

foodwatch[®]



foodwatch study

Food Industry Misleading Consumers with Vitamin-Fortified Junk Foods

Imprint

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Summary

“Contains 9 essential vitamins!” – In Europe, it is perfectly legal for food companies to use marketing statements like this to sell sweets and sugary drinks. The EU has failed to establish nutritional requirements that foods must meet in order to bear nutrition and health claims. The food industry is shamelessly taking advantage of this situation. Food companies add vitamins to hundreds of unhealthy foods and beverages in order to market these products as healthy, thereby misleading consumers about the actual nutritional values of these products. An investigation carried out by foodwatch in the Netherlands and Germany reveals the alarming scale of this problem. The consumer rights organization evaluated the nutritional composition of 644 products with claims referring to vitamin content and found that 80 per cent (515 products) were in fact not healthy, for instance containing too much sugar, fat or salt. Instead of providing health benefits, these products contribute to poor diet and thereby to the development of chronic diseases. foodwatch calls on the EU to prohibit the use of nutrition and health claims on unhealthy foods.

1. Introduction

Putting an end to the misleading use of false health claims – this was the aim of the European Nutrition and Health Claims Regulation EC 1924/2006 (NHCR), which was passed in 2006. In practice, however, just the opposite occurred. Although companies are now (since 2012) only allowed to use health claims that are scientifically substantiated, the EU has failed to establish any nutritional criteria that foods must meet to permit the use of nutrition or health claims. As a result, it is still perfectly legal for food companies to use nutrition and health claims for marketing products that are too high in fat, salt or sugar to be considered healthy and nutritious. The addition of a few vitamins or minerals is all it takes to give sweets or sugary drinks a healthy image. These marketing strategies deliberately mislead consumers and torpedo their efforts to make healthier food choices.

These practices should have been prohibited long ago: the Nutrition and Health Claims Regulation includes provisions on “nutrient profiles”, whose purpose is to prevent the use of health-related advertising on unhealthy foods. These profiles define the nutritional requirements that foods must meet in order to bear nutrition and health claims. According to the provisions of the NHCR, nutrient profiles should have been fully implemented by January 2009. That was seven years ago – and there is still no system in place. Under pressure from the food lobby, the EU is now considering removing these provisions on nutrient profiles from the Regulation altogether.

At the same time, the widespread adverse consequences of poor diet have already become a major societal challenge: over the past decades the world has seen dramatic increases in the prevalence of obesity and food-related diseases such as type 2 diabetes. It is estimated that 32 million people in the EU already suffer from diabetes, and the numbers are growing rapidly.¹ In Europe, diabetes already accounts for over €100 billion in healthcare expenditures – every year!

In order to assess the current extent of legal consumer deception associated with the use of nutrition and health claims on unhealthy foods, foodwatch investigated hundreds of products from supermarkets and discounters in Germany and the Netherlands. All products chosen for the study had vitamin-related advertising on the front of the package. The nutritional

¹ European Parliament (2016). Written Declaration on Diabetes:
<http://www.europarl.europa.eu/sides/getDoc.do?type=WDECL&reference=P8-DCL-2016-0008&format=PDF&language=EN>

composition of these products was evaluated on the basis of the nutrient profile model published by the World Health Organisation's Regional Office for Europe (WHO/Europe).

Nutrient profiles – differentiating between apples and chocolate bars

So-called nutrient profile models are used for evaluating the nutritional composition of foodstuffs in order to determine whether they constitute a meaningful contribution to a healthy diet. Several such nutrient profile models have already been adopted in various countries worldwide for the regulation of food advertising.² Numerous health organisations (including the Deutsche Diabetes Gesellschaft, the British Medical Association, the World Health Organisation, the World Cancer Research Fund, the World Obesity Federation and the European Heart Network) view these models as helpful instruments in the prevention of obesity and food-related chronic diseases.

In early 2015 the WHO Regional Office for Europe (WHO/Europe) published a nutrient profile model as a tool for the implementation of restrictions on the marketing of foods to children.³ This model provides a means of differentiating between foods that are more likely to be part of a healthy diet from those that are less likely, based on their nutritional compositions. The criteria used for the WHO model include levels of fat, saturated fatty acids, sugar and salt, as well as energy content, added sugar and non-sugar sweeteners. According to WHO/Europe's recommendations, child-targeted marketing should only be allowed for food products that qualify as "healthy" based on this model. However, the WHO also recommends the use of nutrient profiles in other contexts for the promotion of healthy eating habits.⁴

Nutrient profiles are also enshrined in the EU's Nutrition and Health Claims Regulation. Only foods that are considered healthy based on these nutritional criteria should be allowed to carry nutrition and health claims (see Article 4).⁵ In 2009 the European Commission presented its own draft proposal for a nutrient profiling scheme.⁶ However, the implementation of this proposal has been delayed for seven years. At the moment, it is unclear whether these nutrient profiles will ultimately be adopted, as required by the Regulation, or if they will simply be abandoned. Under the guise of "legislative simplification" (the so-called REFIT programme), the EU is currently evaluating the Nutrition and Health Claims Regulation with regard to nutrient profiles.⁷ In mid-April 2016 the European Parliament will be voting on a proposal to eliminate nutrient profiles from the NHCR.⁸

foodwatch believes that only the healthiest products should be allowed to use health and nutrition claims in their marketing. The WHO/Europe nutrient profile model offers a good basis for such policy action. Unlike this model, the European Commission draft would allow health and nutrition claims on breakfast cereals containing up to 25 grams of sugar, as well as on sweetened beverages (for more information on the differences between the two models, see Appendix 1). foodwatch therefore calls on policy-makers to adopt the WHO/Europe nutrient profile model, and not the European Commission's proposal, for the implementation of the NHCR provisions.

² <http://www.wcrf.org/int/policy/nourishing-framework>

³ http://www.euro.who.int/_data/assets/pdf_file/0005/270716/Nutrient-Profile-Model_Version-for-Web.pdf?ua=1

⁴ http://www.euro.who.int/_data/assets/pdf_file/0003/234381/Vienna-Declaration-on-Nutrition-and-Noncommunicable-Diseases-in-the-Context-of-Health-2020-Eng.pdf?ua=1

⁵ An exception is specified in Article 4, Paragraph 2 b) of the Regulation: "Nutrition claims shall be allowed, where a single nutrient exceeds the nutrient profile provided that a statement about the specific nutrient appears in close proximity to, on the same side and with the same prominence as the claim." For example, the statement "high sugar content" would have to appear beside the claim "high in fibre". (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2007:012:0003:0018:EN:PDF>)

⁶ http://www.senat.fr/europe/textes_europeens/a0006.pdf

⁷ http://ec.europa.eu/smart-regulation/roadmaps/docs/2015_sante_595_evaluation_health_claims_en.pdf

⁸ So-called REFIT resolution: <http://www.europarl.europa.eu/oeil/popups/ficheprocedure.do?lang=en&reference=2014/2150%28INI%29>

2. The foodwatch study

In February and March 2016 foodwatch conducted research in supermarkets and discounters in Germany and the Netherlands. In each country, investigators visited three supermarkets (one from each of the three highest-grossing food-retail chains)⁹ and documented all products with vitamin-related advertising on the front of the package.¹⁰ 214 such products were identified in Germany and 430 in the Netherlands. The food products identified were then categorised as healthy or not healthy using the criteria of the WHO nutrient profile model.

3. The findings: mountains of junk food with added vitamins

Be it chocolate, ice cream or sugary drinks – food manufacturers are brazenly taking advantage of European politicians' inability to reach a final agreement on the rules for the composition of foodstuffs using nutrition and health claims. Eighty per cent of the 644 evaluated products with nutrition or health claims *did not* meet the nutritional criteria for healthy foods based on the WHO model.

The food industry uses added vitamins and minerals on a large scale to market its junk foods as healthy. The foodwatch study found that the majority of the unhealthy products bearing vitamin-related advertising were either juices (92 products) or sweetened beverages (252, including 48 milk drinks and 16 energy drinks). However, manufacturers of sweets (59 products), breakfast cereals (23 products) and yoghurt (drinks) (30 products) are also happy to create the illusion of healthiness by adding vitamins to their unhealthy products. Only very few of these claims, even on juices, are in reference to nutrients that are naturally present in the product. In Germany, approximately 85 per cent of the vitamin-related claims identified in the study referred to added vitamins.

Food fortification is a profitable business for manufacturers: sweets and sugary beverages already have some of the highest profit margins, owing to their cheap ingredients.¹¹ With the addition of a few vitamins – which are also inexpensive but advertised as “valuable” – the same product can be portrayed as a healthier and higher-quality option. These marketing strategies are harmful and deceptive for consumers, but beneficial for food companies. This is why the food industry is doing everything in its power to prevent the NHCR's provisions on nutrient profiles from being implemented.

⁹ Supermarket chains with the highest market shares in Germany: Edeka, Lidl and Rewe (<http://www.handelsdaten.de/lebensmittelhandel/umsatz-der-fuehrenden-unternehmen-im-lebensmittelhandel-deutschland-2014>); in the Netherlands: Albert Heijn, Jumbo and Lidl (<http://www.distrifood.nl/service/marktaandeelen>)

¹⁰ Excluded from the study were products for children under 36 months and food supplements (for these products, there are other laws or recommendations for composition that apply)

¹¹ JP Morgan, *Global Equity Research* (2006). Obesity – Re-Shaping the Food Industry, pp. 16ff: http://www.unepfi.org/fileadmin/documents/materiality2/obesity_jpmorgan_2006.pdf

