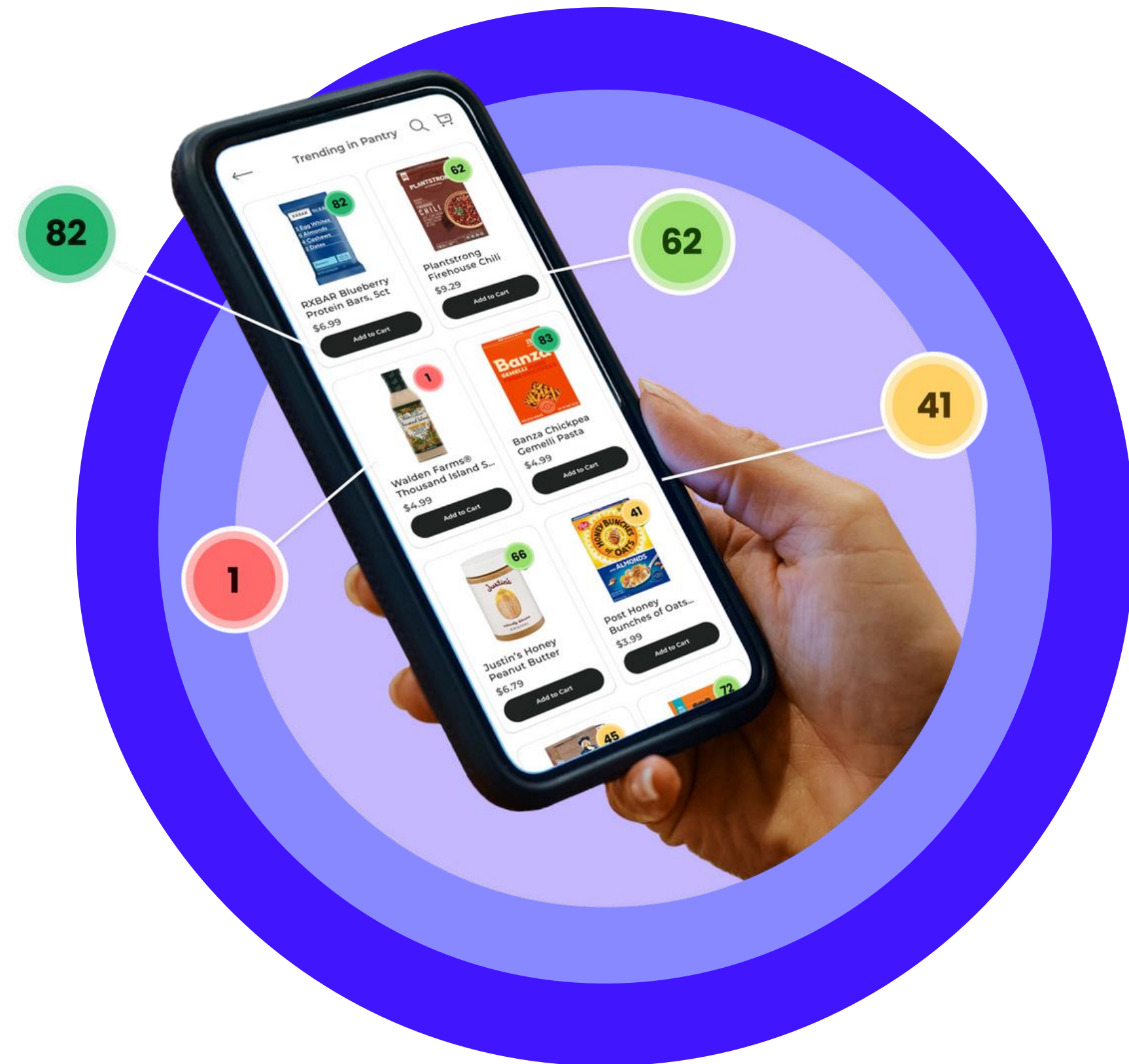




What's in a Score?

How Nutrition Transparency is Reshaping the Food Industry



Introduction

Nutrition transparency is no longer optional. It's the new base expectation.



Sustainability, certifications and claims: What resonates with consumers?

Americans are widely aware of—and making purchasing decisions—based on food certifications such as organic and non-GMO.



Carrie Schaefer, Vice President of Strategy and Marketing
February 25, 2020



Consumers Rank Ingredient Transparency Among Most Important Issues For Brands

NEW YORK CITY – 25 April 2013 – A study by [The Regeneration Roadmap](#) – a joint project by [GlobeScan](#), [SustainAbility](#), and [BBMG](#) – finds that nearly 9 in 10 consumers globally (86%) say “ingredient transparency is extremely important or very important” for companies to address as part of their products, services, or operations, including 88% of consumers in emerging markets and 84% of consumers in developed markets. However, only 57% regularly “check the list of ingredients before purchasing” products, highlighting the gap between interest and action in sustainable consumption.

Newcastle Systems
<https://www.newcastlesys.com/blog/the-consumer-de...>

The Consumer Demand for Transparency in Food

Nov 20, 2023 – Today's consumers care about what they eat—and they want more information regarding the ingredients in their food.



7 Min Read



States Serving Up Healthy Eating Policies

AUGUST 03, 2022 | ELIZABETH IMPHONG

Study: Gen Z wants more transparency in food sustainability, quality

<https://www.foodbusinessnews.net/articles/26985-study-gen-z-wants-more-transparency-in-food-sustainability-quality>

Oct 15, 2024 - Eighty percent of Gen Z said they prioritize food quality in purchasing decisions and approximately 70% are willing to spend more on high-quality food, according to YouGov's study.

NIQ: Industry Leader in Product Insights

NIQ data transformation involves adding a semantic layer to data to decode the attributes a product markets itself as, "stated," and the attributes a product *could* be claiming as, "qualified," unearthing potential missed opportunities based on nutrition facts and ingredient properties.



Regulatory Compliant



Expert Developed



Suite of 1,600 + attributes



Trends continually updated

STATED ATTRIBUTES

captures standardized attributes stated on the label across a set of products by analyzing marketing claims, warnings and third-party certifications

QUALIFIED ATTRIBUTES

uncovers attributes not physically stated on the label by analyzing nutrients and ingredients against regulations and standards

DAIRY-FREE CHEESE
Parmesan STYLE
NET WT 5 OZ (142 g)
SOY FREE | VEGAN | LACTOSE FREE
NON GMO Project VERIFIED

Nutrition Facts About 28 servings, **Serving size 2 tsp (5g)**, Amount per serving: **Calories 20**, **Total Fat** 1.5g (2% DV), **Saturated Fat** 0.5g (3% DV), **Sodium** 85mg (4% DV), **Total Carbohydrate** 2g (1% DV), **Protein** 0g, Calcium 61mg (4% DV). Not a significant source of trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, iron and potassium. % DV = % Daily Value

Ingredients: (vegan, dairy-free, gluten-free, non-gmo, soy-free) Modified Potato Starch, Palm Fruit Oil, Filtered Water, Expeller-Pressed Canola Oil, Cellulose, Maltodextrin, Natural Flavors (Contains Autolyzed Yeast), Less than 2% of: Vegetable Glycerin, Sea Salt, Citric Acid, Nutritional Yeast, Calcium Phosphate, Bamboo Fiber, Sodium Phosphate, Carrageenan, Organic Chickpea Miso (Organic Handmade Rice Koji, Organic Whole Chickpeas, Sea Salt, Water, Koji Spores), Sunflower Lecithin, Annatto for Color.

Barcode: 0 49568 60005 5

Labels: PERISHABLE • KEEP REFRIGERATED, RECYCLE ME, Remove Cap From Bottle

Deliciously smoky flavored Applewood® Vegan Grated, with added calcium and vitamin B12. Suitable for vegans

Water, Coconut Oil, Potato Starch, Modified Maize Starch, Yeast Extract, Reduced Sodium Sea Salt, Natural Flavoring, Thickener (Carrageenan), Calcium Phosphate, Smoke Flavoring, Calcium Chloride, Color (Carotenes), Paprika, Vitamin B12

- Soy Free

Vegan

Lactose Free

Dairy Free

Non GMO Verified

Recyclable

➤ Vegan

➤ Vitamin B12

➤ Added Calcium

➤ Naturally Flavored

➤ Free from Allergens

➤ Free from Palm Oil

Low Sugar

High Vitamin B12

Source of Calcium

Atkins Acceptable

➤ No Added Sugar

➤ Sweetener Free

➤ Artificial Color Free

➤ Contains Natural Preservatives

➤ Contains Corn Ingredients

➤ Plant Based

➤ Not Paleo Friendly

Industry Experts: A dedicated team of product leaders, registered dietitians and data scientists

Holistic solutions: Industry-leading measurement solutions; market insights to actions and proprietary technologies

