more responsible with my eating"
- ✓ "Allows me to manage my food intake better"
- ✓ "Helps make sense of other nutritional information on pack"



# EDIBLE STOP SIGNS More cues to positive portion control

We are also working on other cues to enable people to understand and control portion size across our products, especially discretionary foods like confectionery.

### FURTHER INITIATIVES

YOU WILL SEE & LEARN MORE IN THE COMING MONTHS:

#### PRODUCT FORM & APPEARANCE

Redesigning food product form and appearances so that the right portion is more intuitive –we are configuring to make individual units either a discrete portion e.g. SMARTIES Fun Packs or more easily portionable e.g. one portion in a row of block chocolate.

#### RESEALABLE PACKS

Introducing resealable packs to enable consumption of "some for now, some for later".



### PORTION CAUTION RECOGNISING WE NEED TO DO MORE

ACROSS NESTLÉ WE ARE ALSO WORKING COLLECTIVELY ON OTHER INITIATIVES IN THIS AREA.

We recognise that portion guidance is just one part of the bigger picture towards empowering consumers to make positive behaviour change with healthy eating and portion control.

The way we responsibly talk about our products and the role of discretionary foods in the diet is highly important and changing too. Guided by our dietitians and nutritionists you will see the use of new language such as encouraging sharing of discretionary foods, promoting "A little goes a long way" and the incorporation of evidence based nutrition education on portion control, such as mindful eating.

We look forward to bringing you more updates on our portion guidance journey and tools to assist with your dietary education and counselling.

Here's a taste of what's to come...

# SHOW ME THE WAY

## Lollies

### ALLENS® JAFFAS



NUTRITIONAL INFORMATION Serving Size: 18g (Approx. 7 pieces)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	350kJ	4%	1930kJ
Protein	0.4g	0.8%	2.3g
Fat, Total	2.8g	4%	15.7g
- Saturated	2.6g	11%	14.2g
Carbohydrate	13.6g	4%	75.8g
- Sugars	13.4g	15%	74.5g
Sodium	10mg	0.4%	54mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

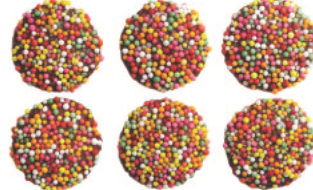
### ALLENS® JELLY BEANS



NUTRITIONAL INFORMATION Serving Size: 20g (Approx. 9 pieces)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	320kJ	4%	1590kJ
Protein	Less than 1g	0%	Less than 1g
Fat, Total	0.1g	0.1%	Less than 1g
- Saturated	Less than 1g	0.2%	Less than 1g
Carbohydrate	19.5g	6%	97.6g
- Sugars	13.0g	14%	65.0g
Sodium	11mg	1%	56mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### ALLENS® FRECKLES



NUTRITIONAL INFORMATION Serving Size: 20g (Approx. 6 pieces)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	394kJ	5%	1970kJ
Protein	0.8g	2%	4.7g
Fat, Total	3.4g	5%	16.8g
- Saturated	3.2g	13%	16.1g
Carbohydrate	14.7g	5%	73.9g
- Sugars	9.4g	11%	47.1g
Sodium	17mg	1%	86mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### ALLENS® FANTALES



NUTRITIONAL INFORMATION Serving Size: 20g (Approx. 3 pieces)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	380kJ	4%	1910kJ
Protein	0.6g	1%	2.9g
Fat, Total	3.2g	5%	16.2g
- Saturated	2.7g	11%	13.5g
Carbohydrate	14.8g	5%	73.9g
- Sugars	11.5g	13%	57.7g
Sodium	22mg	1%	110mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### ALLENS® SNAKES



NUTRITIONAL INFORMATION Serving Size: 25g (2 snakes)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	360kJ	4%	1420kJ
Protein	1.3g	3%	5.2g
Fat, Total	Less than 1g	0.1%	Less than 1g
- Saturated	Less than 1g	0.2%	Less than 1g
Carbohydrate	19.5g	6%	78.0g
- Sugars	12.3g	14%	49.0g
Sodium	25mg	1%	100mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### ALLENS® PARTY MIX