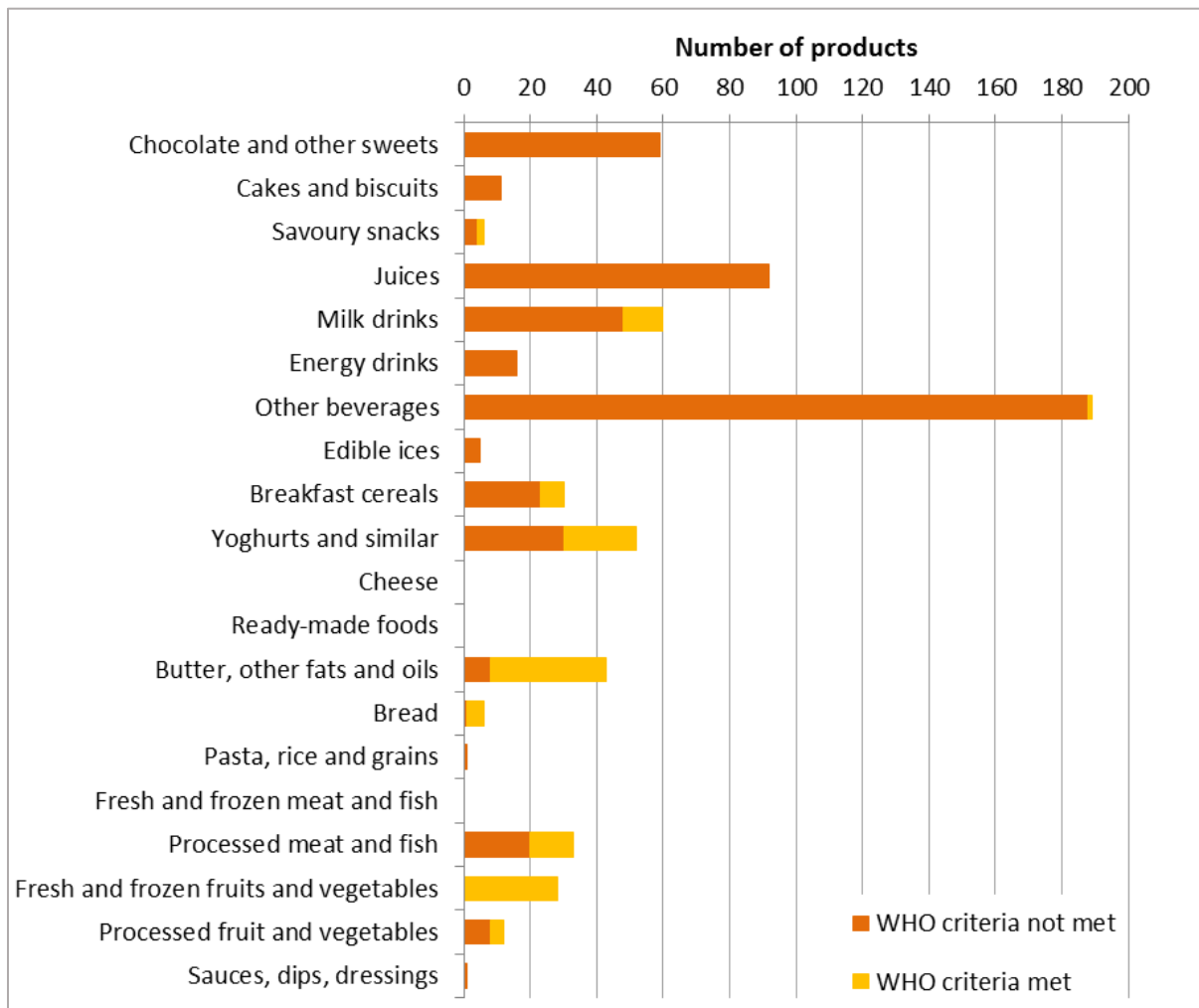


Fig. 1: Number of healthy and not healthy products, based on the criteria of the WHO model, in each of the categories (total: 644 products).

4. Conclusion and foodwatch demands

Added vitamins usually serve only one purpose: marketing

There seems to be only one *real* reason why food companies add vitamins to unhealthy foods and beverages: to market these products as “healthy”. The fortification of unhealthy foodstuffs does not benefit public health. For example, in a country like Germany, the vast majority of healthy people get all of the vitamins they need from their diets.^{12,13} If a vitamin deficiency is nevertheless found or suspected (with a higher prevalence in certain populations, e.g. the elderly), the individual should seek a doctor’s advice and strive to eat a more well-balanced diet and *not* junk foods fortified with factory-made vitamin cocktails – particularly in view of the fact that most of these added vitamins do not follow any nutritional concept. Products that are fortified with vitamins also pose the risk of an overdose, which can have serious health consequences. For example, the German Federal Institute for Risk Assessment (BfR) advises

¹² With few exceptions; for more information: German Nutrition Society, DGE (2012). Evaluation of vitamin supplies in Germany.

<https://www.dge.de/fileadmin/public/doc/ws/statement/130515-DGE-statement-vitamin-supply.pdf>

¹³ http://www.bfr.bund.de/en/vitamins_and_minerals-54417.html and

http://www.bfr.bund.de/en/press_information/2005/02/new_assessment_of_risks_and_benefits_of_vitamins_and_minerals_in_food-5962.html

against the fortification of food products with Vitamin A (other than margarine)¹⁴ and Vitamin D¹⁵. Nevertheless, there are many sweetened “ACE drinks” containing Vitamin A, as well as sugary, Vitamin D-enriched yoghurt products on the market. Food companies prey on consumers’ fears about vitamin deficiency in order to market their products as healthy.

The EU must take immediate action

The use of health and nutrition claims in food marketing is widespread in the EU. Thousands of products carry such claims.^{16,17,18} foodwatch’s comprehensive investigation in two European countries revealed that the vast majority of these products are too high in sugar, fat or salt. These findings indicate that policies are urgently needed to define which foods are eligible to bear nutrition or health claims. The use of these claims on unhealthy products thwarts consumers’ attempts to make healthy food choices. Instead of providing health benefits, these products contribute to the rampant epidemic of unhealthy diets, and thereby to the development of chronic diseases such as type 2 diabetes.

For this reason, foodwatch urges the European Commission to implement a nutrient profile model as foreseen in the Nutrition and Health Claims Regulation, in order to ensure that only healthy foods are marketed with nutrition and health claims. The WHO Regional Office for Europe nutrient profile model in its current form can easily be adopted for this purpose.

¹⁴ BfR (2005) Use of Vitamins in Foods. http://www.bfr.bund.de/cm/350/use_of_vitamins_in_foods.pdf

¹⁵ http://www.bfr.bund.de/en/selected_questions_and_answers_on_vitamin_d-132037.html

¹⁶ Kaur A et al. (2015). How many foods in the UK carry health and nutrition claims, and are they healthier than those that do not? Public Health Nutrition. https://www.researchgate.net/publication/279967206_How_many_foods_in_the_UK_carry_health_and_nutrition_claims_and_are_they_healthier_than_those_that_do_not

¹⁷ Lalor et al. (2009). A study of nutrition and health claims – a snapshot of what’s on the Irish market. Public Health Nutrition: 13(5), 704–711. http://journals.cambridge.org/download.php?file=%2FPHN%2FPHN13_05%2FS1368980009991613a.pdf&code=51e99446b68e17921e3a1a9fe14560df

¹⁸ Pravst & Kušar (2015). Consumers’ Exposure to Nutrition and Health Claims on Pre-Packaged Foods: Use of Sales Weighting for Assessing the Food Supply in Slovenia. *Nutrients* 2015 7, 9353–9368. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4663602/pdf/nutrients-07-05474.pdf>

Appendix 1: Comparison of the WHO Regional Office for Europe nutrient profile model with the draft of the European Commission

In early 2015 the WHO Regional Office for Europe (WHO/Europe) published a nutrient profile model as a tool for the implementation of restrictions on the marketing of foods to children.¹⁹ This model provides a means of differentiating between foods that are more likely to be part of a healthy diet from those that are less likely, based on their nutritional compositions. In 2009 the European Commission presented a draft proposal for a nutrient profiling scheme to be implemented in the Nutrition and Health Claims regulation.²⁰

A comparison of the two nutrient profile models reveals that the nutrient-composition criteria of the EU model are much more permissive than those of the WHO/Europe model.

The main differences are as follows:

- Under the system proposed by the EU, it would be possible to use nutrition and health claims on non-alcoholic beverages that contain up to eight grams of sugar per 100 millilitres. This means that artificially sweetened beverages, Coca-Cola Life and energy drinks could still be marketed as healthy beverage choices. Under the WHO model, all sweetened beverages (with sugar and other sweeteners) are classified as not healthy. And justifiably so: the consumption of sugar-sweetened beverages increases the risk of obesity and type 2 diabetes,²¹ and energy drinks have been linked to cardiac arrhythmia, seizures, kidney failure and even death.²²
- Under the system proposed by the EU, breakfast cereals containing up to 25 per cent sugar would be allowed to use nutrition and health claims. According to the WHO model, cereals with more than 15 per cent sugar are considered not healthy.
- Under the EU system, yoghurts containing up to 15 per cent sugar would be allowed to use nutrition and health claims. Under the WHO model, yoghurts with more than ten per cent sugar are considered not healthy.
- The EU system would allow food companies to market savoury snacks with a salt content of up to 0.76 per cent as healthy.²³ The WHO sets a 0.1 per cent salt limit for these products.

¹⁹ http://www.euro.who.int/_data/assets/pdf_file/0005/270716/Nutrient-Profile-Model_Version-for-Web.pdf?ua=1

²⁰ http://www.senat.fr/europe/textes_europeens/a0006.pdf

²¹ Malik VS, Popkin BM, Bray GA, Despres JP, Willett WC, Hu FB. Sugar-sweetened beverages and risk of metabolic syndrome and type 2 diabetes: a meta-analysis. *Diabetes Care*. 2010; 33:2477-83.

²² WHO (2014). Energy drink consumption in Europe: a review of the risks, adverse health effects, and policy options to respond. <http://journal.frontiersin.org/article/10.3389/fpubh.2014.00134/full>

²³ Salt = sodium (g) x 2.54

Appendix 2: Table listing all products that were investigated in the context of the foodwatch study in the Netherlands and Germany, including the results of their nutritional evaluation based on the WHO Regional Office for Europe nutrient profile model²⁴.

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
WHO category 1) Chocolate and sugar confectionery, energy bars, and sweet toppings and desserts			
--> whole category not healthy			
AH pindakaas natriumarm	Rijk aan vitamine E	no	category
AH smeuïge pindakaas	Rijk aan vitamine E	no	category
AH smeuïge pindakaas stukjes pinda	Rijk aan vitamine E	no	category
Alpenbauer Ingwer-Limette Ingwer-Orange	plus Vitamin C	no	category
amanie Multi Vitamin gefüllte Fruchtbonbons	mit Vitamin B1 + B2 + B12 + C + E Folsäure + Pantothensäure + Biotin	no	category
amanie schLecker Duo gefüllte Zitronen- und Orangenbonbons	mit den Vitaminen E, B6, B2, B12, C + Thiamin + Niacin + Folsäure + Pantothensäure	no	category
Calve pindakaas	Bron van vitaminen en mineralen	no	category
Calve pindakaas creamy	Bron van vitaminen en mineralen	no	category
Calve pindakaas light	Bron van vitaminen en mineralen	no	category
Calve pindakaas stukjes pinda	Bron van vitaminen en mineralen	no	category
Dextro Energy lemon	+ vitamine C	no	category
Dextro Energy Zitrone + Vitamin C	+ Vitamin C	no	category
Dittmeyer's Valensina Fruit-Mix	Mit 8 wichtigen Vitaminen	no	category
Dittmeyer's Valensina Halsbonbon Zitrone Zuckerfrei	mit wohltuendem Vitamin C	no	category
Echte Krügerol Halsbonbons Wildapfel	mit Vitamin C	no	category
Fritt Erdbeergeschmack	+ Vitamin C	no	category
Fritt Kirschgeschmack	+ Vitamin C	no	category
Fritt Orangengeschmack	+ Vitamin C	no	category

²⁴ WHO/Europa (2015) "WHO Regional Office for Europe Nutrient Profile Model".
http://www.euro.who.int/_data/assets/pdf_file/0005/270716/Nutrient-Profile-Model_Version-for-Web.pdf?ua=1