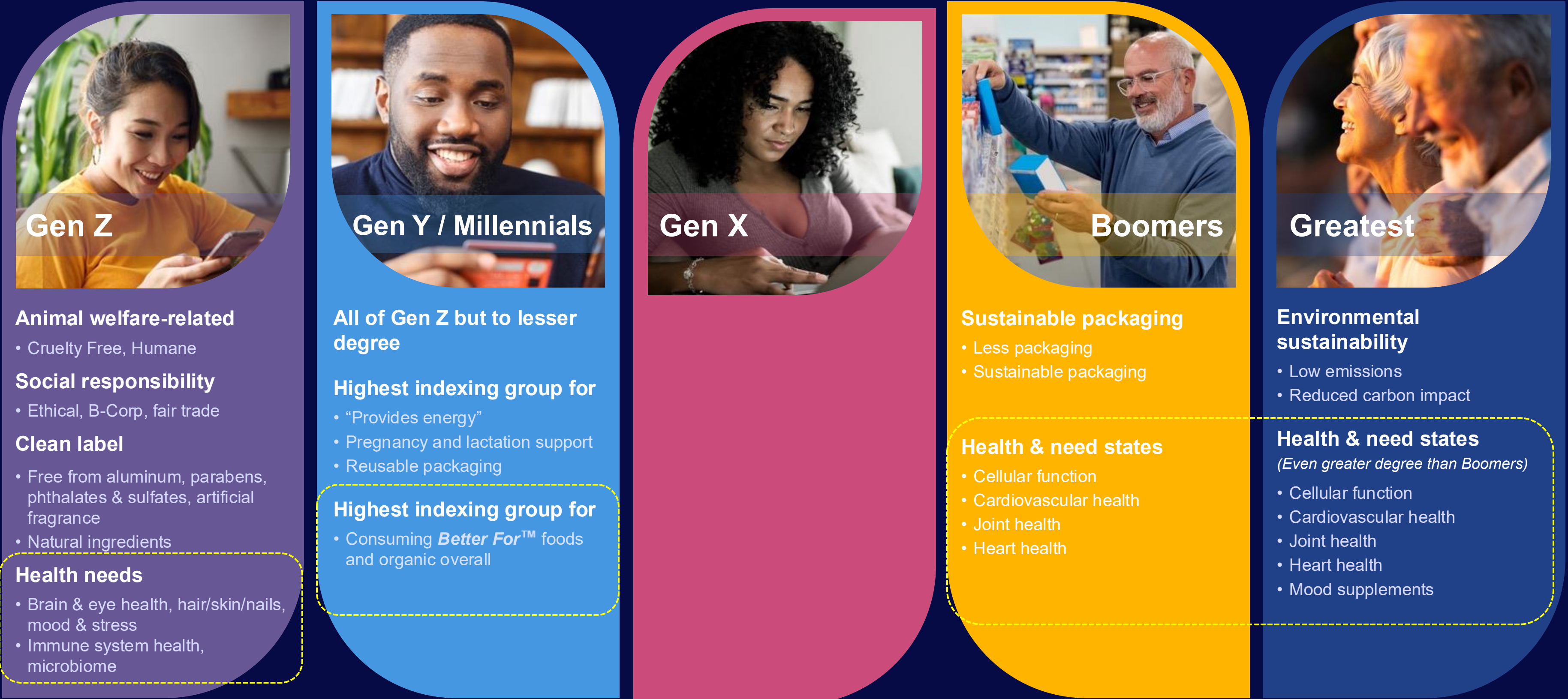
Collaborations: Industry associations, regulatory agencies and partners, including:

FoodHealth Company

HOME OF THE FOODHEALTH SCORE

Management Science Associates, Inc.

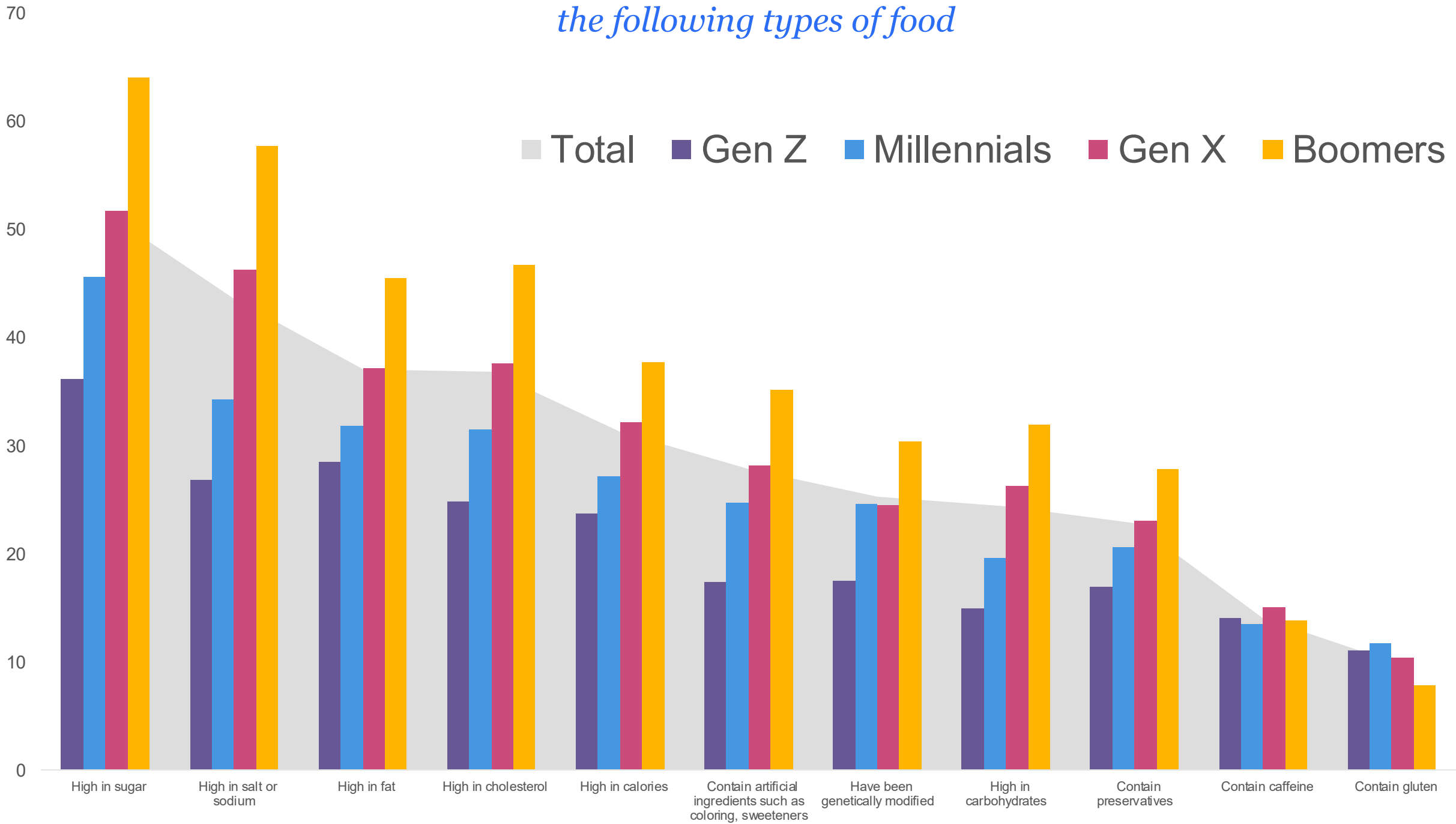
Health prioritized across all generations, in particular older and younger



Source: NIQ Homescan Panel; Total US; Generational cohort demographics; NIQ Product Insight powered by Label Insight; \$ share index; 52 weeks ending January 27, 2024

Americans trying to limit sugar, sodium and fat yet can feel challenged by assortment options

American consumers try to minimize or avoid any of the following types of food



NIQ Consumer Life US 2024 F29
Source: NIQ, Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; Total Food & Beverage;
\$ Share of Food & Beverage, \$ % change vs year ago; 52 weeks ending November 30, 2024

27% of Food & Bev Sales are over 10g of **added sugar** per serving*

American Heart Association recommends no more than 36g per day (men) and 25g (women)

5-7.5g per serving **+6% vs YA**
Sugar Conscious **+3% vs YA**

25% of Food & Bev Sales are over 300mg of **sodium** per serving (12% over 500mg)*

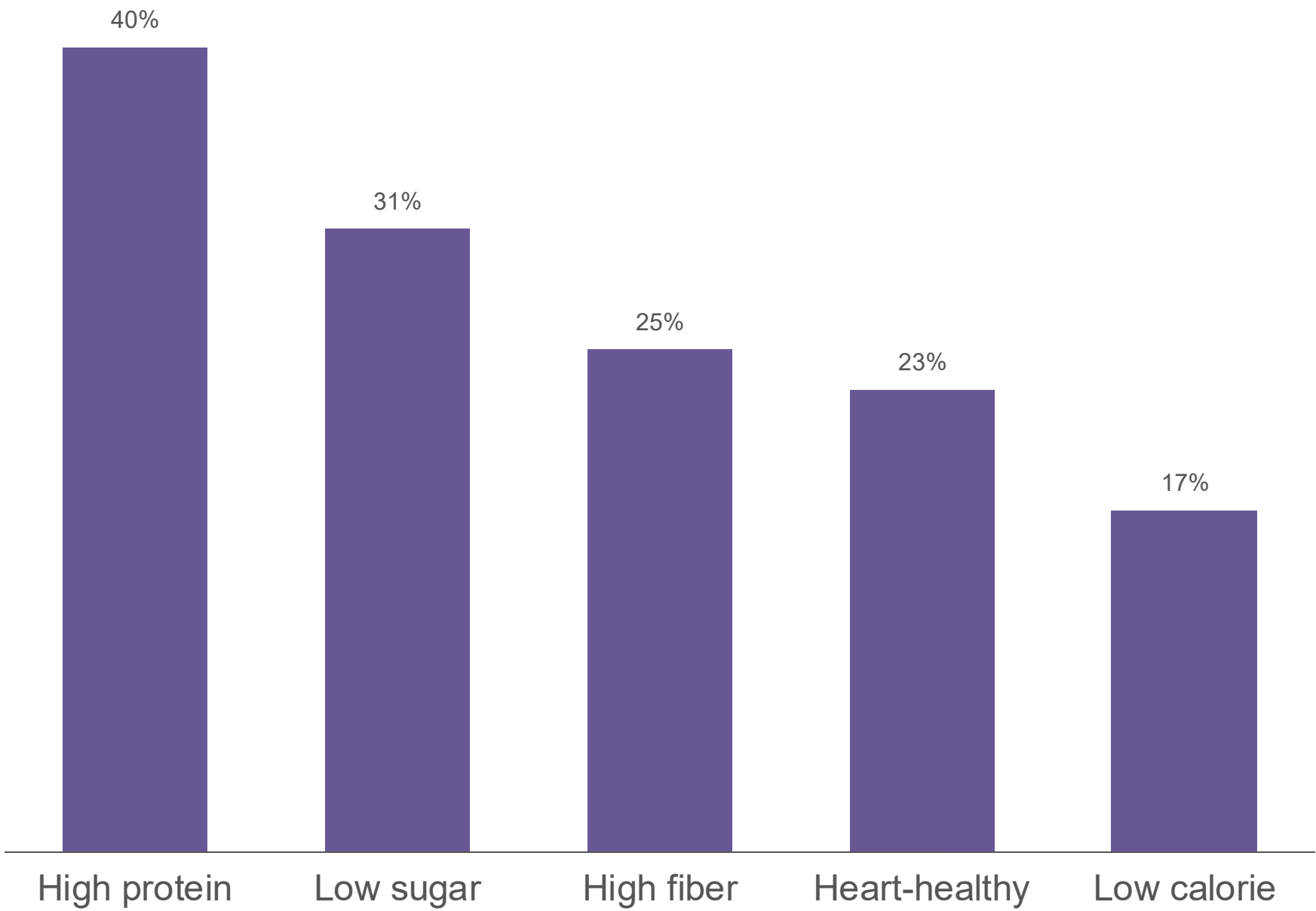
FDA – 2,300 mg per day
AHA – 1,500 mg per day

