

FRONT OF PACK SIGNPOSTING

A retail perspective
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A retail perspective on nutritional signposting

- Retailers exist to meet our customers needs
- Customers expect us to do the right thing
- Responding to the wider societal food, health and exercise issue
- Have been looking at this for some while in UK
- Need to make sure it works for consumers
- Early indications are that front of pack nutritional signposting is powerful in driving consumer behaviour
- Will also drive product development and reformulation to healthier options
- Most useful to consumer to have industry wide consistency
- A combination of GDA and colour coding per portion may be the way forward



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Asda Qualitative research – Recruitment criteria

- 6 x 1 ½ hour groups with female respondents
- BC1C2 spread across each group
- In each group 2/3 ASDA primary shoppers and 1/3 ASDA secondary shoppers
 - Primary ASDA shoppers were Tesco/JS secondary shoppers
 - Secondary ASDA shoppers were primary Tesco/JS secondary shoppers

They agreed that

- They see health for selves and family (if relevant) as very important or quite important
- They read nutritional labeling on packs when making food/drink purchase decisions



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Sample

| Group | Location | Age | Lifestage |
|-------|----------|-----------|--------------------------------------|
| 1 | South | 25 – 35 | Children at home – spread ages |
| 2 | South | 36 - 45 | Older children at home – spread ages |
| 3 | South | 46 – 60/5 | Older children and empty nesters |
| 4 | North | 25 - 35 | Children at home – spread ages |
| 5 | North | 36 – 45 | Older children at home – spread ages |
| 6 | North | 46 – 60/5 | Older children and empty nesters |



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Consumer awareness of info on pack

- Aware that information may be on face or reverse of pack
- But approved of proposed increase in front of pack info – easier to see at glance and compare
- In ideal world would be able to compare info across brands/own label ranges across retailers
- Identify/value moves to provide more prominent/simplified pack info
 - e.g. cereal – green strips
 - grading of cheese and of wine
 - M&S 'no added' initiative



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Where do customers get information from?

- Info re what to look out for from variety of sources:
 - Friends
 - Children
 - Weight Watchers etc
 - magazines, women's pages/newspaper
 - Magazine TV programmes – e.g. Richard and Judy and This Morning,
 - ads (e.g. Jaffa cakes 1g fat)
 - health professionals.
 - Also some experience of colour coding on school lunch menus (a positive move – welcome similar on packs to help educate children and back up argument – *you cant have any more of that – look at all he reds in it*)



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Do customers understand nutritional information?

- Although recruited as 'label interrogators'/information seekers, levels of understanding and actual knowledge varied across the sample
 - Minority able to quote accurate facts/figures
 - Some not familiar with gms (esp. older groups)
 - Many not able to conceptualise %. Often 'converted' to closest fraction to help visualise
 - Confused audience – a simple colour coded system potentially helping to clarify purchase decision making
- Some issue as to who set GDA and differing levels of suitability for small female through to large male amongst minority
 - Ideally some clarification on reverse of pack to convince the most interested/cynical



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Signposting criteria - Snacks

| | <u>Green</u> | <u>Amber</u> | <u>Red</u> |
|-------------------------------|-----------------------------------|------------------------------------|-----------------------------|
| • Cals (GDA 2000) | <400Kcal/100g <100Kcal/serving | <500Kcal/100g <200Kca/serving | >500/100g >200/serving |
| • Fat (GDA 70g) | <3g/100g <3.5g/serving | <20g per 100g <7.0g per serving | >20g/100g >7.0g/serving |
| • Sat Fat (GDA 20G) | <1.5g/100g < 1.1g/serving | <5.0g/100g <2.3g/serving | >5.0g/100g >2.3g/serving |
| • Sugar (GDA 90g) | <10g/100g <4.5g/ serve | <30g/100g <13.5g/serve | >30g/100g >13.5g/serve |
| • Salt (GDA 6g) | <0.8g/100g <0.3g/serve | <1.8g/100g <0.6g/serve | >1.8g/100g >0.6g/serve |



