

# Nutri-Score

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## Background

Following a consumer survey, the Federal Ministry for Food and Agriculture (BMEL) took the decision to back the 'Nutri-Score' system for better nutritional labelling in Germany. Following notification from the European Union and the approval of Federal Government and the states, use of the Nutri-Score labelling system has been legal in Germany since November.



## Our position

The REWE Group has always seen its role as supporting customers to enjoy a nutritionally balanced diet. We therefore monitor and optimise our product ingredients on an ongoing basis to ensure they are as healthy as possible. We also contribute to the BMEL's National Strategy for innovation and the reduction of sugar, fat and salt in processed foods.

As the largest food retailer in Germany, the REWE Group decided at an early stage to introduce Nutri-Score across its private-label products in order to help customers to make more informed decisions about their food choices. To ensure that meaningful comparisons can be made within a product group, it is vital that as many products as possible use the same labelling system. We therefore welcome Germany's efforts to implement a mandatory standardised nutritional labelling system across Europe, for which Nutri-Score is our preferred option.

## Our view on the appropriate way forward

- The Federal Government should continue its efforts to roll out the Nutri-Score label as the mandatory standardised nutritional labelling system across Europe.

**Your Public Affairs contact on this topic**



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**About REWE Group**

The cooperatively organized REWE Group is one of the leading trade and tourism groups in Germany and Europe. In 2020, the company generated a total external turnover of around 75 billion euros. Founded in 1927, REWE Group operates with 380,000 employees in 21 European countries.

The sales lines include REWE, REWE CENTER and BILLA as well as BILLA PLUS and ADEG supermarkets and consumer stores, the discounter PENNY, the drugstores BIPA and the toom Baumarkt DIY stores. The company also operates convenience stores REWE To Go and the e-commerce activities REWE Lieferservice and Zooroyal. The Lekkerland Group comprises the wholesale activities of the business group in the area of on-the-go consumption. Travel and tourism under the umbrella of DER Touristik Group includes the tour operators ITS, Jahn Reisen, Dertour, Meiers Weltreisen, ADAC Reisen, Kuoni, Helvetic Tours, Apollo und Exim Tours and more than 2,400 travel agencies (e.g. DER Reisebüro, DERPART and cooperation partners), the hotel chains Iti, Club Calimera, Cooee, PrimaSol and Playitas Resort and the direct tour operator clevertours.com.