50-100mg per serving **+3%**
Sodium Conscious **+4% vs YA**

*Based on Food & Beverage products that include a Nutrition Facts Panel (NFP) label on package

Americans also increasingly looking for positive attributes, like protein and fiber

Leading Nutritional Goals That Influence Breakfast Occasion Choices

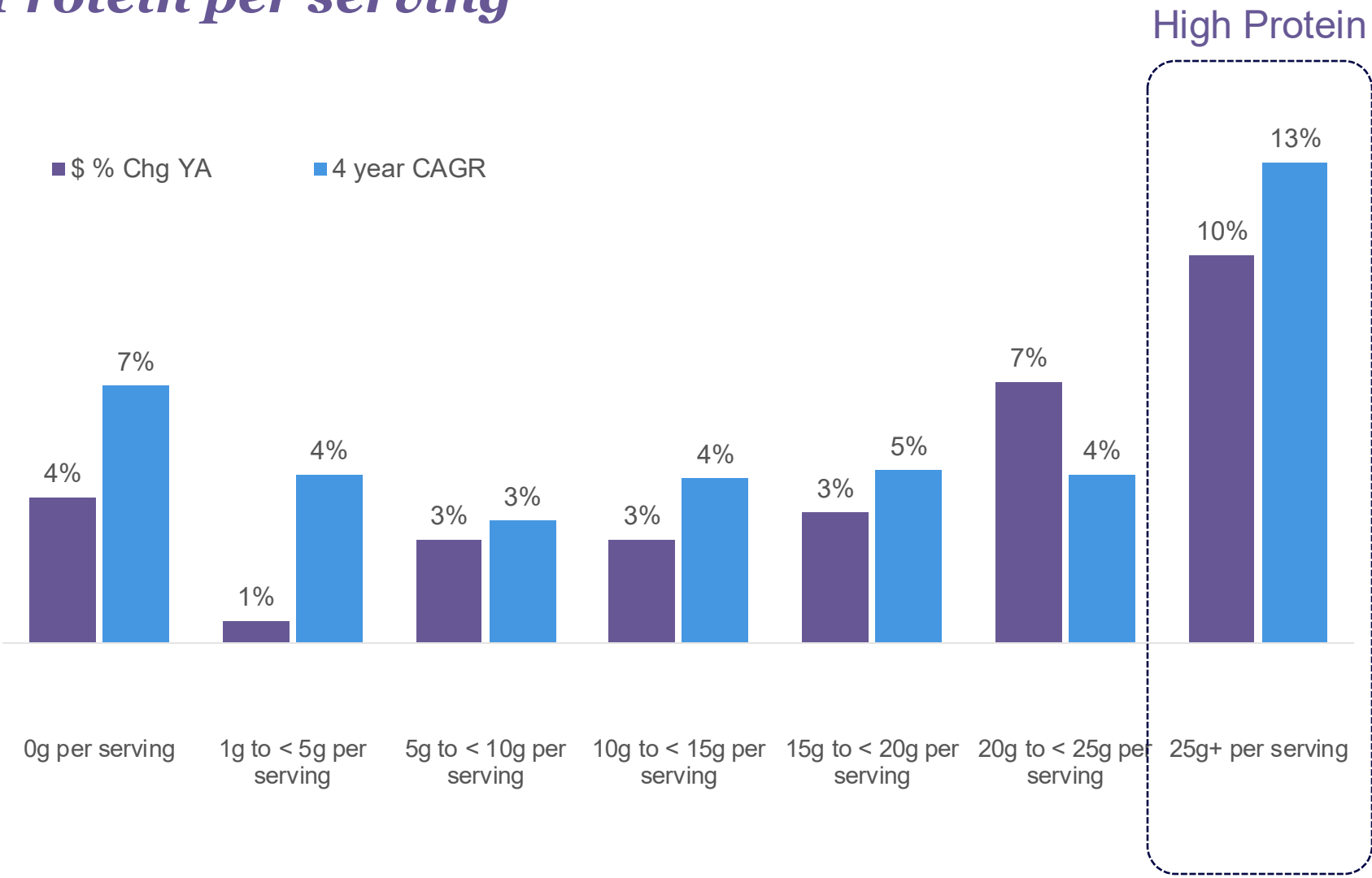


Source: NIQ, BASES Quick Question Omnibus Survey, June 2025, n=1,005

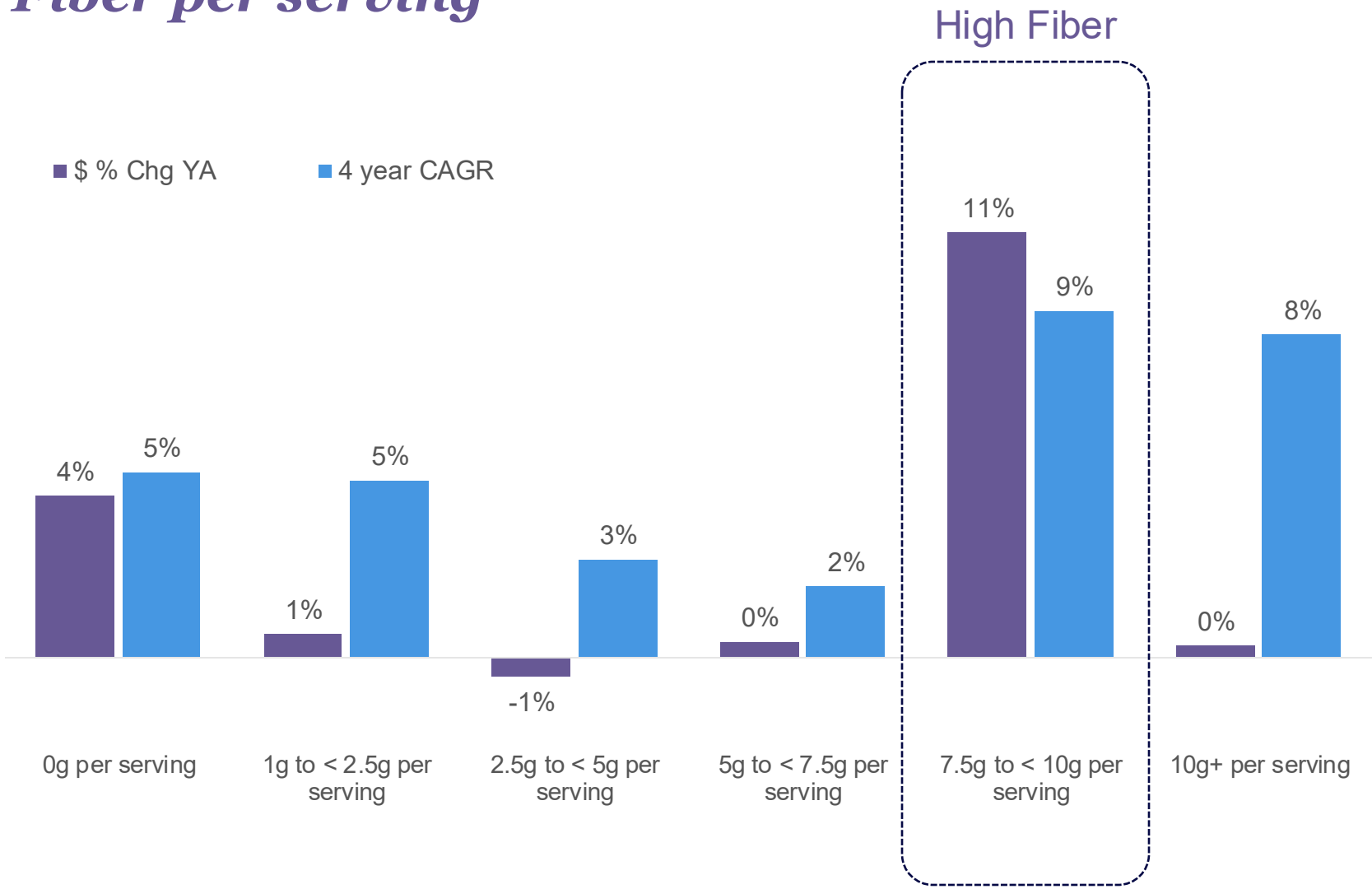


Across all food and beverage, fiber and protein are two areas seeing consumer interest and growth