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Per serving / per 100g

- Although minority keen to see 'per 100g' on face of pack, majority of the sample (mostly spontaneously) preferred and/or requested clear per *realistic* serving information (at this point, regardless of colour coding)
 - Clear – e.g. per wrapped biscuit, per piece of chicken, per truffle
 - Realistic – not tiny/underestimated, but for 'real people'
- Argument for
 - 100g (by minority) - Likely to be easy to compare across brands/own label
 - Per serving
 - Simple/easy to interpret. Instant - no need to calculate.
 - And seemed more honest to many – with proviso that should be realistic serving as mentioned above



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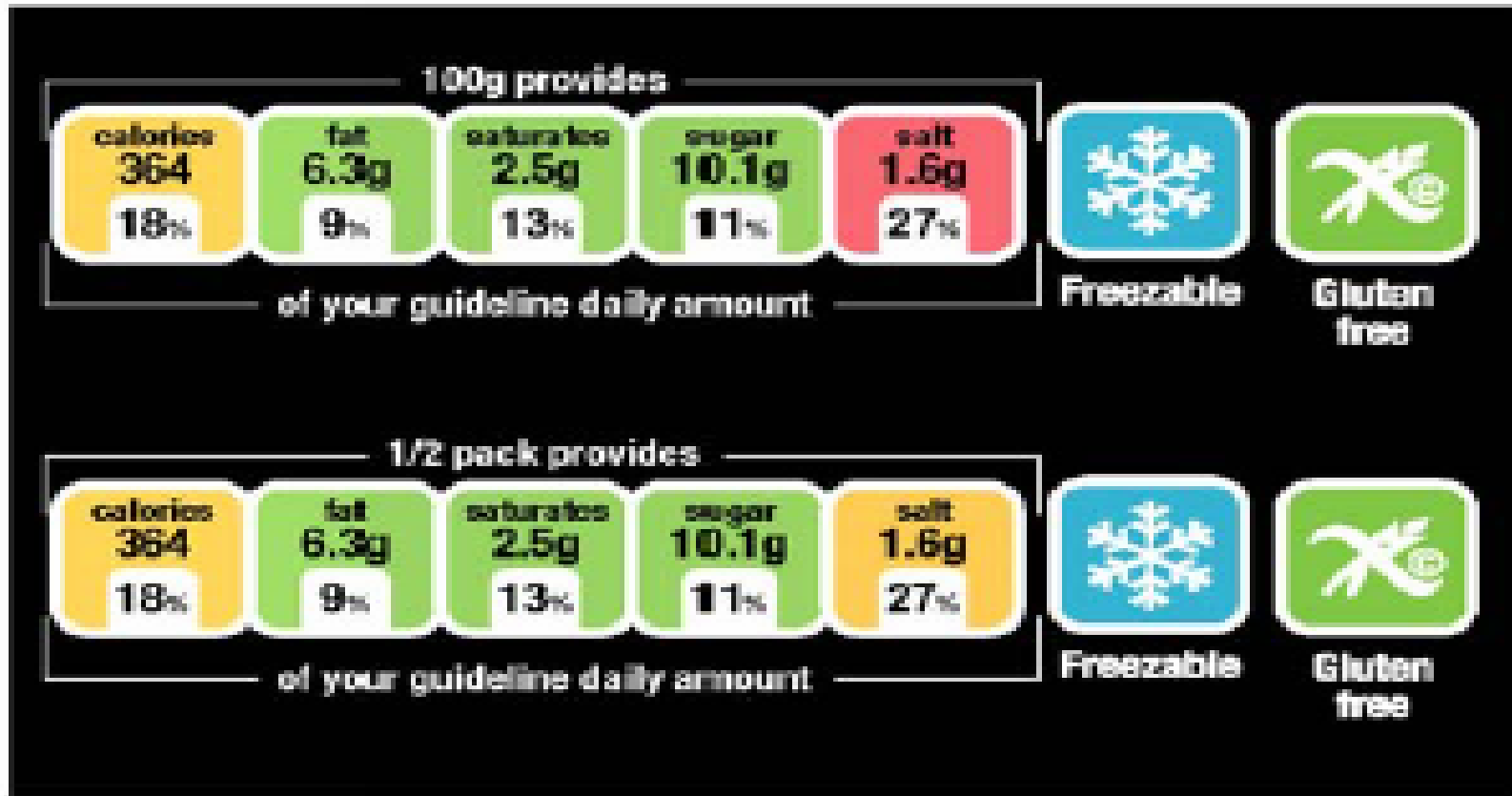
Per serving/ per 100g

- Prepared to argue for Per serving, even when spontaneously noticed/prompted to see that some products would appear more orange/red in a per serving format
 - Some things you just know will be more reds than anything else like cheese and crisps, but everything in moderation – you cant cut everything out
 - Per 100g makes it harder for you
 - They need to have it clear like per pack or per half a pack
 - Even if its all red it wont stop me eating it. I will just know I have to be good the next day
 - Per serving is straightforward and easier. I don't even work in grams I work in pounds and ounces still
 - Realistically you aren't going to eat a 100g of a lot of things so it doesn't help



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Proposed ASDA labelling.



