GOOD REASONS TO SET THE **NUTRI-SCORE** ON 100 G AND NOT PER SERVING

Of course, we don't eat 100 g of cheese or 100 g of mayonnaise, but the choice to refer to 100 g is no coincidence.

THE PORTION IS SPECIFIC TO EACH INDIVIDUAL

Depending on their characteristics and lifestyle (age, sex, pregnancy, physical activity, etc.), each individual has energy needs.

DEFINING A SINGLE PORTION FOR ALL DOESN'T MAKE SENSE!

A STANDARD REFERENCE

The **NUTRI-SCORE** simplifies the understanding of the nutritional table (on the back of the packaging). This table, made mandatory by European regulations*, displays the data per 100 g.

*INCO regulation = Consumer information

WE DO COMPARE PRICES PER KILO, EVEN IF WE DON'T BUY A KILO!

Nutrition Facts per 100 g	
Energy	**1514 kJ (362 kcal)**
Fat	2,4 g
Saturated	0,7 g
Carbohydrate	79 g
Sugars	<0,5 g

EACH MANUFACTURER INDICATE HIS PORTION

When a portion size is indicated on the packaging, it is defined by the manufacturer. It can be seen that these portions are generally smaller than those consumed, which minimises in the eyes of consumers the quantities of calories, salt, sugar and fat actually ingested.

Just look at the cereal. Which teenager puts only 30g in their bowl? In reality, it's more like 60-80g.

According to the manufacturers, for the same product, the size of the portions can vary considerably.

For a pizza there are portions of 123 g, 200 g, 400 g, comparing like this would not be relevant!

RESPECTING A PORTION IS COMPLICATED IF YOU DON'T HAVE A SCALE NEXT TO YOU!

THANKS TO THE COMMON DENOMINATOR OF 100 G (OR 100 ML FOR LIQUIDS), EVERYONE CAN QUICKLY COMPARE PRODUCTS THAT LOOK ALIKE.

NUTRI-SCORE
A B C D E

A PUBLIC HEALTH TOOL

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