Protein per serving



Fiber per serving

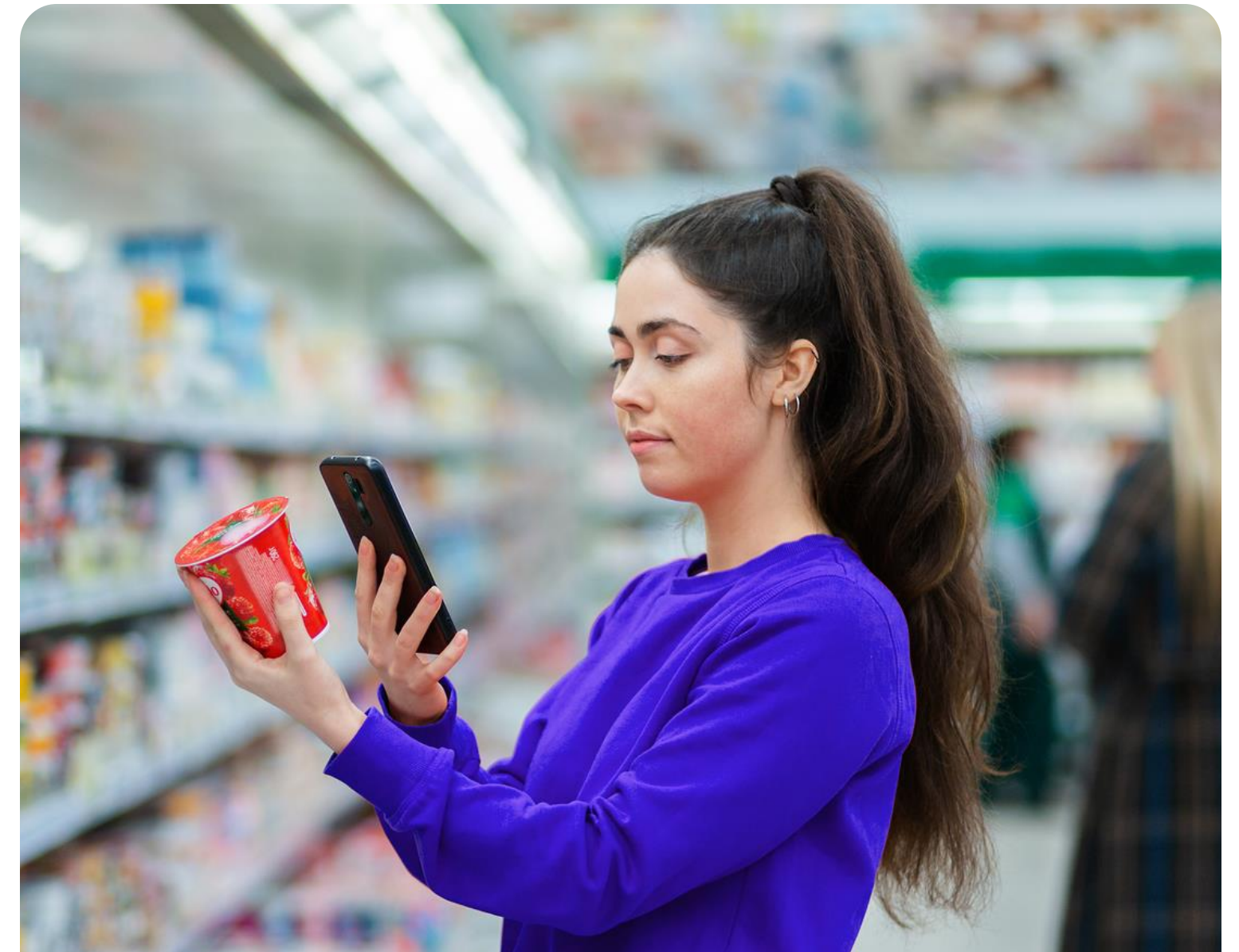


Source: NIQ, Retail Measurement Services, NIQ Product Insight, powered by Label Insight, Total US xAOC; Total Food & Beverage; \$ Share of Food & Beverage, \$ % change vs year ago, 4yr CAGR; 52 weeks ending January 25, 2025

Consumers Are Looking for Help... From You

Most shoppers (well over 50%*) [now expect their primary grocery store to actively support their healthy eating journey](#), whether through better product curation, on-package nutrition guidance, healthier checkout offerings, or digital tools that facilitate nutrition choices.

*SOURCE: DRUGSTORENEWS.COM



ASSOCIATION NEWS, FEATURE, NATIONAL, NEWS

FMI Expert: Helping Customers With Health Can Yield Loyalty For Stores

by [Shelby Team](#)
April 8, 2025

But for consumers,
comparing how
nutrition labels
stack up can feel
overwhelming



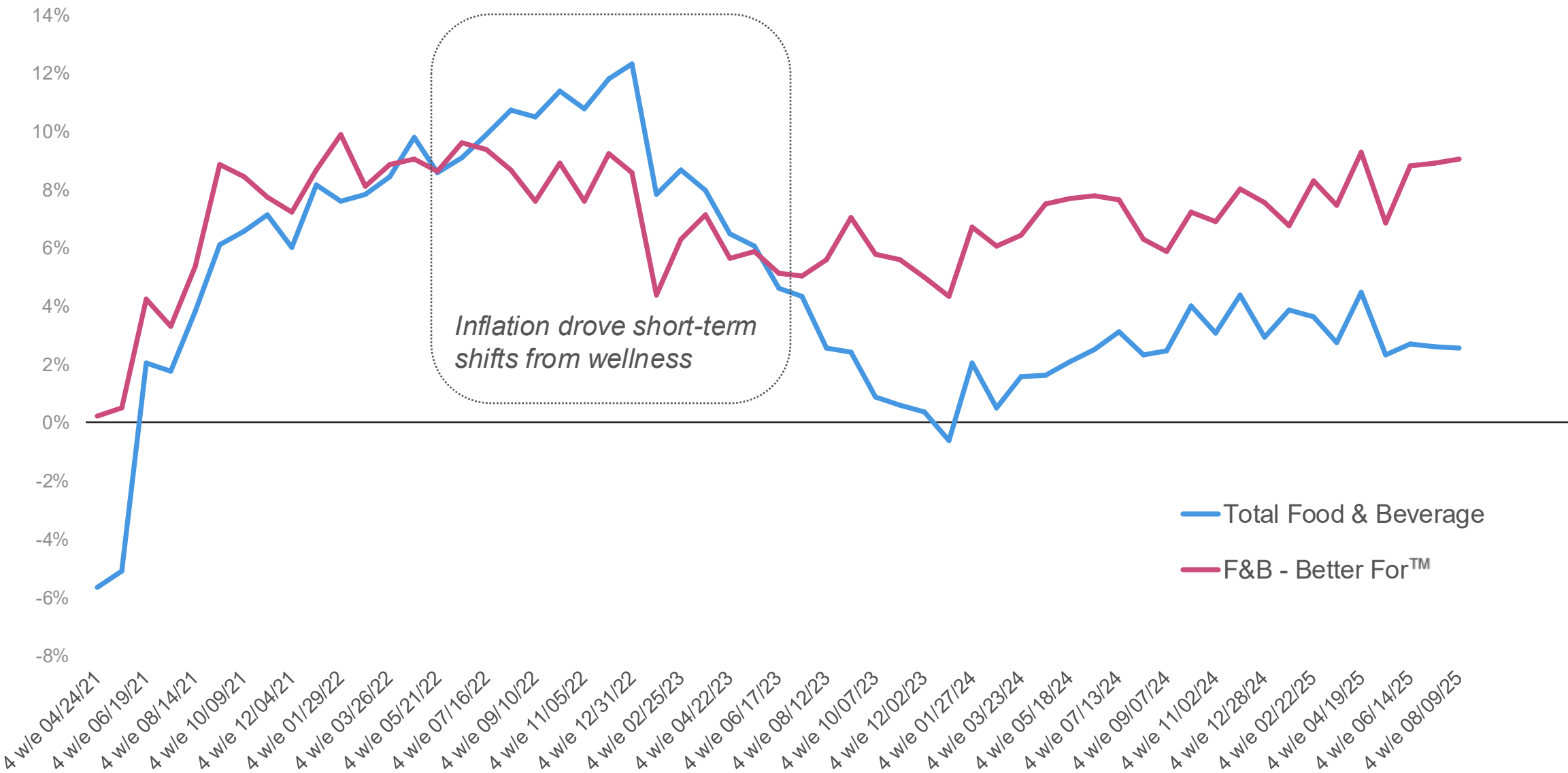
Source: NIQ, Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; NPI Ingredients listed on Nutrition Facts Panel; \$ and Units % change vs year ago; 52 weeks ending June 29, 2024

NIQ *Better For*TM...