NUTRITIONAL INFORMATION Serving Size: 20g (Approx. 4 pieces)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	290kJ	3%	1460kJ
Protein	0.9g	2%	4.7g
Fat, Total	Less than 1g	0.1%	Less than 1g
- Saturated	Less than 1g	0.2%	Less than 1g
Carbohydrate	16.2g	5%	80.8g
- Sugars	10.0g	11%	50.0g
Sodium	20mg	1%	100mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

# SHOW ME THE WAY

## Chocolate

### KIT KAT® 4 FINGER



NUTRITIONAL INFORMATION Serving Size: 22.5g (2 Fingers)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	490kJ	6%	2170kJ
Protein	1.5g	3%	6.6g
Fat, Total	6.1g	9%	27.3g
- Saturated	3.9g	16%	17.2g
Carbohydrate	13.7g	4%	60.8g
- Sugars	11.3g	13%	50.3g
Sodium	17mg	0.7%	74mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### KIT KAT® CHUNKY



NUTRITIONAL INFORMATION Serving Size: 20g (1 square)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	440kJ	5%	2190kJ
Protein	1.3g	3%	6.5g
Fat, Total	5.6g	8%	28.2g
- Saturated	3.5g	15%	17.7g
Carbohydrate	12.0g	4%	60.2g
- Sugars	10.4g	12%	52.2g
Sodium	14mg	0.6%	70mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### SMARTIES®



NUTRITIONAL INFORMATION Serving Size: 16g (Approx. 15 Smarties)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	320kJ	4%	1990kJ
Protein	0.8g	2%	5.1g
Fat, Total	3.0g	4%	18.6g
- Saturated	1.7g	7%	10.9g
Carbohydrate	11.4g	4%	71.2g
- Sugars	11.2g	12%	70.3g
Sodium	7mg	0.3%	42mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### CLUB® ORIGINAL BLOCK



NUTRITIONAL INFORMATION Serving Size: 22.5g (3 pieces)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	510kJ	6%	2250kJ
Protein	1.3g	3%	5.7g
Fat, Total	7.0g	10%	30.9g
- Saturated	4.3g	18%	18.9g
Carbohydrate	13.0g	4%	57.7g
- Sugars	11.0g	12%	48.9g
Sodium	6mg	0.3%	28mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### SMARTIES® BLOCK



NUTRITIONAL INFORMATION Serving Size: 22.5g (Approx. 3 pieces)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	500kJ	6%	2200kJ
Protein	1.6g	3%	6.9g
Fat, Total	6.5g	9%	28.8g
- Saturated	4.0g	17%	17.9g
Carbohydrate	13.3g	4%	59.1g
- Sugars	13.1g	15%	58.1g
Sodium	20mg	1%	90mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### AERO® BUBBLES



NUTRITIONAL INFORMATION Serving Size: 17.5g (Approx. 6 pieces)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	390kJ	5%	2250kJ
Protein	0.9g	2%	5.4g
Fat, Total	5.3g	8%	30.1g
- Saturated	3.2g	13%	18.0g
Carbohydrate	10.6g	3%	60.5g
- Sugars	11.9g	13%	59.7g
Sodium	19mg	0.8%	110mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.

### AERO® BAR



NUTRITIONAL INFORMATION Serving Size: 20g (Approx. 5 pieces)			
	Quantity Per Serving	%Daily Intake* Per Serving	Quantity Per 100g
Energy	455kJ	5%	2280kJ
Protein	1.1g	2%	5.4g
Fat, Total	6.3g	9%	31.5g
- Saturated	3.7g	15%	18.4g
Carbohydrate	11.9g	4%	59.7g
- Sugars	11.9g	13%	59.3g
Sodium	12mg	0.5%	62mg

\*Percentage Daily Intakes are based on the average adult diet of 8700kJ. Your daily intakes may be higher or lower depending on your energy needs.



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For further information contact Nestlé Consumer Services

Australia **1800 025 361** or visit **[www.nestle.com.au](http://www.nestle.com.au)**

New Zealand **1800 025 361** or visit **[www.nestle.co.nz](http://www.nestle.co.nz)**