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Fritt Waldfrüchtegeschmack	+ Vitamin C	no	category
Ice Storm Kirsch Halsbonbons	plus Vitamin C	no	category
Ice Storm Zitronen Halsbonbons	plus Vitamin C	no	category
Jumbo cashewnoot pindakaas	Heerlijk smeug en een bron van vitamine E	no	category
Jumbo pindakaas american style	extra smeug en rijk aan vitamine E. Bron van vitamine E.	no	category
Jumbo pindakaas naturel	Heerlijk smeug en een bron van vitamine E	no	category
Jumbo pindakaas stukjes pinda	Heerlijk smeug en rijk aan vitamine E - Bron van vitamine E	no	category
Katjes Für Dich Frucht Spass erfrischend-fruchtig	Mit 6 Vitaminen & Fruchtsaft	no	category
Katjes Für Dich Frucht Spass Joghurt	Mit 6 Vitaminen & Fruchtsaft	no	category
Katjes Für Dich Frucht Spass Joghurt gefüllt	Mit 6 Vitaminen + Fruchtsaft	no	category
Katjes Für Dich Frucht Spass Tropic gefüllt	Mit 6 Vitaminen + Fruchtsaft	no	category
Kellogg's Coco Pops	Vitamine B calcium	no	category
Kellogg's Frosties	Vitamine B calcium	no	category
milupa profutura mama Müsliriegel für Stillende Cranberry-Schoko	1 Portion enthält wichtige Vitamine, Mineralstoffe + DHA	no	category
Napoleon Bonbon Aparte Energy	Ambachtelijk bereide zuurtjes met energiedranksmaak, vitamine B en een bruisende poedervulling	no	category
nimm2 Lachgummi	Fruchtgummi mit Vitaminen; Fruchtsaft & Vitamine	no	category
nimm2 Lachgummi Frucht&Joghurt	Fruchtgummi mit Vitaminen; Fruchtsaft & Vitamine	no	category
nimm2 Lachgummi Joghurt	Fruchtgummi mit Vitaminen; Fruchtsaft & Vitamine	no	category
nimm2 Lachgummi Milchbubies	Fruchtgummi mit Vitaminen; Fruchtsaft & Vitamine	no	category

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
nimm2 Lachgummi Shakies	Fruchtgummi mit Vitaminen; Fruchtsaft & Vitamine	no	category
nimm2 Lachgummi Softies	Fruchtgummi mit Vitaminen; Fruchtsaft & Vitamine	no	category
nimm2 Lachgummi Softies Joghurt	Fruchtgummi mit Vitaminen; Fruchtsaft & Vitamine	no	category
nimm2 Lachgummi Softies sauer	Fruchtgummi mit Joghurt und Vitaminen; Fruchtsaft & Vitamine	no	category
nimm2 Lachgummi Tropical	Fruchtgummi mit Vitaminen; Fruchtsaft & Vitamine	no	category
nimm2 Lolly	mit Vitaminen; Fruchtsaft & Vitamine	no	category
nimm2 Orangen- und Zitronenbonbons	mit Vitaminen; Fruchtsaft & Vitamine	no	category
Pulmoll Halsbonbons Mixed Berry mit Acai	Erfrischend mit Fruchtsaftkonzentrat und Vitamin C	no	category
Pulmoll Halsbonbons Zitrone	Erfrischend mit Fruchtsaftkonzentrat und Vitamin C	no	category
Pulmoll Hustenbonbons Extra Stark	Befreit und erfrischt mit ätherischen Ölen und Vitamin C	no	category
Rewe Beste Wahl Vitalinos	Mit 9 Vitaminen	no	category
Ricola Alpen-Salbei	mit Vitamin C	no	category
Ricola Alpen-Salbei zuckerfrei	mit Vitamin C	no	category
Ricola Sanddorn zuckerfrei	mit Vitamin C	no	category
Ricola Zitronenmelisse zuckerfrei	mit Vitamin C	no	category
Slim System Riegel mit L-Carnitin Karamell Toffee Geschmack	enthält Vitamine, enthält Eiweiß	no	category
So pure raw chocolate cocoa nibs	The cocoa in the So Pure chocolate is heated at low temperature. Therefore important nutrients such as antioxidants, vitamins and minerals are preserved.	no	category

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
So pure raw chocolate mulberry	The cocoa in the So Pure chocolate is heated at low temperature. Therefore important nutrients such as antioxidants, vitamins and minerals are preserved.	no	category
Sports Line Champ Muscle High Protein Bar	Vitamine & Magnesium	no	category
Trolli Apfelringe	NEU! Mit 7 Vitaminen & leckerem Apfelsaft	no	category
Vivil Halsbonbons Extra Stark	Mit Vitamin C	no	category
Vivil Multivitamin Bonbons Waldfrucht	Mit 8 Vitaminen	no	category
WHO category 2) Cakes, sweet biscuits and pastries; other sweet bakery wares, and dry mixes for making such --> whole category not healthy			
AH knapperige meergranen biscuit appel	Met toegevoegd vitamine B6, calcium en ijzer	no	category
AH knapperige meergranen biscuit rozijn	Met toegevoegd vitamine B6, calcium en ijzer	no	category
Fruit& granen biscuits	Verrijkt met vitamine B6, calcium en ijzer	no	category
Jumbo melkbiscuits melk	Rijk aan calcium, ijzer en vitamine B6	no	category
Jumbo melkbiscuits melk & aardbei	Rijk aan calcium, ijzer en vitamine B6	no	category
Jumbo melkbiscuits melk & choco	Rijk aan calcium, ijzer en vitamine B6	no	category
Liga Milkbreak bosvruchten-framboos	Vol bouwstoffen: vol ijzer, vol vitamine B6, vol calcium	no	category
Liga Milkbreak melk	Vol bouwstoffen: vol ijzer. vol vitamine B6. vol calcium.	no	category
Liga Milkbreak melk-aardbei	Vol bouwstoffen: vol ijzer, vol vitamine B6, vol calcium	no	category
Liga Milkbreak melk-choco	Vol bouwstoffen: vol ijzer. vol vitamine B6. vol calcium.	no	category
Sonday crunchy muesli chocolade	Rijk aan vitamine B6 en ijzer	no	category
WHO category 3) Savoury snacks --> No added sugars, max. 0.1 g salt per 100 g			
AH knapperige pinda's gezouten	Rijk aan vitamine E en fosfor, een bron van proteïne	no	salt

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
AH knapperige pinda's ongezouten	Rijk aan vitamine E en fosfor, een bron van proteïne	yes	
AH mix gojibes, moerbeï, cranberry, pompoen- en zonnebloempit	Bevat vitamines en antioxidanten	no	salt and added sugars
fitfood Snacking Power Mix	Hoher Gehalt an Vitamin E	no	added sugars
fitfood Snacking Sport Mix	Magnesiumquelle, Hoher Gehalt an Vitamin E,	yes	
Healthy People amandelen & fruit raw snack	Bron van vitamine E	no	salt and added sugars
WHO category 4a) Juice --> whole category not healthy			
AH vers sap aardbei sinaasappel	Rijk aan vitamine C en foliumzuur	no	category
AH vers sap appel peer framboos	Bron van vitamine C	no	category
AH vers sap bramen zwarte bes	Rijk aan vitamine C	no	category
AH vers sap framboos, sinaasappel granaatappel	Rijk aan vitamine C en bron van vitamine B6, kalium en koper	no	category
Ah vers sap kiwi sinaasappel	Rijk aan vitamine C, bron van foliumzuur	no	category
AH vers sap kiwi sinaasappel	Rijk aan vitamine C en bron van foliumzuur	no	category
AH vers sap limoen appel blauwe bes	Bron van vitamine C en vitamine K	no	category
AH vers sap limoen, appel, blauwe bes	Bron van vitamine C en K	no	category
AH vers sap munt peer mango	Bron van vitamine C en foliumzuur	no	category
AH vers sap sinaasappel banaan	Rijk aan vitamine C en foliumzuur, bron van vitamine B6	no	category
AH vers sap sinaasappel	Rijk aan vitamine C, bron van foliumzuur	no	category
AH verse smoothie appel banaan aardbei	Rijk aan vitamine C en bron van foliumzuur	no	category
AH verse smoothie banaan, perzik, ananas	Rijk aan vitamine C, bron van foliumzuur	no	category

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
AH verse smoothie framboos, banaan, cranberry	Rijk aan vitamine C	no	category
AH verse smoothie mango, kokos, bosvruchten	Rijk aan vitamine C	no	category
AH verse smoothie mango, passievrucht en sinaasappel	Rijk aan vitamine C, bron van foliumzuur	no	category
Amecke + Vitamine Folsäure für Zellneubildung	+ Vitamine Folsäure für Zellneubildung mit B6 und B12	no	category
Amecke + Zink Vitamin C	+ Zink Vitamin C, Zink - für das Immunsystem	no	category
Amecke Antioxidantien GELB	Mit den natürlichen Antioxidantien Vitamin C + E, für den Zellschutz*, * Mit Vitamin C und E als Beitrag zum Schutz der Zellen vor oxidativem Stress.	no	category
Amecke Antioxidantien ROT	Mit den natürlichen Antioxidantien Vitamin C + E, für den Zellschutz*, * Mit Vitamin C und E als Beitrag zum Schutz der Zellen vor oxidativem Stress.	no	category
Amecke Sanfte Säfte Multi Vitamin	Multi Vitamin	no	category
Appelsientje Multivitaminientje bosvruchten	Multivitaminientje	no	category
Appelsientje Multivitaminientje oranje vruchten	Multivitaminientje	no	category
Appelsientje Tomatientje met tomaat en groente	Met toegevoegd zout en vitamine C	no	category
Appelsientje troebel goudappeltje	Met toegevoegde vitamine C	no	category
Appelsientje Zontomaatje	Met toegevoegd zout en vitamine C	no	category
Coolbest mango dream	Bron van vitamine C	no	category
Coolbest mango tango coconut	Met vitamine C	no	category

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Coolbest passion fruit heaven	Bron van vitamine C	no	category
Coolbest pink grapefruit	Rijk aan vitamine C	no	category
Coolbest premium orange	Rijk aan vitamine C	no	category
Coolbest pulp free orange	Rijk aan vitamine C	no	category
Coolbest red citrus	Rijk aan vitamine C	no	category
Coolbest strawberry hill	Bron van vitamine C	no	category
Coolbest sunny coconut	Met vitamine C	no	category
Coolbest Vitaday granaatappel en framboos	Bron van antioxidanten, vitamine C en E	no	category
Coolbest Vitaday original	10x Fruit vitamines, 100% ADH per glas, bron van vezels	no	category
Coolbest Vitaday tropical	10x Fruit vitamines, 100% ADH per glas, bron van vezels	no	category
Edeka Bio Möhren Saft	mit Vitamin A	no	category
Fair Trade tropisch fruit	Ongezoet en rijk aan vitamine C	no	category
Healthy People blauwe bosbes en framboos superfruitmix	Bron van antioxidanten, vitamine C en E	no	category
Healthy People cranberry	Daily vitamin C in a bottle	no	category
Healthy People cranberry superfruitmix	Bron van antioxidanten, vitamine C en E	no	category
Healthy People mango acerola superfruitmix	2x Meer natuurlijke vitamine C dan sinaasappelsap	no	category
Healthy People multivitaminen	Multivitaminen en extra vitamine C uit acerola	no	category
Healthy People rode biet appel en framboos red power mix	Bron van antioxidant vitamine C	no	category
Healthy People super sinaasappel	Met extra vitamine C uit acerola	no	category
Healthhy People raspberry	Daily vitamin C in a bottle	no	category
Hero's Liefde voor fruit appel & bosfruit	Boordevol vitamine C uit fruit	no	category
Hero's liefde voor fruit multifruit	Boordevol vitamine C uit fruit	no	category