Better ForTM is a bellwether of wellness trends and consumer priorities

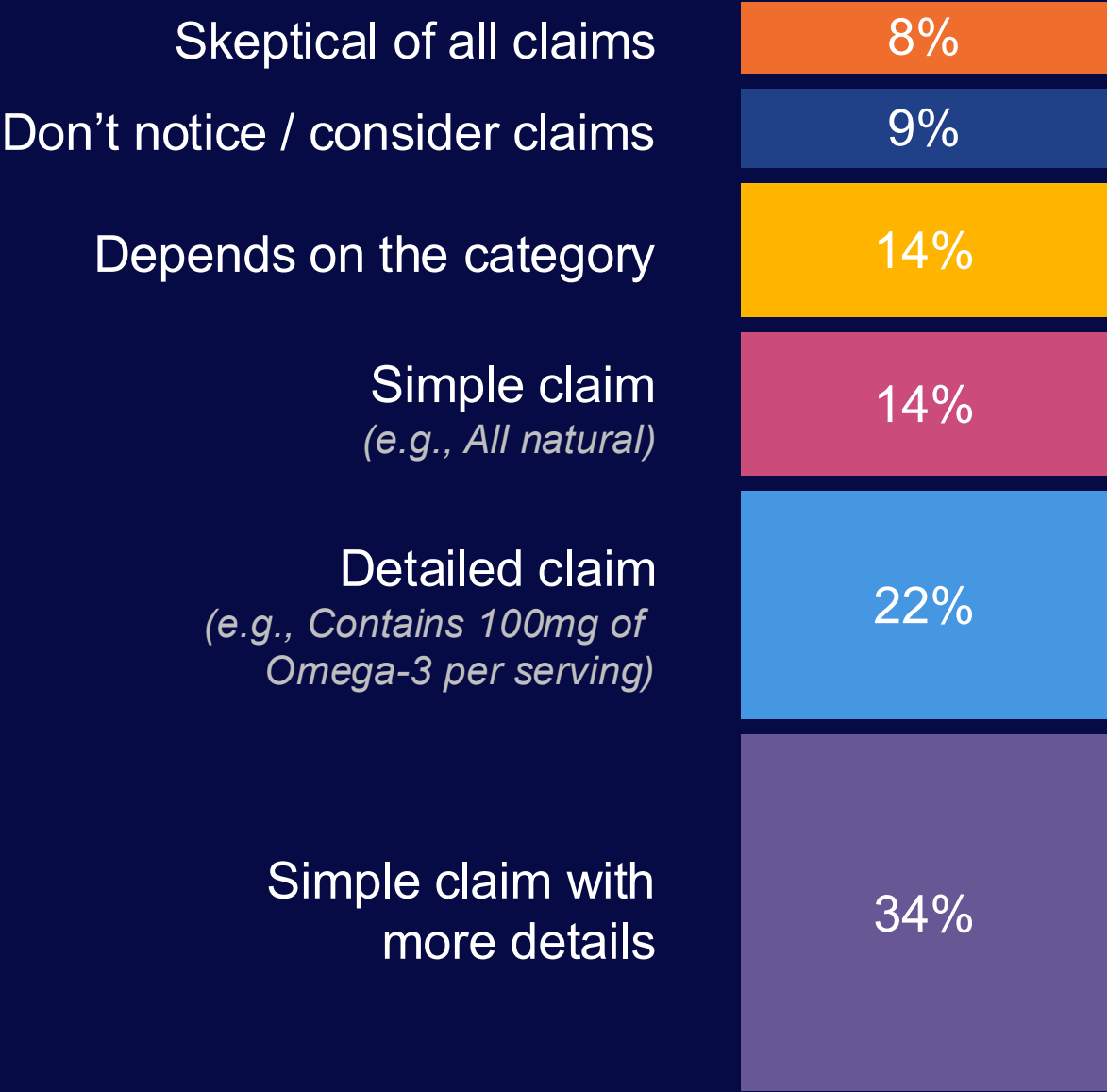
Food & Beverage Better ForTM | \$ % Chg. YA



Source: NIQ, Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; Total Food & Beverage vs Better For segment; \$ % Change vs year ago; 4-week trended through week August 9, 2025

And consumers are torn on trusting package claims

Package Claim Trustworthiness



Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020

Broken trust loses loyalty

41%

Of consumers say they have stopped buying a food brand due to a loss of trust

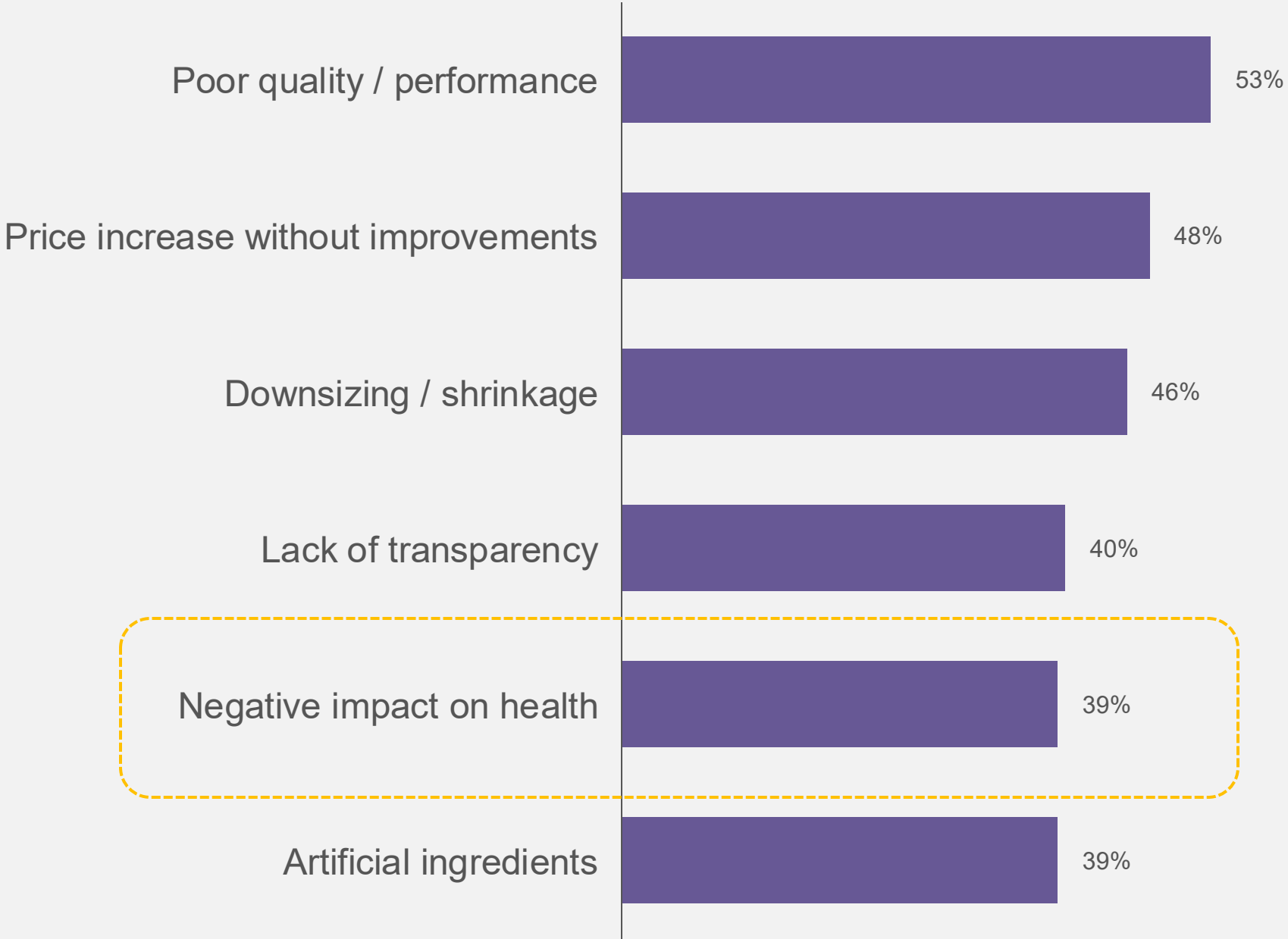
72%

Of consumers say they would switch to a different food brand if they lost trust in their current brand

Source: NIQ, Panel On Demand, Expanded Omnishopper Panel, Total US, Total Outlets, 52 Weeks Ending 5/17/2025

And impact on health can impact trust

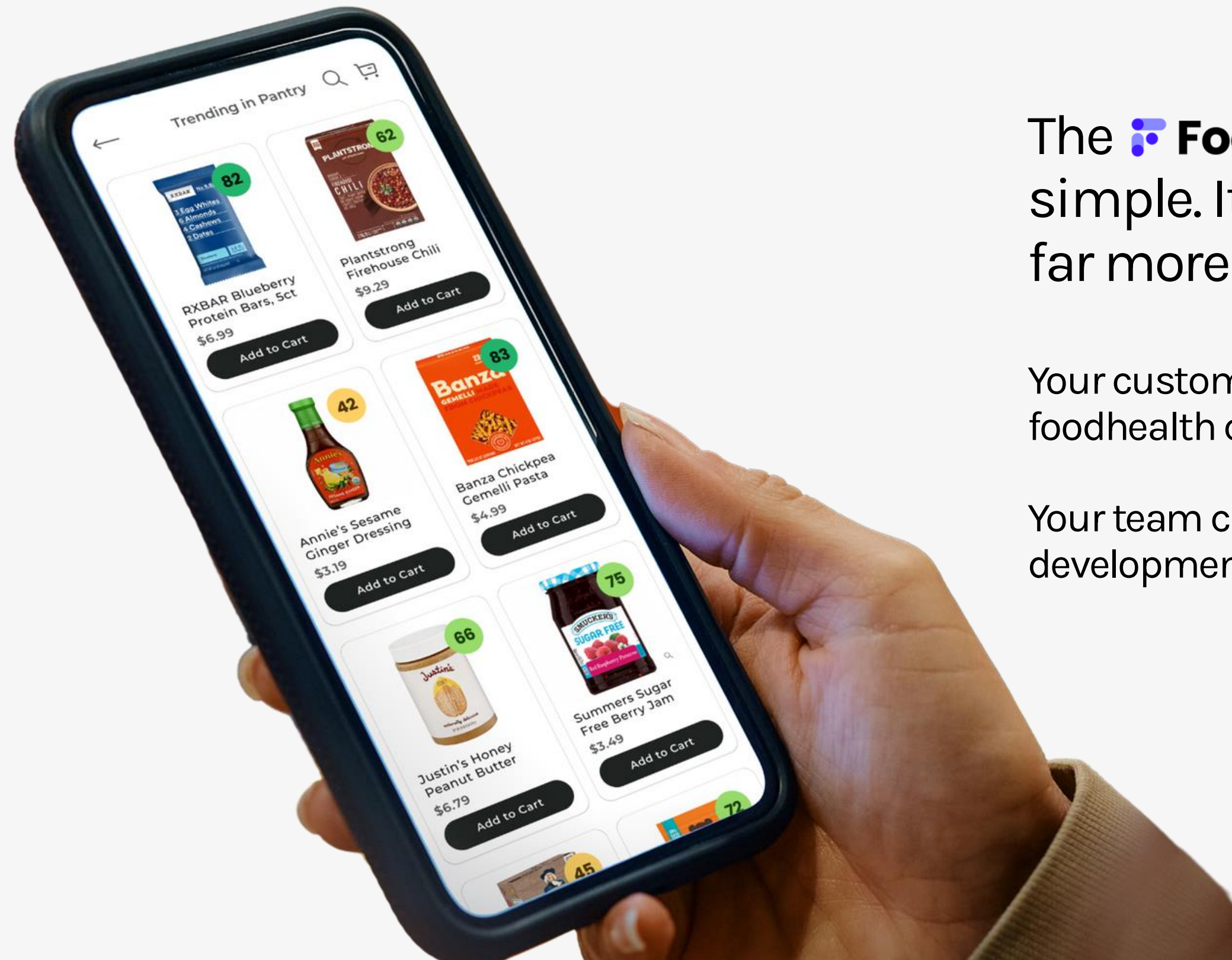
Leading Reasons Food Brand Trust Declined For Some



Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000

Solution

So We Created What They Were Looking For



The **FoodHealth Score** makes nutrition simple. It's as familiar as the calorie - but far more useful.

