

HEALTH STAR RATING

The Health Star Rating (HSR) is a labelling system developed by the Australian Government in collaboration with the food industry and public health groups.

This works by considering the nutrients in a food, based on their nutritional composition per 100g or 100mL, awarding points for positive nutrients, and deducting for critical nutrients like excess calories, saturated fat, added sugars, and sodium. Then those points are converted into a star rating with a formula given by the HSR. A rating above 3.5 stars indicates that the product is healthy and balanced.

It evaluates the overall nutritional profile of packaged foods within the same category and assigns them a rating from ½ a star to 5 stars.



Since the HSR can be applied to a great variety of foods, the system is divided into categories. In Grupo Bimbo, our products fall into category 1D, which is for Milk and dairy beverages, and category 2, referring to all foods and products manufactured with cereals, nuts or seeds.

Also, according to the nature of our bakery and snacks, products are ready for consumption without requiring additional preparation, making them evaluated solely "as sold".

One of Grupo Bimbo's core goals is to ensure that all our daily consumption products, such as bread, buns, rolls, and breakfast items, which are healthy products that not only contribute to a balanced diet, but are also delicious, achieve a rating of 3.5 or higher by the end of 2025. It is also our ambition to achieve 50% of sales coming from healthy products, per these standards over the same timeframe. Every year we assess the totality of our portfolio to calculate and obtain this information, which is then published in our annual report.



Through this initiative, Bimbo reaffirms its commitment to support and promote healthier lifestyles and diets, meeting global nutritional standards, and providing products that align with the evolving needs of consumers while remaining true to our mission of nourishing a better world and a better future for everyone.



1. Department of Health. (n.d.). Health Star Rating system. Health Star Rating. Recuperado de <http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/Home>
2. Department of Health. (2020). Health Star Rating Calculator and Style Guide (17 de septiembre de 2020). Recuperado de [http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/0D5B9EDAF8BD213FCA2585EE000E9AD4/\\$File/HSR%20Calculator%20and%20Style%20Guide%2017%20Sept%202020.pdf](http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/0D5B9EDAF8BD213FCA2585EE000E9AD4/$File/HSR%20Calculator%20and%20Style%20Guide%2017%20Sept%202020.pdf)
3. Sosland, Z. (2024, 11 de julio). Grupo Bimbo traza un curso para alcanzar objetivos nutricionales. Food Business News. Recuperado de <https://www.foodbusinessnews.net/articles/26395-grupo-bimbo-plots-course-to-reach-nutritional-goals>
4. Access to Nutrition Initiative. (2024, noviembre). Global Index 2024: Executive Summary. Recuperado de https://accesstonutrition.org/app/uploads/2024/11/ATNi_GI_executive_summary_final.pdf