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Hero's Liefde voor fruit sinaasappel	Boordevol vitamine C uit fruit	no	category
Hero's Liefde voor fruit sinaasappel & aardbei	Boordevol vitamine C uit fruit	no	category
Hero's Liefde voor fruit sinaasappel kiwi	Boordevol vitamine C uit fruit	no	category
Hero's Liefde voor fruit tropical kokos	Boordevol vitamine C uit fruit	no	category
Hero's Liefde voor fruit sinaasappel & mango	Boordevol vitamine C uit fruit	no	category
hohes C Frühstückssaft Orange-Karotte	reich an natürlichem Vitamin C	no	category
hohes C Heimische Früchte Apfel & Holunderbeere	reich an natürlichem Vitamin C	no	category
hohes C Heimische Früchte Apfel & Johannesbeere	reich an natürlichem Vitamin C	no	category
hohes C Milde Grapefruit	reich an natürlichem Vitamin C	no	category
hohes C Milde Orange	reich an natürlichem Vitamin C, Wir garantieren: Schon 1 Glas hohes C Milde Orange (0,25 l) deckt den Tagesbedarf an Vitamin C.	no	category
hohes C Milder Apfel	reich an natürlichem Vitamin C	no	category
hohes C Milder Multivitamin	reich an natürlichem Vitamin C, Milder Multivitamin	no	category
hohes C Mildes Frühstück	reich an natürlichem Vitamin C	no	category
hohes C Multivitamin	reich an natürlichem Vitamin C, Multivitamin, angereichert mit 9 Vitaminen, Vitamin C Garantie, Wir garantieren: Schon 1 Glas (0,25 l) deckt den Tagesbedarf an Vitamin C und 9 weiteren wichtigen Vitaminen.	no	category
hohes C Naturelle Apfel-Kirsche	reich an natürlichem Vitamin C	no	category
hohes C Naturelle Apfel-Maracuja	reich an natürlichem Vitamin C	no	category
hohes C Naturelle Apfel-Zitrone	reich an natürlichem Vitamin C	no	category

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
hohes C Orange	reich an natürlichem Vitamin C, Qualitätsgarantie Natürliches Vitamin C aus 4 Pfund Orangen	no	category
hohes C Orange mit Fruchtfleisch	reich an natürlichem Vitamin C, Qualitätsgarantie Natürliches Vitamin C aus 4 Pfund Orangen	no	category
hohes C plus Eisen Apfel-Granatapfel-Himbeere	hohes C, reich an natürlichem Vitamin C, plus Eisen für die Blutbildung	no	category
hohes C Roter Multivitamin	reich an natürlichem Vitamin C, Multivitamin angereichert mit 7 Vitaminen	no	category
innocent Super Smoothie Antioxidant Kiwi, Limette, Gurke, Weizengras & Leinsamen	mit Vitamin C, E & Selen	no	category
innocent Super Smoothie Defence Mango, Orange, Kürbis und Leinsamen	mit Vitamin C und B6	no	category
innocent Super Smoothie Energise Erdbeere, Kirsche, Guarana & Leinsamen	mit Vitamin C, B1, B2, B3 & B6	no	category
ja! Multivitaminsaft	Multivitaminsaft	no	category
Jumbo direct geperst sinaasappelsap	Rijk aan vitamine C	no	category
Jumbo sinaasappel met extra vruchtvlies	Rijk aan vitamine C	no	category
Jumbo sinaasappelsap	Rijk aan vitamine C	no	category
Jumbo Thuis Uit Eten jonagold appelsap	Rijk aan vitamine C	no	category
Jumbo Thuis Uit Eten valencia sinaasappelsap	Van nature rijk aan vitamine C	no	category
Premium puur sap bloedsinaasappelsap	Natuurlijk rijk aan vitamine C	no	category
Rotbäckchen Guter Start	Gut versorgt in den Tag mit 11 Vitaminen und Calcium	no	category
Rotbäckchen Immunstark	Mit Zink und Vitamin C zur Unterstützung des Immunsystems	no	category

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Rotbäckchen Vitesse Für das Immunsystem	Vitamin C und Zink für die Funktion des Immunsystems	no	category
Rotbäckchen Vitesse Für gesunde Gefäße	Vitamin C für die Gefäßfunktion	no	category
Rotbäckchen Vitesse Für gesunde Knochen	Calcium und Vitamin D für die Knochenerhaltung	no	category
Rotbäckchen Vitesse Für gesunde Zellen	Vitamin C + E	no	category
Valensina Mildes Frühstück milder Multi-Vitamin	Angereichert mit 10 Vitaminen	no	category
Valensina Vitamin-Frühstück Multi-Vitamin	Angereichert mit 9 Vitaminen	no	category
Vitafit multivitamin	Multivitamin	no	category
Vitafit multivitamin	Multivitamin	no	category
vitafit Multivitaminsaft	Multivitamin	no	category
Zonnatura wortelsap	Van nature rijk aan vitamine A	no	category
WHO category 4b) Milk drinks			
--> max. 2.5 g fat per 100 g, no added sugar or sweeteners²⁵			
Almond Dream original	+ Calcium with vitamins E, D2 & B12	no	added sugars
AH zachte amandel drink naturel	Bron van calcium en vitamine E. van nature lactosevrij.	no	added sugars
Alpro almond dark choco	Antioxidant. vit.E. low in fat. + calcium & vit B2, B12, D. naturally lactose free.	no	added sugars
Alpro almond original	Antioxidant. vit.E. low in fat. + calcium & vit B2, B12, D.	no	added sugars
Alpro almond unsweetened	Antioxidant. vit.E. low in calories + calcium & vit B2, B12, D.	yes	
Alpro coconut chocolate	Low in fat + calcium & vit. B12, D	no	added sugars
Alpro coconut almond	Low in fat and sugar + calcium & vit. B12, D, E	no	added sugars
Alpro coconut original	+ calcium & vit. B12, D	yes	
alpro Hafer Original	Reich an Ballaststoffen, Ohne Zuckerzusatz, Fettarm, + Calcium & Vit. B2, B12, D	yes	

²⁵ Under the WHO model, non-dairy milk drinks with relatively small amounts of added sugar are classified as unhealthy, e.g. even if the resulting sugar content is lower than that of unsweetened dairy milk. The reason for this differentiation is that added, "free sugars" are regarded as less healthy than lactose (= intrinsic sugar). Policy-makers may want to consider amending the criteria in this area.

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
alpro Haselnuss Original	Vitamin B12, Arm an gesättigten Fettsäuren, + Calcium & Vit. B2, D, E	no	added sugars
alpro Kokosnuss Choco Geschmack	Fettarm + Calcium & Vit. B12, D	no	added sugars
alpro Kokosnuss Original	Kalorienarm, Ohne Zuckerzusatz*, + Calcium & Vit. B12, D	yes	
alpro Mandel mit feinem Vanillegeschmack	Vitamin E, Fettarm, + Calcium & Vit. B2, B12, D	no	added sugars
alpro Mandel Original	Vitamin E, Fettarm, + Calcium & Vit. B2, B12, D	no	added sugars
alpro Mandel ungesüßt	Vitamin E, Fettarm, + Calcium & Vit. B2, B12, D	yes	
alpro Reis Original	Ohne Zuckerzusatz, Fettarm, + Calcium & Vit. B12, D	yes	
Alpro rice original	+ calcium & vit. B12, D	yes	
Alpro soya banana	Source of protein + calcium & vit. B2, B12, D	no	added sugars
Alpro soya choco	Source of protein + calcium & vit. B2, B12, D	no	added sugars
alpro Soya Choco	Hochwertiges pflanzliches Eiweiß, + Calcium & Vit. B2, B12, D	no	added sugars
Alpro soya choco light	Source of protein + calcium & vit. B2, B12, D	no	added sugars and sweeteners
alpro Soya Ganze Bohne	Ungesüßt, Hochwertiges pflanzliches Eiweiß, + Calcium & Vit. B2, B12, D	yes	
Alpro soya light	source of fibre + calcium & vit. B2, B12, D	no	added sugars
alpro Soya light fresh	Pflanzliches Eiweiß, Calcium & Vit. B2, B12, D	no	added sugars
Alpro soya macchiato	Source of protein + calcium & vit. B2, B12, D	no	added sugars
Alpro soya mild	Source of protein + calcium & vit. B2, B12, D	no	added sugars
Alpro soya original	Source of protein + calcium & vit. B2, B12, D	no	added sugars
alpro Soya Original + Calcium	Hochwertiges pflanzliches Eiweiß, + Calcium & Vit. B2, B12, D	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
alpro Soya Original fresh	Pflanzliches Eiweiß, Calcium & Vit. B2, B12, D	no	added sugars
Alpro soya red fruits	Source of protein + calcium & vit. B2, B12, D	no	added sugars
Alpro soya rode vruchten	Source of protein + calcium & vit. B2, B12, D	no	added sugars
Alpro soya unsweetened	Source of fibre + calcium & vit. B2, B12, D	yes	
Alpro soya vanille	Source of protein. low in saturated fat + calcium & vit. B2, B12, D	no	added sugars
alpro Soya Vanille	Hochwertiges pflanzliches Eiweiß, + Calcium & Vit. B2, B12, D	no	added sugars
Alpro soya vanille light	Source of protein + calcium & vit. B2, B12, D	no	added sugars and sweeteners
Coconut Dream original	+ Calcium with vitamins D2 & B12	yes	
Jumbo soya drink naturel	Rijk aan vitaminen B2, B12 en calcium	no	added sugars
Jumbo soya drink ongezoet	Rijk aan vitaminen B2, B12 en calcium	no	sweeteners
Milbona soja naturel	Calcium + vitamine B2, B12, E	no	added sugars
milupa Profutura mama Milchgetränk für Stillende Vanillegeschmack	1 Portion enthält wichtige Vitamine, Mineralstoffe + DHA	no	added sugars
müller Frucht Butter Milch Multivitamin	Multivitamin	no	added sugars
müller fructiv Erdbeer-Limette-Wassermelone	Mit 3 wichtigen Vitaminen, Der Fruchtmix mit dem Extra an Vitaminen	no	sugars and sweeteners added
müller fructiv Multivitamin	Tagesbedarf an 9 Vitaminen, Der Fruchtmix mit dem Extra an Vitaminen	no	sugars and sweeteners added
müller fructiv Roter Multivitamin	Tagesbedarf an 8 Vitaminen, Der Fruchtmix mit dem Extra an Vitaminen	no	sugars and sweeteners added
müller Müllermilch Banane	eine Flasche deckt über 80% des Tagesbedarfs an Vitamin E und an den Vitaminen B6, B2 und B1	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
müller Müllermilch Erdbeere	eine Flasche deckt über 80% des Tagesbedarfs an Vitamin E und an den Vitaminen B6, B2 und B1	no	added sugars
müller Müllermilch Kirsch-Banane	eine Flasche deckt über 80% des Tagesbedarfs an Vitamin E und an den Vitaminen B6, B2 und B1	no	added sugars
müller Müllermilch Nocciola-Nuss	eine Flasche deckt über 80% des Tagesbedarfs an Vitamin E und an den Vitaminen B6, B2 und B1	no	added sugars
müller Müllermilch Pistazie-Cocos	eine Flasche deckt über 80% des Tagesbedarfs an Vitamin E und an den Vitaminen B6, B2 und B1	no	added sugars
müller Müllermilch Schoko	eine Flasche deckt über 80% des Tagesbedarfs an Vitamin E und an den Vitaminen B6, B2 und B1	no	added sugars
müller Müllermilch Vanilla	eine Flasche deckt über 80% des Tagesbedarfs an Vitamin E und an den Vitaminen B6, B2 und B1	no	added sugars
Nesquick opti-start (fw: choc.melkpoeder)	Vit D ijzer zink	no	added sugars
Oat Dream original	+ Calcium with vitamins D2 & B12	yes	
ovomaltine Pulver	Tägliche Energie*, Vitamine, Magnesium, Calcium	no	added sugars
Power System High Protein für mehr Muskelmasse Schokolade Geschmack	Vitamin B6	no	added sugars
Rice Dream chocolate flavour	+ Calcium, vitamins D2 & B12	no	added sugars
Rice Dream original	+ calcium with vitamins D2 & B12	yes	
Soya Soleil sojadrink	+ calcium / vitaminen /vitamine B2, B12 D	no	added sugars
Sports Line Champ Muscle High Protein Drink Schoko	Guarana & Vitamin B6	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Sports Line Champ Muscle High Protein Drink Vanille	Guarana & Vitamin B6	no	added sugars
WHO category 4c) Energy-Drinks --> whole category not healthy			
Bullit energy drink	+ B-vitamins	no	category
Monster Energy	+ B-vitamins	no	category
Monster Energy	+ B-Vitamine	no	category
Monster Energy assault	+ B-vitamins	no	category
Monster Energy assault	+ B-Vitamine	no	category
Monster Energy+juice ripper	+ B-vitamins	no	category
Monster Punch Baller's Blend	B-Vitamine	no	category
Rockstar Energy Drink	B-vitamins	no	category
Rockstar Energy Drink	B-Vitamine	no	category
Rockstar Freeze Frozen Lime	B-Vitamine	no	category
Rockstar Freeze Frozen Watermelon	B-Vitamine	no	category
Rockstar Punched Fruit Punch	B-Vitamine	no	category
Rockstar supersours Energy Drink Blue raspberry	B-Vitamine	no	category
Rockstar supersours Energy Drink Lime	B-Vitamine	no	category
Rockstar supersours energy drink green apple	B-vitamins	no	category
Rockstar Xdurance energy drink	B-vitamins	no	category