Your customers can use the Score - for help navigating foodhealth choices in your digital & physical store.

Your team can use the Score - for assortment development and owned brand R&D.

DEVELOPED BY RDS & DATA SCIENTISTS

A 1-100 scoring system built to help people answer the question “is this food healthy?”. Our score assesses a food’s fit to the optimal dietary pattern for chronic disease prevention.



How a Score is Calculated

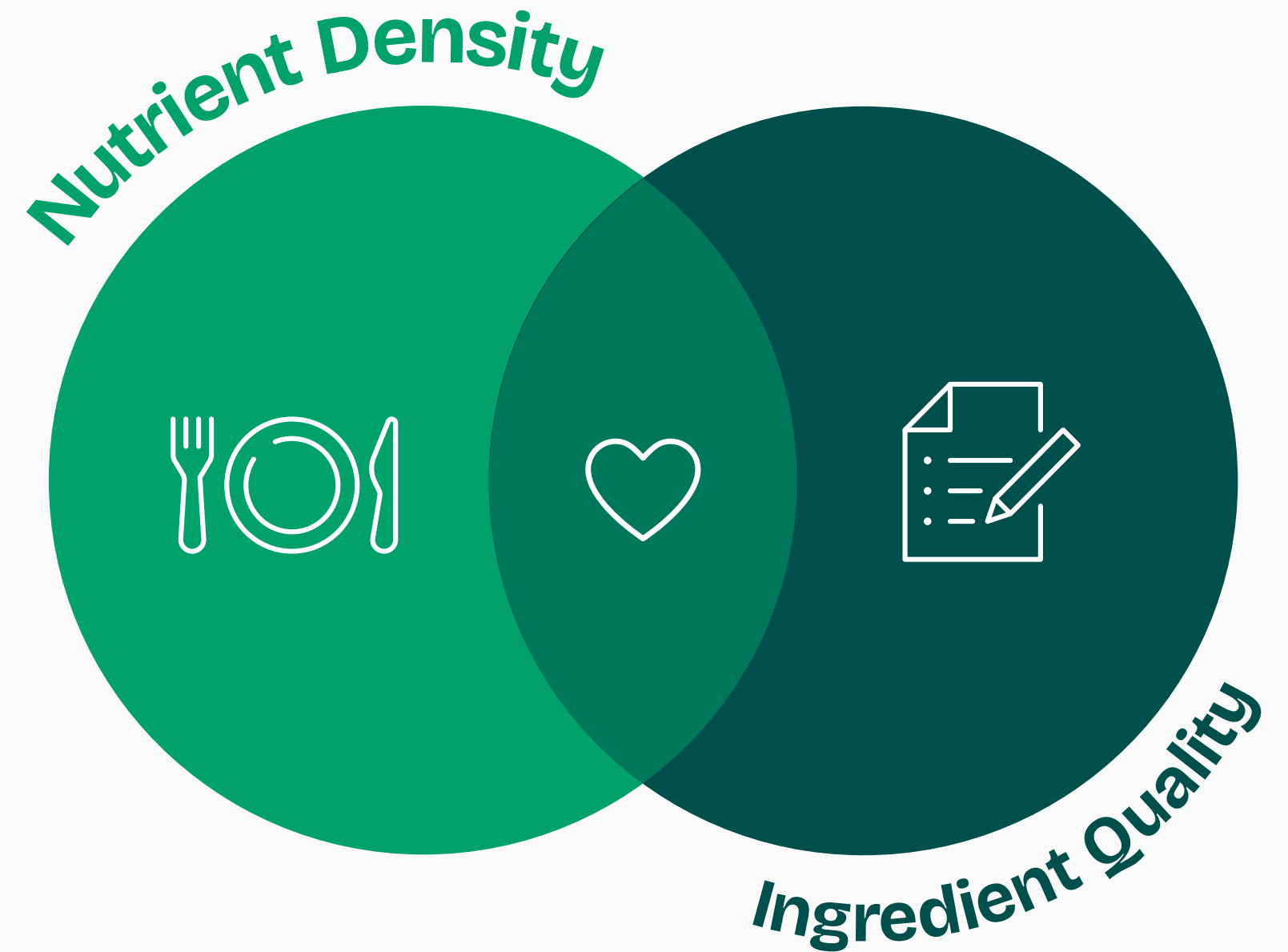
How does it work? To truly understand the healthfulness of a food, we need to look at two measures:

Nutrient Density:

This is the amount of beneficial nutrients, like fiber and protein, relative to the calories in the food. To calculate the **Nutrient Density Score (NDS)**, we consider the **Beneficial Nutrients (NGS)** and **Nutrients to Limit (NBS)** in the food.

Ingredient Quality:

This is the type and quality of ingredients used in the food. We compute a weighted mean, the **Ingredient Quality Measure (IQm)**, from a qualified list of ingredient tags. We also consider **Special Rules** that can be applied across the algorithm related to a product's Category or associated Attributes.



ONE SCORE TO MAKE NUTRITION SIMPLE

Nearly 80% of shoppers say they would use the FoodHealth Score

if it were available in their favorite store, showing strong demand for a simpler, clearer way to understand nutrition at the point of purchase.











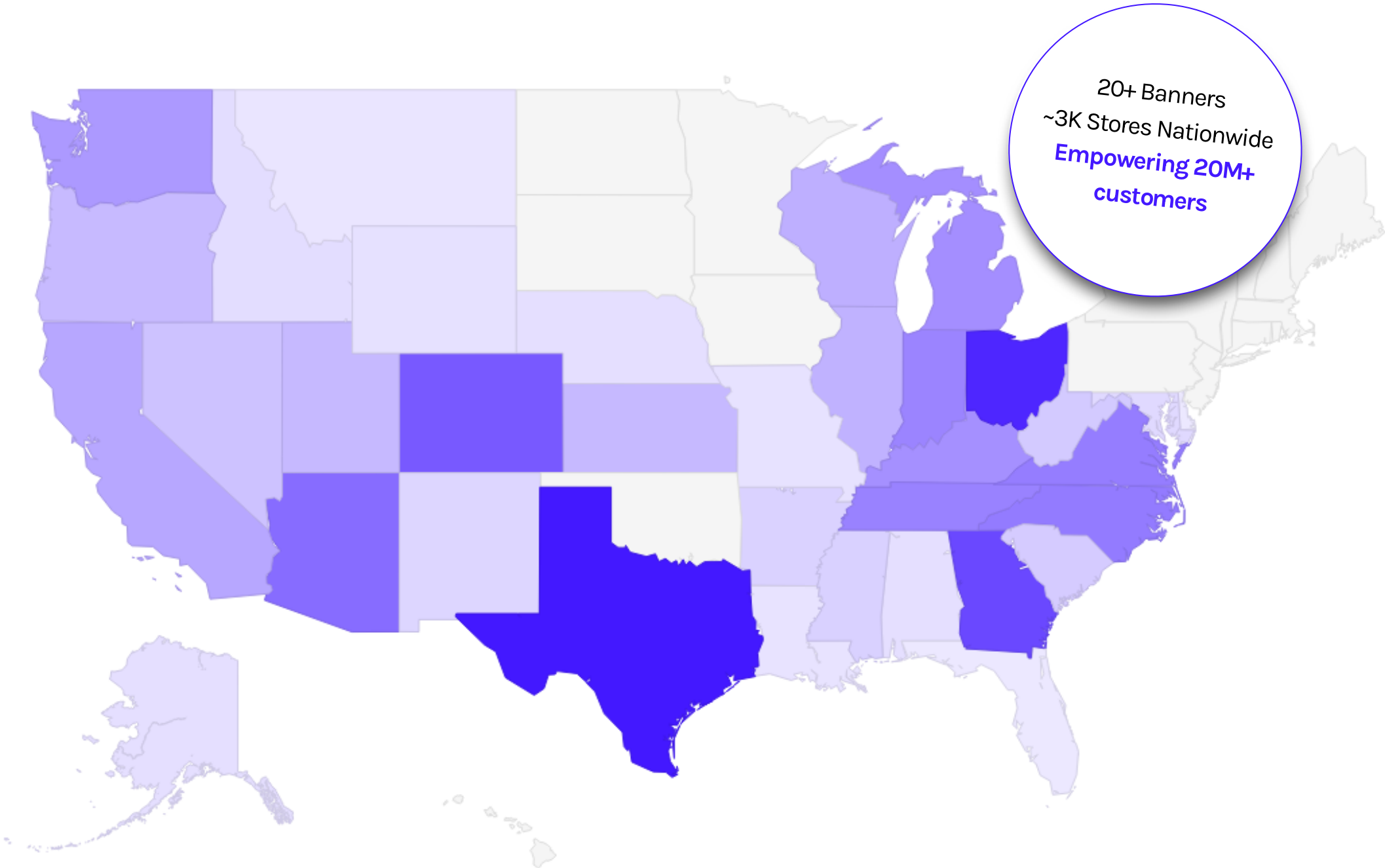








and 10+ more!