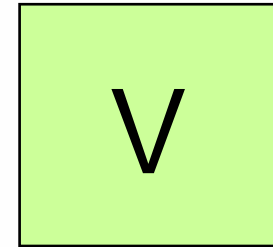
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Proposed ASDA labelling. Regardless of 100g/per serving - did they 'get it'?

25g provides

Most did not see this or the GDA info below

| | | | | |
|-----------------------|------------------|------------------------|----------------------|--------------------|
| Calories 105 5% | Fat 9g 13% | Saturates 6g 30% | Sugar Trace 1% | Salt 0.5g 8% |
|-----------------------|------------------|------------------------|----------------------|--------------------|



Did not know what % referred to

Some wanted a traditional traffic light sequence – all the greens, then all the ambers etc

Most missed this and did not realise the % referred to the GDA

Ensure these are separated from Traffic light info



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Calorie coding

- A very mixed response to calorie colour coding across the sample an especially emotive issue for the mid age group in the sample
 - Younger women interested in guidance for themselves
 - Those with teenage children/some older women concerned that some foods which were still 'good for you', could appear high in calories/red and hence inflate pressure on teens
- Concerned as to what basis this calorie rating was based on – RDAs known to vary 1500, 2100
 - Everyone is different on calories too – for a 15 stone man to a 5 stone girl.
 - At what point does someone decide what calories are bad for you?



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Calorie coding

- When calories presented as white
 - Misleading
 - appeared to be a 4 point scale with white interpreted as the safest/lowest count
 - or black text interpreted as danger/bad
 - Illogical – no fit with the traffic light system
 - Error - *It looks as if its not printed properly*
- Solution may be to diffuse the argument amongst parents of teenagers and employ another non traffic light colour
 - No guidance
 - But clear information



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Asda Quantitative research

Based on

- 1000 in depth telephone interviews
- Selected as representative sample of Asda shoppers UK wide

Face to face store exit interviews;

- 400 in depth exit interviews - 4 stores two heartland, 2 new territory
- Representative sample by demographics, day of week, time of day, basket size
- Carried out in May 06



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If Asda provided nutrition information on the front of the package of food products (e.g. fat content, calories, salt content etc) would you prefer that information related to the portion size or per 100g?

Response;

- By portion size 60%
- By 100g 22.9%
- Dependent on product 3.9%
- Don't know / don't mind 13.2%

Female customers with children have the highest preference for per portion 64.4%

18–24's and 65+ had least preference as whether per portion or per 100g (30% and 27.5% respectively)



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Where thought best to learn about on pack initiatives?

- Variety of different locations suggested by respondents
- Most popular through to least presented below
 - On trolley - to familiarise with the symbols/initiative
 - Shelf barkers – to remind to look
 - Posters in store - to explain in some depth
 - ASDA magazine – symbols and to explain in more depth
 - Other magazines via PR to announce initiative
 - Outside store/TV – to announce initiative/positive PR
 - Credit card sized info for minority (esp older) to act as aide de memoir
 - Leaflet for minority – most thought unlikely to keep/read
- Although brief Sainsbury leaflet liked when reviewed in research
- If ASDA to follow, ensure that not weighty/heavy, but similar tone to JS?



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Conclusions

- Do customers prefer ASDA colour coding to be on a 'per 100g' basis or
 - on a 'per serving' basis
- Do customers want our colour coding to be % tint or
 - red, amber and green
- How may this influence their purchase and perception of ASDA?
 - May temp be put off some foods, but also positively surprised about others
 - Unlikely to go elsewhere for same product – might buy alternative items in ASDA – from same range/from competitive range.
 - Would value ASDA as open, honest and educating



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