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
WHO category 4d) Other beverages			
--> no added sugars and sweeteners			
ActiLive Apfel Kiwi	Mit wertvollen Vitaminen und der 20-fachen Menge an Sauerstoff	no	sugars and sweeteners added
ActiLive Kirsche	Mit wertvollen Vitaminen und der 20-fachen Menge an Sauerstoff	no	sugars and sweeteners added
ActiLive Orange Limette	Mit wertvollen Vitaminen und der 20-fachen Menge an Sauerstoff	no	sugars and sweeteners added
Active O2 Zitrone Nektarine + B12	+ B12 Vitamin B12	no	sugars and sweeteners added
AH Djoezz bosvruchten	Bron van vitamine C	no	added sugars
Ah Djoezz tropisch fruit	Bron van vitamine C	no	added sugars
AH frisse cranberry classic	Bevat 37% van de ADH vitamine C	no	added sugars
AH frisse fruitdrank appel framboos	Met toegevoegd vitamine C	no	added sugars
AH frisse fruitdrank appel framboos light	Met toegevoegd vitamine C	no	added sugars and sweeteners
AH frisse fruitdrank appel peer	Met toegevoegd vitamine C	no	added sugars
AH frisse fruitdrank appel perzik	Met toegevoegd vitamine C	no	added sugars
AH frisse fruitdrank sinaasappel citroen	Met toegevoegd vitamine C	no	added sugars
AH frisse fruitdrank witte druif citroen	Met toegevoegd vitamine C	no	added sugars
AH multi vitaminen siroop	Met 10 toegevoegde vitaminen	no	added sugars
AH sportdrank blue	Met toegevoegde vitaminen. Met toegevoegd vitamine B3, B5, B6 en E	no	added sugars
AH sportdrank lemon	Met toegevoegde vitaminen. Met toegevoegd vitamine B3, B5, B6 en E	no	added sugars
AH sportdrank orange	Met toegevoegde vitaminen. Met toegevoegd vitamine B3, B5, B6 en E	no	added sugars
AH volle multivitaminen met oranje fruit	Bron van vitaminen.	no	added sugars and sweeteners

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
AH volzoete multivitamine met rode vruchten	Bron van vitaminen	no	added sugars and sweeteners
AH vruchtenmix siroop	Met toegevoegd vitamine C	no	added sugars
Angry Birds water & suprise strawberry & kiwi my way or the highway	Water+fruit+vitamins - source of vitamins - vitamin C * vitamin B3 * vitamin B5 * vitamin B6 * vitamin B12	no	added sugars and sweeteners
Angry Birds water & suprise strawberry & kiwi red alert	Water+fruit+vitamins - source of vitamins - vitamin C * vitamin B3 * vitamin B5 * vitamin B6 * vitamin B12	no	added sugars and sweeteners
Apollinaris Active mit einen Hauch Apfel & Zitrone	Active + mit Vitaminen B&C	no	added sugars
Appelsientje multivitamientje appel-peer	Multivitamientje	no	added sugars
Appelsientje multivitamientje bosvruchten	Multivitamientje	no	added sugars
Appelsientje multivitamientje exotisch fruit	Multivitamientje	no	added sugars
Appelsientje multivitamientje perzik-abrikoos	Multivitamientje	no	added sugars
Appelsientje multivitamientje rood fruit	Multivitamientje	no	added sugars
Aquarius blue berry	+ Vit B6	no	added sugars
Aquarius lemon	+ Vit B6	no	added sugars
Aquarius orange	+ Vit B6	no	added sugars
Aquarius red peach	+ Vit B6	no	added sugars
Benny Cola für Kids	mit Vitamin C	no	added sugars
Capri Sonne Multivitamin	angereichert mit 7 Vitaminen	no	added sugars
Capri-Sun multivitamin	Multivitamin	no	added sugars
Céréal vitaliteit	Rijk aan vitamine C	no	added sugars
Christinen ACE	3 Frucht-Vitamingetränk, 3 Vitamine zugesetzt	no	added sugars
Christinen Multi-Vitamin	Multi-Vitamin, 9 Vitamine	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Dubbeldrank aardbei & Caja	Rijk aan vitamine C	no	added sugars
Dubbeldrank abrikoos & sinaasappel	Rijk aan vitamine C	no	added sugars
Dubbeldrank ananas & guave	Rijk aan vitamine C	no	added sugars
Dubbeldrank mango guanabane	Bron van vitamine C	no	added sugars
Dubbeldrank peer & kers	Rijk aan vitamine C	no	added sugars
Dubbeldrank sinaasappel & perzik	Rijk aan vitamine C	no	added sugars
Extaler Mineralquell ISO-Drink	Mit 6 Vitaminen	no	sugars and sweeteners added
Extaler Mineralquell Multivitamin-12-Fruchtnektar	Multivitamin-12-Fruchtnektar, angereichert mit Vitaminen	no	sweeteners added
Freeway Iso Sport Grapefruit	mit Zusatz von Vitaminen & Magnesium	no	sugars and sweeteners added
Freeway power generation blue crystal	Verrijkt met vitaminen en magnesium	no	added sugars
Freeway Power Generation formula orange	Verrijkt met vitaminen en magnesium	no	added sugars
Fruitaction vruchtenmix original	Rijk aan vitamine C	no	added sugars
Fruitaction vruchtmix frutta-C	Rijk aan rozenbottel en vitamine C	no	added sugars
Gerolsteiner Fit Apfel Zitrone	+ Vitamin C	no	added sugars
Glacéau vitamin water defense raspberry-apple	vitamin water, it's amaze-zinc, vitamin c + zink tragen zu einer normalen funktion des immunsystems bei	no	sugars and sweeteners added
Glacéau vitamin water essential orange	vitamin c trägt zu einem normalen energiestoffwechsel bei	no	sugars and sweeteners added
Glacéau vitamin water multi-v lemonade	multivitamin	no	sugars and sweeteners added
Glacéau vitamin water power-c dragonfruit	vitamin c + eisen, eisen trägt zu einem normalen sauerstofftransport im körper bei und vitamin c erhöht die eisenaufnahme	no	sugars and sweeteners added