FoodHealth Score Review Board



**Laura Brown,
MS, RDN, LDN**

The Kroger Co.
Director of
Nutrition



**Sarah
Ludmer, RD**

WK Kellogg Co.
Chief Wellbeing and
Sustainable
Business Officer



**Annette Maggi,
MS, RDN, LD, FAND**

Annette Maggi &
Associates, Inc.
President
Former NuVal, Target



**Megan
Callahan, MS, RD**

Hy-Vee, Inc.
Assistant VP, Dietitian
Services

Foodhealth Score delivers results

Introducing ROHI: the return on health investment

3%

INCREASED ANNUAL
HOUSEHOLD VALUE

92

67

100



SUB-COMMODITIES WITH SIGNIFICANT ROI

FoodHealth Score goes beyond increasing shopper engagement, increasing ROI across a variety of categories

commercial bread

yogurt

cheese

pizza

waffles

salty snack

ice cream

milk

rice

pasta

chicken

salmon

turkey

beef

dressings

bars

cereal

meals

i.e. frozen, ready to serve,
kits

Across these categories, retailers see **more swaps to healthier options leading to higher average order value** and/or higher margin purchases through private label products.

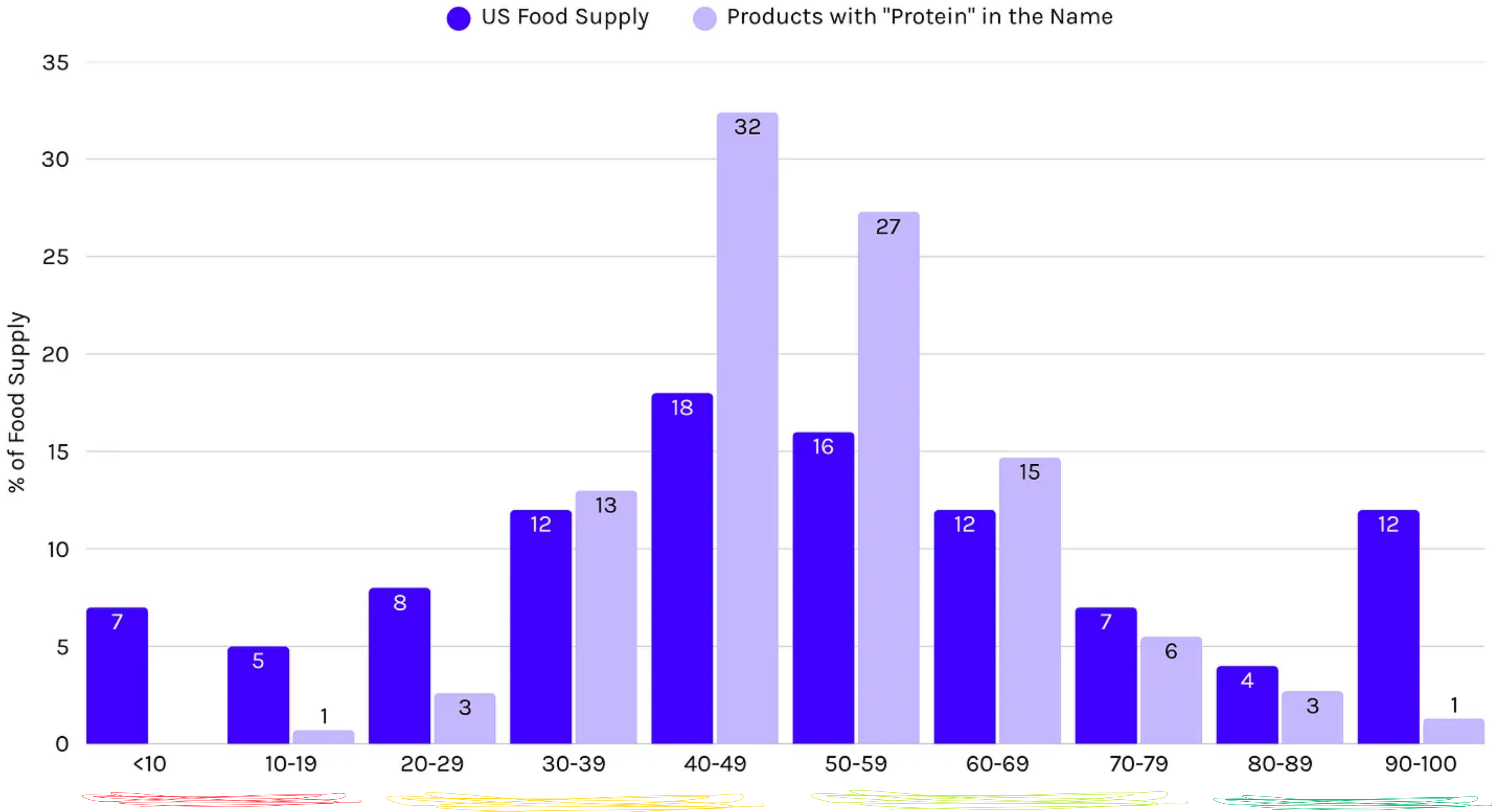
Data in Action

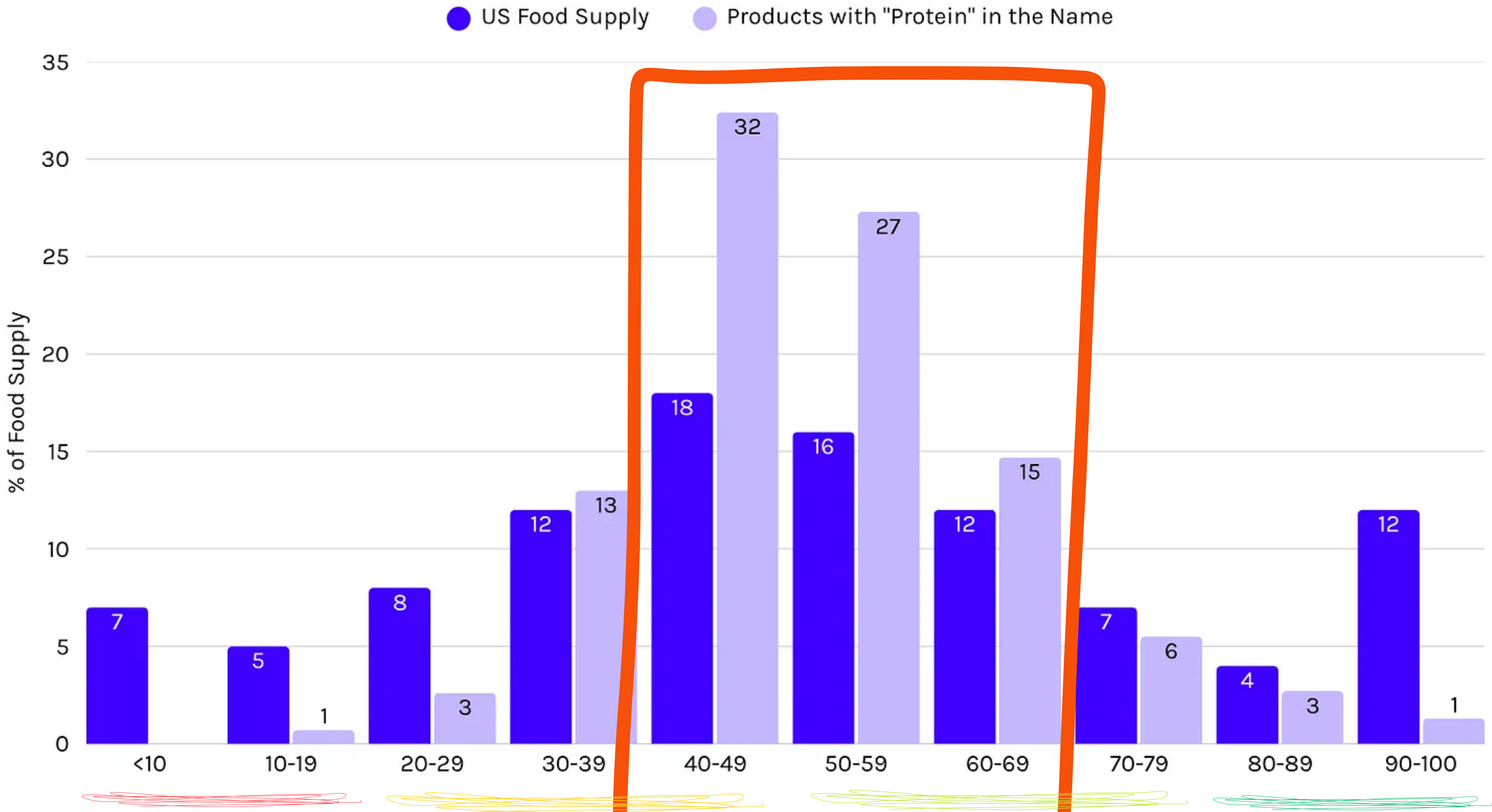
The FoodHealth Score Scale

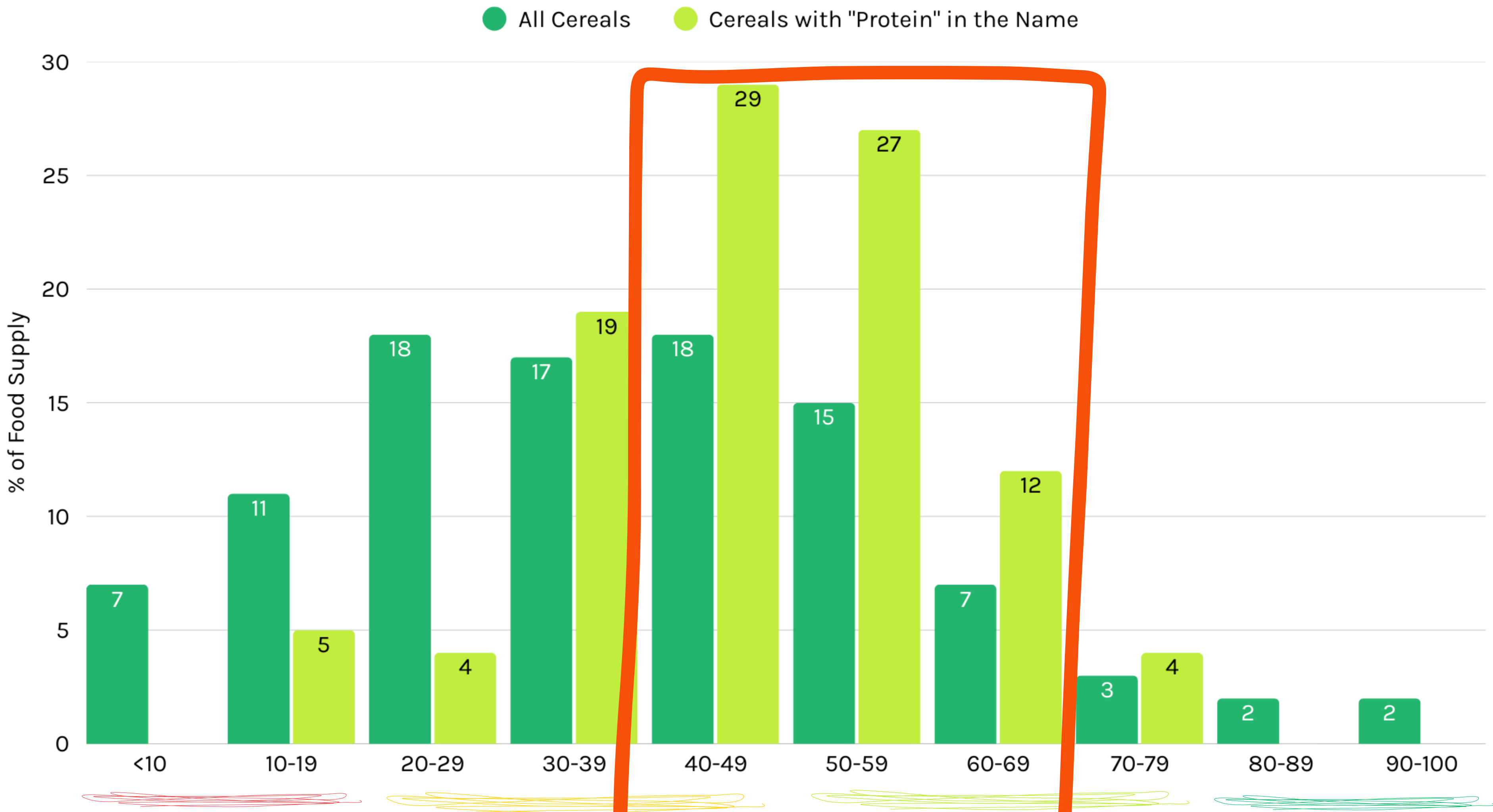


nutrient poor
highly processed

nutrient rich
whole foods







Cereal Example

You're a shopper trying to choose the healthiest of these three cereals.
Make your best guess.



Cereal Example

You're a shopper trying to choose the healthiest of these three cereals.
Make your best guess.



64

- + High Protein
- + High Fiber
- + Contains Omega 3
- Added Sugar



38

- + High Protein
- Refined Grains
- High Added Sugar



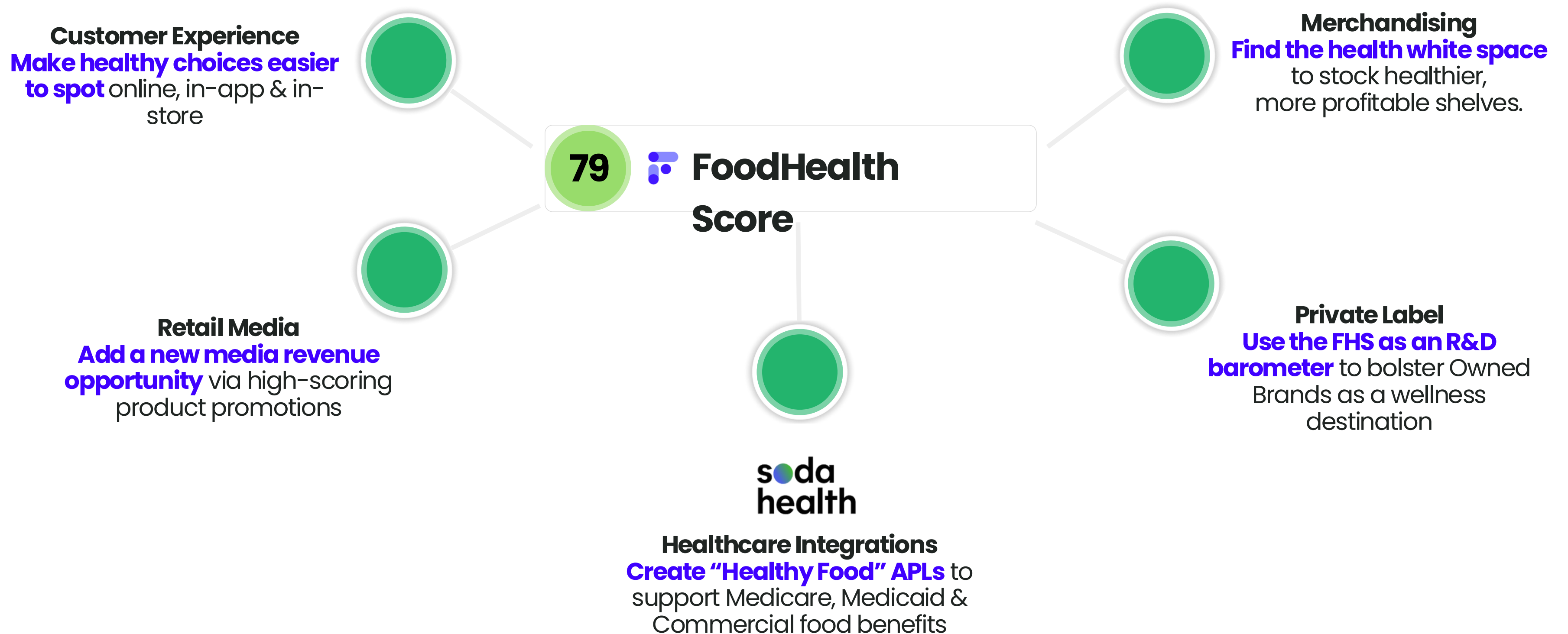
36

- + High Protein
- Refined Grains
- High Added Sugar

How We
Partner

One Score, Integrated With

Our partners integrate the score across multiple areas of the business - to drive efficiency and revenue opportunity.



How Partners Are Utilizing the Score

Retailers



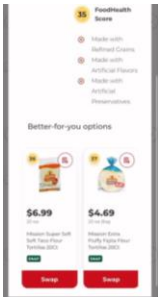
How brought the FHS to life

Kroger and bitewell Launch Groundbreaking Nutrition Scoring System to Help Customers Make Healthier Food Choices

November 1, 2024

CINCINNATI, Nov. 1, 2024 /PRNewswire/ -- The Kroger Co. (NYSE: KR) and bitewell, the FoodHealth Company, today announced their collaboration to bring bitewell's FoodHealth Score, an innovative nutrition scoring system, to Kroger customers nationwide. The scoring system seeks to give customers a fast, reliable way to evaluate the healthfulness of their food.