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Gut & Günstig ISO light Grapefruit-Zitrone	mit 6 Vitaminen	no	sugars and sweeteners added
Gut & Günstig Vitamin Drink ACE Orange Karotte Zitrone	Vitamin Drink ACE	no	added sugars
Gut & Günstig Vitamin Drink Multivitamin	Multivitamin-12-Fruchtsaftgetränk	no	added sugars
Healthy People goji-bes en passievrucht	Bron van antioxidanten, vitamine C & E	no	added sugars
Healthy People granaatappel en framboos - superfruit	Bron van anti-oxidanten, vitamine C & E	no	added sugars
Healthy People granaatappel en framboos superfruitmix	Bron van antioxidanten, vitamine C & E	no	added sugars
Healthy People granaatappel superfruitmix	Bron van antioxidanten, vitamine C & E	no	added sugars
Healthy People watermeloen superfruitmix	Bron van antioxidanten, vitamine C & E	no	added sugars
hohes C Tee Weisser Tee Pfirsich	reich an natürlichem Vitamin C	no	sugars added
ja! ACE-Vitamin-Getränk	ACE-Vitamin-Getränk	no	added sugars
Jumbo A.C.E. drink	Rijk aan vitamine A, C en E	no	added sugars
Jumbo aardbei sinaasappel drank	Rijk aan vitamine C	no	added sugars
Jumbo appel framboos granaatappel drank	Rijk aan vitamine C en E	no	added sugars
Jumbo bosfruit surf	Rijk aan vitamine C	no	added sugars
Jumbo fruitdrink aardbei	Bron van vitamine C	no	added sugars
Jumbo fruitdrink framboos	Bron van vitamine C	no	added sugars
Jumbo fruitdrink tropisch	Bron van vitamine C	no	added sugars
Jumbo fruitsiroop aardbei	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars
Jumbo fruitsiroop aardbei framboos 0% suiker toegevoegd	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars and sweeteners
Jumbo fruitsiroop bosvrucht	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Jumbo fruitsiroop bosvrucht 0% suiker toegevoegd	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars and sweeteners
Jumbo fruitsiroop cassis	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars
Jumbo fruitsiroop citroen	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars
Jumbo fruitsiroop citrusmix 0% suiker toegevoegd	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars and sweeteners
Jumbo fruitsiroop cranberry	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars
Jumbo fruitsiroop framboos	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars
Jumbo fruitsiroop grenadine	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars
Jumbo fruitsiroop sinaasappel	Rijk aan vitamine B3, B5, B6, C en E	no	added sugars
Jumbo mango sinaasappel drank	Rijk aan vitamine C	no	added sugars
Jumbo multifruit	Rijk aan vitamine A	no	added sugars
Jumbo multivitaminenectar	Rijk aan 10 vitaminen	no	added sugars
Jumbo multivitaminenectar light	Rijk aan vitamine A, B1, B3, B5, B6, B8, B12, C en E	no	added sugars and sweeteners
Jumbo multivruuchtendrank	Rijk aan vitamine A, B, C en E	no	added sugars and sweeteners
Jumbo puur genieten multivitaminen bosvruchten	10 Vitaminen	no	added sugars
Jumbo puur genieten multivitaminen perzik	10 Vitaminen	no	added sugars
Jumbo rood fruit	Rijk aan vitamine C	no	added sugars
Jumbo Slurp aardbei & framboos	Bron van vitamine A, B3, B5, B11 en C	no	added sugars
Jumbo Slurp sinaasappel	Bron van vitamine A, B3, B5, B11 en C	no	added sugars
Jumbo Slurp zwarte bes & appel	Bron van vitamine A, B3, B5, B11 en C	no	added sugars
Jumbo sportdrank lemon	Rijk aan vitamine B3, B5, B6, B8 en E	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Jumbo sportdrink orange	Rijk aan vitamine B3, B5, B6, B8 en E	no	added sugars
Jumbo Tintelfris ananas & mango	Rijk aan vitamine C	no	added sugars
Jumbo Tintelfris appel & bosvruchten	Rijk aan vitamine C	no	added sugars
Jumbo Tintelfris appel & perzik	Rijk aan vitamine C	no	added sugars
Jumbo Tintelfris light ananas & passievrucht	Rijk aan vitamine C	no	added sugars and sweeteners
Jumbo Tintelfris light appel & perzik	Rijk aan vitamine C	no	added sugars and sweeteners
Jumbo Tintelfris sinaasappel & citroen	Rijk aan vitamine C	no	added sugars
Jumbo Tintelfris witte druif & citroen	Rijk aan vitamine C	no	added sugars
Jumbo tropical surf	Rijk aan vitamine C	no	added sugars
Jumbo tropical surf light	Rijk aan vitamine C	no	added sugars and sweeteners
Jumbo vitaminewater framboos en granaatappel	Rijk aan vitamine B3, B5 en B8	no	added sugars
Jumbo vitaminewater limoen & lychee	Rijk aan vitamine B5, B6, B8 en B12	no	added sugars
Kanne Brottrunk	Füt eine gute Gesundheit*, Mit Vitamin B12, * Kanne Brottrunk enthält Vitamin B12. Vitamin B12 trägt zur normalen Funktion des Immunsystems bei, unterstützt einen normalen Energiestoffwechsel und leistet einen Beitrag zur Verminderung von Müdigkeit.	yes	
Karvan Cevitam aardbei	Met 5 vitaminen	no	added sugars
Karvan Cevitam bosvruchten	Met 5 vitaminen	no	added sugars
Karvan Cevitam cassis	Met 5 vitaminen	no	added sugars
Karvan Cevitam citroen	Met 5 vitaminen	no	added sugars
Karvan Cevitam framboos	Met 5 vitaminen	no	added sugars
Karvan Cevitam fruitmix	Vitamine C	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Karvan Cevitam grenadine	Met 5 vitaminen	no	added sugars
Karvan Cevitam sinaasappel	Met 5 vitaminen	no	added sugars
Karvan Cevitam tropical	Met 5 vitaminen	no	added sugars
Lichtenauer Vitamin Quelle Apfel-Granatapfel-Geschmack	Vitamin Quelle, mit 7 wichtigen Vitaminen	no	added sugars
Lichtenauer Zitronen-Melisse-Geschmack	Vitamin Quelle, mit 7 wichtigen Vitaminen	no	added sugars
Linessa Multivitamin Nektar	Multivitamin	no	sweeteners added
Linessa multivitamine	Multivitamine	no	added sugars and sweeteners
Pfanner A + E + C multifrutti	A + E + C	no	added sugars
Pfanner Lemon Lychee	plus Vitamine BCE	no	added sugars
Pfanner Mango Maracuja	plus Vitamine BCE	no	added sugars
Pfanner Multivitamin	Multivitamin	no	added sugars
Pfanner multivitamin nectar	Multivitamin	no	added sugars
Pfanner Pfirsich	plus Vitamine CDA	no	added sugars
Powerade Sports Mountain Blast	neu: jetzt mit Vitamin B6, mit Vitamin B6, isotonisch, kalorienarm.	no	sugars and sweeteners added
Powerade Sports Orange	neu: jetzt mit Vitamin B6, mit Vitamin B6, isotonisch, kalorienarm.	no	sugars and sweeteners added
Powerade Sports Wild Cherry	neu: jetzt mit Vitamin B6, mit Vitamin B6, isotonisch, kalorienarm.	no	sugars and sweeteners added
Punica Multivitamin 17+4	Multivitamin 17+4	no	sweeteners added
Punica multivitamine 17+4	Multivitamine 17+4	no	added sugars and sweeteners
Punica Orange plus Vitamin C	plus Vitamin C	no	sweeteners added
Robinson's Fruit shoot siroop multivitamine	Vitamines B3, B6 & E	no	added sugars
Roosvicee aardbei	Bron van vitamine C en rozenbottel	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Roosvicee bosvruchtenmix	Bron van vitamine C en rozenbottel	no	added sugars
Roosvicee multivit	10 Vitaminen	no	added sugars
Roosvicee multivit aardbei sinaasappel	10 Vitaminen	no	added sugars
Roosvicee multivit appel rode vrucht	10 Vitaminen	no	added sugars
Roosvicee multivit bosfruit	Multivit 10 vitaminen	no	added sugars
Roosvicee multivit bosvruchten	10 Vitaminen	no	added sugars
Roosvicee multivit kiwi sinaasappel	10 Vitaminen	no	added sugars
Roosvicee multivit perzik	Multivit 10 vitaminen	no	added sugars
Roosvicee vruchtenmix	Bron van vitamine C en rozenbottel	no	added sugars
Roosvicee vruchtenmix	Bron van vitamine C en rozenbottel	no	added sugars
Saskia vitamineater framboos-granaatappel	Vitaminewater	no	added sugars
Saskia vitaminewater citroen lichee	Vitaminewater	no	added sugars
Saskia vitaminewater mango guave	Vitaminewater	no	added sugars
SilberQuelle Orange-Karotte Zitrone	A + C + E	no	sugars and sweeteners added
Solevita A+C+E Vitamingetränk	A+C+E Vitamingetränk	no	added sugars
Solevita Die Coolen 3 Multivitamin	Multivitamin, + Mit Vitaminen und natürlichem Mineralwasser	no	sweeteners added
Sourcy vitamin water appel golden kiwi	Met vitamine C	no	added sugars
Sourcy vitamin water braam acai	Met vitamine E + vitamine B6	no	added sugars
Sourcy vitamin water citroen cactus	Met vitamine C + vitamine A	no	added sugars
Sourcy vitamin water cranberry rozenbottel	Met vitamine B3, B6, B12 + biotine	no	added sugars
Sourcy vitamin water framboos granaatappel	Met vitamine C	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Sourcy vitamin water mango guave	Met vitamine C, B5, B6, B12 + biotine	no	added sugars
Sourcy vitaminwater limoen lychee	Met vitamine B5, B6, B12 + Biotine	no	added sugars
Sourrcy vitamin water sinaasappel calamansi	Met vitamine C + vitamine B5	no	added sugars
Spa bosvruchten	Bron van vitamine C	no	added sugars
Spa bosvruchten light	Bron van vitamine C	no	added sugars and sweeteners
Spa kers appel	Bron van vitamine C	no	added sugars
Spa sinaasappel peer	Bron van vitamine C	no	added sugars
Sportline isotonic sportdrink	Vitamine C	no	added sugars
TakiTaki	ACE mit den Vitaminen A, E und extra viel Vitamin C	no	added sugars
Taksi extra perzik en banaan	Met extra vitamientjes A C en E	no	added sugars
Taksi rood fruit	Rijk aan vitamine C	no	added sugars
Taksi sinaasappel	Rijk aan vitamine C	no	added sugars
Taksi Splash aardbei en framboos	Rijk aan vitamine C	no	added sugars
Taksi Splash appel peer	Rijk aan vitamine C	no	added sugars
Taksi tropisch fruit	Rijk aan vitamine C	no	added sugars
Tropical aloe & green tea natural	Met vitamine C en calcium	no	added sugars
Tropical aloe natural	Pure & natural + vitamin C	no	added sugars
Tropical aloe pomegranate	Pure & natural + vitamin C	no	added sugars
Tropical aloe strawberry	Pure & natural + vitamin C	no	added sugars
Vitafit vruchtenmix	Rijk aan vitamine C	no	added sugars
Vitamin Well Care	Vitamin B12, Biotin + Folsäure, Care enthält Vitamin B12, Vitamin C und Folsäure. Diese tragen zur Reduzierung von Müdigkeit und Erschöpfung bei. Biotin trägt zusätzlich zur Erhaltung normaler Haut und Haare bei.	no	added sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Vitamin Well Defence	Vitamin C + D, Zink, Eine zusätzliche Unterstützung für Ihr Immunsystem. Defence enthält Vitamin C, Vitamin D und Zink, die zu einer normalen Funktion des Immunsystems beitragen.	no	added sugars
Vitamin Well Hydrate	Vitamin C + D, Zink + Biotin, Hydrate hilft dabei verlorene Flüssigkeit aufzufüllen und enthält Vitamin C, welches für die Bildung von Kollagen zuständig ist. Kollagen ist ein körpereigenes Eiweiß, das wichtig für die normale Knorpel- und Knochenfunktion ist. Biotin, Niacin und Zink tragen zur Aufrechterhaltung der normalen Haut bei.	no	added sugars
Wicky banaan	Met vitamine C	no	added sugars
Wicky fruitdrink aardbei	Met vitamine C	no	added sugars
Wicky fruitdrink appel	Met vitamine C	no	added sugars and sweeteners
Wicky fruitdrink framboos	Met vitamine C	no	added sugars and sweeteners
Wicky fruitdrink fruit	Met vitamine C	no	added sugars
Wicky fruitdrink sinaasappel	Met vitamine C	no	added sugars
Wicky icetea green perzik	Met vitamine C	no	added sugars and sweeteners
Wicky rood fruit	Met vitamine B C E	no	added sugars
Wicky zero bosbes	Met vitamine C	no	sweeteners
WHO-Kategorie 5) Edible ice --> whole category not healthy			
AH Fruitiez aardbei	Bereid met vitamine C en echte vruchtenpuree	no	category
AH Fruitiez peer	Bereid met vitamine C en echte vruchtenpuree	no	category
Jumbo waterijs aardbei	Fris waterijs voor groot en klein, rijk aan vitamine C	no	category
Jumbo waterijs fruitmix	Fris waterijs voor groot en klein, rijk aan vitamine C	no	category