How brought the FHS to life



CPGS



How uses the FHS

How uses the FHS

Data Partners



Jun 2, 2025 9:00 AM Eastern Daylight Time

NIQ and FoodHealth Co. Launch Comprehensive Nutrition Scoring Integration

Share



From Data to Health Impact – NielsenIQ and FoodHealth Co. Team Up to Redefine How America Evaluates Food Nutrition



NielsenIQ x The FoodHealth Co: **For Retailers**

Groundbreaking collaboration that integrates the FoodHealth Score, a next-generation nutrition intelligence tool, into NIQ's global data ecosystem.



An evidence backed, proprietary, nutrition scoring system that scores products on a scale of 1-100, focusing on nutrient density and ingredient quality.



Our **retailer partners** integrate the score across multiple areas of the business – to drive efficiency and revenue opportunities.

Customer Experience

Make healthy choices easier to spot online, in-app & in-store

Private Label

Use the FHS as an R&D barometer to bolster Owned Brands as a wellness destination

Merchandising

Find the health white space to stock healthier, more profitable shelves.

Healthcare Integrations

Create “Healthy Food” APLs to support Medicare, Medicaid & Commercial food benefits

Retail Media

Add a new media revenue opportunity via high-scoring product promotions

NielsenIQ x The FoodHealth Co: **For Manufacturers**

Groundbreaking collaboration that integrates the FoodHealth Score, a next-generation nutrition intelligence tool, into NIQ's global data ecosystem.



An evidence backed, proprietary, nutrition scoring system that scores products on a scale of 1-100, focusing on nutrient density and ingredient quality.



Our **manufacturer partners** integrate the score across multiple areas of the business – to drive efficiency and revenue opportunities.

Product Development and Innovation
Better understand the nutritional profile of your assortment.

Competitive Differentiation
Highlight healthier products to set your brand apart.

Enhanced Retailer Partnerships
High Scores help brands stand out to retailers focused on offering healthier options to their customers.

Transparency and Consumer Trust
A clear, credible Score builds consumer confidence by signaling transparency to consumers.

Marketing and Positioning
Elevate your messaging by emphasizing your product's health benefits.