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Jumbo waterijs peer	Fris waterijs voor groot en klein, rijk aan vitamine C	no	category
WHO category 6) Breakfast cereals --> max. 10 g fat, max. 15 g sugar, max. 1.6 g salt, each per 100 g			
Fuel chocolate loaded chunky granola	Protein + vitamins + fibre	no	fat, sugars
Fuel your 10k hours fruit loaded	Protein - fibre - vitamins	no	fat, sugars
Jumbo special flakes chocolade	Bron van vezels, rijk aan ijzer en vitaminen	no	sugars
Jumbo special flakes naturel	Bron van vezels, rijk aan ijzer en vitaminen	no	sugars
Jumbo special flakes rood fruit	Bron van vezels, rijk aan ijzer en vitaminen	no	sugars
Kellogg's Frozen	Vitamine D	no	sugars
Kellogg's All Bran	Met haver, met vitamine D	yes	
Kellogg's All Bran plus	Vitaminen B	no	sugars
Kellogg's choco pops	Vitamine D - bron van vezels	no	sugars
Kellogg's coco pops	Vitamine D vitaminen B	no	sugars
Kellogg's corn flakes the original	Vitamine D - vitaminen B	yes	
Kellogg's cornflakes chocolate	Vitamine D vitaminen B	no	sugars
Kellogg's Frosties	Vitamine D vitaminen B	no	sugars
Kellogg's honey pops	Vitamine D - vitaminen B	no	sugars
Kellogg's Honey pops loops	Vitamine D	no	sugars
Kellogg's pure chocolade	9 Vitaminen en mineralen	no	sugars
Kellogg's special K melk chocolade	9 Vitaminen en mineralen	no	sugars
Kellogg's special K nutri K met havervlokken en honing	9 Vitaminen en mineralen	no	sugars
Kellogg's special K nutri k met hazelnoten en amandelen	9 Vitaminen en mineralen	no	sugars
Kellogg's special K original	9 Vitaminen en mineralen	yes	
Kellogg's Toppas mini Original	Vitamin D	no	sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Kellogg's Tresor choco roulette	Vitaminen B	no	sugars
Kellogg's Tresor hazelnootsmaak chocolade	Vitaminen B	no	fat, sugars
Milupa profutura mama Müsli für Stillende Rote Früchte	1 Portion enthält wichtige Vitamine, Mineralstoffe + DHA	no	fat, sugar
Molensteen havelzemelen	Bron van vitamine B1, magnesium en ijzer	yes	
Ovomaltine crisp müsli	Vitamine Magnesium Calcium	no	fat, sugar
Quaker complete krokante havermout muesli goji & blauwe bes	Bron van vitamines & mineralen	yes	
Quaker havermout	Bron van vitaminen en mineralen	yes	
Quaker havermout crunchy muesli pecan & brazil nuts	Bron van vitamines & mineralen	no	fat
Zonnatura haverzemelen	Rijk aan vezels en vitamine B1. Bron van eiwit en foliumzuur.	yes	
WHO Kategorie 7) Yoghurts, sour milk, cream and other similar foods --> max. 2.5 g fat, max. 2.0 g saturated fat, max. 10 g sugar, max. 0.2 g salt, each per 100 g			
Actimel Classic	enthält Vit. B6 + D. Diese tragen zu einer normalen Funktion des Immunsystems bei.	no	sugars
Actimel Classic 0,1% Fett	enthält Vit. B6 + D. Diese tragen zu einer normalen Funktion des Immunsystems bei.	yes	
Actimel Erdbeere	enthält Vit. B6 + D. Diese tragen zu einer normalen Funktion des Immunsystems bei.	no	sugars
Actimel Granatapfel	enthält Vit. B6 + D. Diese tragen zu einer normalen Funktion des Immunsystems bei.	no	sugars
Actimel Himbeere	enthält Vit. B6 + D. Diese tragen zu einer normalen Funktion des Immunsystems bei.	no	sugars

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Actimel Kirsche	enthält Vit. B6 + D. Diese tragen zu einer normalen Funktion des Immunsystems bei.	no	sugars
Actimel Multifrukt	enthält Vit. B6 + D. Diese tragen zu einer normalen Funktion des Immunsystems bei.	no	sugars
Actimel Orange	enthält Vit. B6 + D. Diese tragen zu einer normalen Funktion des Immunsystems bei.	no	sugars
Actimel Vanille	enthält Vit. B6 + D. Diese tragen zu einer normalen Funktion des Immunsystems bei.	no	sugars
AH Fruitige drink it aardbei	Met toegevoegd vitamine C	no	sugars
Danone actimel aardbei	Met vitamine B6 en D. Deze vitamines ondersteunen de normale werking van het immuunsysteem	no	sugars
Danone actimel multifruit	Met vitamine B6 en D. Deze vitamines ondersteunen de normale werking van het immuunsysteem	no	sugars
Danone actimel original	Met vitamine B6 en D. Deze vitamines ondersteunen de normale werking van het immuunsysteem	no	sugars
Danone Actimel original 0%	Met vitamine B6 en D. Deze vitamines ondersteunen de normale werking van het immuunsysteem	yes	
Danone drinkyoghurt Kung Fu Panda 3	Met aardbei verrijkt met vitamine D	no	sugars
Danoontje	Calcium + vitamine D	no	fat, sugars
Danoontje aardbei	Calcium + vitamine D	no	sugars
Danoontje aardbei / abrikoos	Calcium + vitamine D	no	sugars
Drinkyoghurt aardbei kers	Rijk aan vitaminen B2, B6, B12 en calcium	yes	
Drinkyoghurt banaan kiwi	Rijk aan vitamine B2 en B6	yes	

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Drinkyoghurt framboos	bron van vitaminen en calcium	yes	
Drinkyoghurt limoen	Bron van vitaminen en calcium	yes	
Drinkyoghurt sinaasappel	Bron van vitaminen en calcium	yes	
Fruchtzwerge 6er Banane, Erdbeere, Aprikose	Calcium + Vitamin D	no	fat, sugars
Fruchtzwerge 6er Erdbeere, Kirsche, Himbeere	Calcium + Vitamin D	no	fat, sugars
Fruchtzwerge 8er Erdbeere, Pfirsich-Birne, Banane	Calcium + Vitamin D	no	fat, sugars
Fruchtzwerge 8er Himbeere, Vanille, Kirsche	Calcium + Vitamin D	no	fat, sugars
Fruchtzwerge Duo Erdbeer-Banane	Calcium + Vitamin D	no	fat, sugars
Fruchtzwerge go! Erdbeere	Calcium + Vitamin D	no	fat, sugars
Fruchtzwerge go! Vanille	Calcium + Vitamin D	no	fat, sugars
Fruchtzwerge Maxi Erdbeere, Aprikose	Calcium + Vitamin D	no	fat, sugars
Fruchtzwerge weniger süß Erdbeere, Aprikose, Banane	Calcium + Vitamin D	no	fat, sugars
Jumbo magere drink yoghurt cranberry granaatappel	Rijk aan calcium. Bron van vitamine B2 en B12	yes	
Jumbo kwark aardbei abrikoos banaan	Kwark met fruit met toegevoegd calcium en vitamine D - Rijk aan calcium, bron van vitamine D	no	fat, sugars
Jumbo magere drink yoghurt framboos	Rijk aan calcium. Bron van vitamine B2 en B12	yes	
Jumbo magere drink yoghurt mango passievrucht	Rijk aan calcium. Bron van vitamine B2 en B12	yes	
Jumbo magere drink yoghurt vanille smaak	Rijk aan calcium. Bron van vitamine B2 en B12	yes	
Jumbo magere drinkyoghurt limoen	Rijk aan calcium. Bron van vitamine B2 en B12	yes	

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Jumbo magere kwark met yoghurt aardbei framboos	Bron van calcium, vitamine B2, B6 en B12	yes	
Jumbo magere kwark met yoghurt vanille	Bron van calcium, vitamine B2, B6 en B12	yes	
Jumbo magere kwark mt yoghurt appel kanol	Bron van calcium, vitamine B2, B6 en B12	yes	
Nova petit fraise abricot banana	Enriche en calcium et en vitamin d	no	sugars
Vifit	Met belangrijke vitamines voor je afweersysteem	no	salt
Vifit aardbei	Met belangrijke vitamines voor je afweersysteem	yes	
Vifit bosvruchten	Met belangrijke vitamines voor je afweersysteem	yes	
Vifit framboos	Met belangrijke vitamines voor je afweersysteem	yes	
Vifit naturel (yoghurt)	Met belangrijke vitamines voor je afweersysteem	no	salt
Vifit perzik	Met belangrijke vitamines voor je afweersysteem	yes	
Vifit rode vruchten	Met belangrijke vitamines voor je afweersysteem	yes	
Vifit sinaasappel	Met belangrijke vitamines voor je afweersysteem	yes	
Yakult	+ Vitamine C	yes	
Yakult plus	Vitamin C	yes	
WHO category 8) Cheese --> max. 20 g fat, max. 1.3 g salt, each per 100 g			
No such product			
WHO category 9) Ready-made and convenience foods and composite dishes --> max. 10 g fat, max. 4 g saturated fat, max. 10 g sugar, max. 1 g salt, max. 225 kcal, each per 100 g			
No such product			
WHO category 10) Butter and other fats and oils --> max. 20 g saturated fat, max. 1.3 g salt, each per 100 g			
AH bakken en braden	Rijk aan vitamine A en D	no	saturated fat
AH bewust bakken en braden	Bron van vitamine A-D-E	no	saturated fat
AH bewust balans	Rijk aan vitamines	yes	

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
AH culinair voor (roer)bakken en braden	Met toegevoegde vitamine A&D. Plantaardig en rijk aan vitamine A&D	yes	
AH goed begin	Rijk aan vitaminen en calcium - A B D E calcium	yes	
AH margarine	Rijk aan vitamine A en D	no	saturated fat, salt
Alesie rijstolie	Vitamine E	no	saturated fat
Blue Band goede start	Bevat 7 vitaminen en zit boordevol calcium	yes	
Blue Band halvarine	Bevat vitamine A, D en E	yes	
Blue Band idee	Bevat 7 vitaminen en zit boordevol calcium	yes	
Carbonell granen & fruit olie	Van nature rijk aan vitamine E	yes	
Deli Reform "für meine Familie" Margarine	mit Omega 3 + 6 und Vitamin D + E	yes	
Deli Reform Das Original	mit natürlichem Vitamin E	no	saturated fat
Edeka Bio Bratöl	reich an Vitamin E	yes	
Gouda's Glorie halvarine	Plantaardig, bron van vitamine A & D	yes	
Gouda's Glorie volle pond	Vol smaak, vol vitaminen, vol bouwstoffen	yes	
Gouda's Glorie zonne pond	Zonnebloem halvarine, bron van vitamine A & D	yes	
Gut & Günstig Distelöl	reich an natürlichem Vitamin E	yes	
Gut & Günstig Pflanzen Margarine	mit Vitamin D und E	no	saturated fat
Gut & Günstig Pflanzenöl aus Raps	reich an natürlichem Vitamin E	yes	
Gut & Günstig Sonnenblumenöl	reich an natürlichem Vitamin E	yes	
Jumbo bewust	Een bewuste keus voor op brood. Zoutarm en rijk aan vitaminen	yes	
Jumbo bewust olie	Rijk aan vitamine D en enkelvoudige onverzadigde vetten	yes	
Jumbo cholesterol verlagend met toegevoegde plantensterolen	Rijk aan vitamine A, D en E	yes	

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Jumbo goed begin	Lekker op het brood voor het hele gezin. Zoutarm en rijk aan vitaminen.	yes	
Jumbo halvarine	Makkelijk smeerbare halvarine, rijk aan vitamine A en D.	yes	
Jumbo vloeibaar culinair	Rijk aan vitamine E	yes	
Jumbo zonnebloemolie	Rijk aan vitamine D en onverzadigde vetten	yes	
King rijstolie	Natural anti-oxidants, phytosterols, vitamin E	no	saturated fat
Livio Klassik-Pflanzenöl	reich an Vitamin E	yes	
Mazola mildes Distelöl	mit Vitamin E	yes	
Moritz Sonnenblumen Kernöl	reich an natürlichem Vitamin E	yes	
Sojola	Mit den Vitaminen A und E	no	saturated fat
Thomy Reines Sonnenblumenöl	Reich an Vitamin E	yes	
Twenty Four light	Met vitamines A, B, D en E	yes	
Verival BIO Rapsöl	Reich an Vitamin E	yes	
Verival BIO Rapsöl kaltgepresst	Reich an Vitamine E	yes	
Vita D'or bewust	Bevat vitamine A, B6, D, E en foliumzuur	yes	
Vita D'or bewust light	Bevat vitamine A, B6, D, E en foliumzuur	yes	
Vita D'or Goed Begin	Bevat vitamine A, B1, B2, B6, D en E / Bron van 6 vitamines / Bron van calcium	yes	
Vita D'or Halvarine	Bron van vitamine A & D / Plantaardige halvarine met vitamine A en D	yes	
Vita D'or Margarine	Plantaardige margarine met vitamine A en D / Bron van vitamine A en D	yes	
VitaD'or Natives Rapskernöl kaltgepresst	mit natürlichem Vitamin E	yes	
WHO category 11) Bread, bread products and crisp breads --> max. 10 g fat, max. 10 g sugar, max. 1.2 g salt, each per 100 g			
Blue Band goede start 6 bolletjes vezelrijk wit	Rijk aan vezels en bron van eiwitten en foliumzuur	yes	

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Blue Band goede start vezelrijk lichtbruin (halfje gesneden)	Rijk aan vezels en bron van eiwitten en foliumzuur	yes	
fit for fun vollkorn balance	mit Folsäure	yes	
Jumbo vezelrijkbrood	Met toegevoegde vitamine B1 en ijzer	yes	
LU Cracotte vital	5 Vitamines en 2 mineralen	no	salt
Wit vezelbrood (LIDL)	Wit vezelbrood is een bron van voedingsvezels, eiwit, ijzer, vitaminen B1, B3, B6, foliumzuur en zink	yes	
WHO category 12) Fresh or dried pasta, rice or grain --> max. 10 g fat, max. 10 g sugar, max. 1.2 g salt, each per 100 g			
SchapfenMühle Weizenkeime premium	reich an natürlichem Vitamin E	no	fat, sugars
WHO category 13) Fresh and frozen meat, poultry, fish and similar --> whole category healthy			
No such product			
WHO category 14) Processed meat, poultry, fish and similar²⁶ --> max. 20 g fat, max. 1.7 g salt, each per 100 g			
Ferdi Fuchs Mini Fleischwurst auf's Brot	Mit Vitaminen und Calcium	no	fat, salt
Ferdi Fuchs Mini Leberwurst	Mit Vitaminen und Calcium	no	fat
Ferdi Fuchs Mini Salami	Mit Vitaminen	no	fat, salt
Ferdi Fuchs Mini Salami auf's Brot	Mit Vitaminen und Calcium	no	fat, salt
Ferdi Fuchs Mini Würstchen	Mit Vitaminen und Calcium	no	fat, salt
Ferdi Fuchs Schinken Fleischwurst und Grobe Schinkenwurst Doppelpack	Mit Vitaminen und Calcium	no	fat, salt
Freshvale vegetarische balletjes	Bron van ijzer en vitamine B12	yes	
Freshvale vegetarische burger	Bron van vitamine B12 en ijzer	no	salt

²⁶ Meat-substitute products are categorized as "processed meat" because it is assumed that consumers will use these products in place of processed meat. Therefore, meat substitutes are expected to satisfy the same nutritional requirements as "processed meat" (see non-dairy milks under "milk drinks").

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Freshvale vegetarische groenteschnitzel	Bron van vitamine B12 en ijzer	yes	
Freshvale vegetarische oosterse schijf	Bron van vitamine B12 en ijzer	no	salt
Goodbite vegetarische bonenburger	Vitamine B12 + ijzer	yes	
Goodbite vegetarische braadworstjes	vitamine B12 + ijzer	yes	
Goodbite vegetarische griekse schnitzel	Vitamine B12 + ijzer	no	salt
Goodbite vegetarische hamblokjes	Vitamine B12 + ijzer	no	salt
Goodbite vegetarische italiaanse carré	Vitamine B12 + ijzer	no	salt
Goodbite vegetarische notenballetjes	Vitamine B12 + ijzer	no	fat
Goodbite vegetarische notenburger	Vitamine B12 + ijzer	no	fat
Goodbite vegetarische piri piri hamburger	Vitamine B12 + ijzer	yes	
Goodbite vegetarische saté schnitzel	Vitamine B12 + ijzer	yes	
Goodbite vegetarische spiesjes	Vitamine B12 + ijzer	no	salt
Jumbo vegetarisch balletjes	Bron van ijzer en vitamine B12	yes	
Jumbo vegetarisch falafel	Bron van ijzer en vitamine B12	yes	
Jumbo vegetarisch groenteschijven	Bron van ijzer en vitamine B12	no	salt
Jumbo vegetarisch hamburgers	Bron van ijzer en vitamine B12	no	salt
Jumbo vegetarisch javaanse schijven	Bron van ijzer en vitamine B12	yes	
Jumbo vegetarisch kruimelgehakt	Bron van ijzer en vitamine B12	yes	
Jumbo vegetarische schnitzels	Bron van ijzer en vitamine B12	no	salt
My best veggie Vegetarische Burger-Scheiben	Quelle von Vitamin B12 und Eisen	yes	

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
My best veggie Vegetarische Gemüse-Schnitzel	Quelle von Vitamin B12 und Eisen	no	salt
My best veggie Vegetarische Soja-Bolognese	Quelle von Vitamin B12 und Eisen	no	salt
My best veggie Vegetarisches Hackfleisch	Quelle von Vitamin B12 und Eisen	no	salt
Vivera mini hapjes	Bron van vitamine B12 en ijzer	yes	
Vivera schnitzel & de originele heks'nkaas	Bron van vitamine B12 en ijzer	yes	
WHO category 15) Fresh and frozen fruit, vegetables and legumes --> whole category healthy			
AH aardappels iets kruimig roodschillige	Aardappels zijn een bron van vezels en vitamine B6	yes	
AH aardappels kruimige eigenheimer	Aardappels zijn een bron van vezels en vitamine B6	yes	
AH aardappels stevige vastkokende	Aardappels zijn een bron van vezels en vitamine B6	yes	
AH aardappels veelzijdige iets kruimige	Aardappels zijn een bron van vezels en vitamine B6	yes	
AH aardbeien	Van nature rijk aan vitamine C, vezels en foliumzuur	yes	
AH ananas	Bron van vitamine C en vezels	yes	
AH avocado eetrijp	Van nature een bron van vitamine E, K, B6, koper en kalium	yes	
AH blauwe bessen	Van nature rijk aan vezels en bron van vitamine K	yes	
AH bloedsinaasappels	Van nature rijk aan vitamine C en vezels en bron van foliumzuur. Foliumzuur is onder andere goed voor de weerstand en vermindering van vermoeidheid. Een gevarieerde, evenwichtige voeding en een gezonde levensstijl zijn belangrijk. Eet twee stuks fruit per dag.	yes	
AH boerenkool	Rijk aan vitamine C	yes	
AH bramen	Van nature rijk aan vezels en een bron van vitaminen E, C, K en foliumzuur	yes	

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
AH champignons	Van nature een bron van vitamine B2 en B3. Deze houden de huid gezond.	yes	
AH citroenen	Van nature rijk aan vitamine C en vezels	yes	
AH frambozen	Van nature rijk aan vitamine C en vezels en bron van foliumzuur	yes	
AH gesneden kastanje champignons	Van nature een bron van vitamine B2. Dit is goed voor het gezichtsvermogen.	yes	
AH grapefruits rood	Van nature rijk aan vitamine C en vezels	yes	
AH handsinaasappels	Van nature rijk aan vitamine C en vezels en bron van foliumzuur	yes	
AH kaapse goubessen	Van nature rijk aan vitamine C en vezels	yes	
AH kiwi's	Van nature rijk aan vitamine C, K en vezels en bron van foliumzuur en kalium.	yes	
AH kleine champignons	Van nature een bron van vitamine B2 en B3. Deze houden de huid gezond.	yes	
AH mandarijnen	Van nature rijk aan vitamine C en bron van vezels. Vitamine C draagt bij aan de normale werking van het zenuwstelsel en zorgt mede voor een goede weerstand. Een gevarieerde evenwichtige voeding en een gezonde levensstijl zijn belangrijk. Eet twee stuks fruit per dag.	yes	
AH oesterzwammen	Van nature een bron van foliumzuur. Dit zorgt mede voor een goede weerstand.	yes	

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
AH orri mandarijnen	Van nature rijk aan vitamine C en bron van vezels. Vitamine c is onder andere goed voor een normale energie huishouding en werking van het zenuwstelsel. Een gevarieerde evenwichtige voeding en een gezonde levensstijl zijn belangrijk. Eet twee stuks fruit per dag.	yes	
AH passiefruit	Van nature een bron van vitamine C en rijk aan vezels	yes	
AH perssinaasappels	Van nature rijk aan vitamine C en een bron van vezels	yes	
AH portobello	Van nature een bron van vitamine B3. Houdt de huid gezond.	yes	
Florette Enjoy Green Kale Mix	Super Food Vitamine A + K	yes	
Sour Fruit Kumquats	Full of Vitamin C	yes	
WHO category 16) Processed fruits, vegetables and legumes --> max. 5 g fat, max. 10 g sugar, no added sugar, max. 1 g salt, each per 100 g			
AH goji bessen	Bevat vitamines en antioxidanten	no	sugars
AH mix gojibes, incabes, moerbeien en cranberry	Bevat vitamines en antioxidanten	no	sugars, added sweeteners
AH moerbeien	Rijk aan vitamine C	no	sugars
Bebivita Kinder Spaß Apfel-Pfirsich-Mango	reich an Vitamin C - wichtig für die Abwehrkräfte	no	sugars
Bebivita Kinder Spaß Banane-Heidelbeere in Apfel	reich an Vitamin C - wichtig für die Abwehrkräfte	no	sugars
Bebivita Kinder Spaß Erdbeere in Apfel-Birne	reich an Vitamin C - wichtig für die Abwehrkräfte	no	sugars
Hak boerenkool	Van nature rijk aan voedingsvezels, vitamine A en E	yes	
Hak brusselse spruitjes	Van nature rijk aan voedingsvezels, foliumzuur en vitamine C	yes	
Hak gesneden bladspinazie	Van nature rijk aan voedingsvezels en foliumzuur	yes	

Brand / Product name	Vitamin claim on the front of the package (original language)	WHO-criteria met?	Why not?
Hak spinazie met room	Van nature rijk aan voedingsvezels en foliumzuur	yes	
Hak worteltjes extra fijn	Van nature rijk aan voedingsvezels en vitamine A	no	added sugars
Mildessa Mildes Weinsauerkraut	natürliche Vitamin C-Quelle	no	salt
WHO category 17) Sauces, dips and dressings --> max. 10 g fat, no added sugar, max. 1 g salt, each per 100 g			
Marmite	Rich in B vitamins	no	salt