



POSITIVE
nutrition

Positive nutrition

Positive nutrition is the nutritional balance to be achieved in our products by means of limit the content of nutrients to be moderated (sodium, added sugars, saturated and trans fatty acids) and provide relevant content of nutrients and ingredients that have a positive impact on the diet such as fiber, protein (preferably plant-based), whole grains, fruits, vegetables, and legumes. One action is not possible without the other. The improvement of the nutritional profile of our products must be comprehensive, evaluating all the elements that make up our recipes.

Our body requires a variety of nutrients to perform basic activities. Therefore, it is important to balance all the nutrients we require in our diet.

No single food can provide all the nutrients we need to maintain a balanced and healthy diet. It is important to eat a variety of foods from different food groups to get a wide range of nutrients needed for health. That being said, some foods may have a higher concentration of beneficial nutrients and can therefore be considered "positive nutrition foods." Some examples of these foods might include fruits and vegetables, high quality proteins like lean meat, fish, eggs, and legumes, carbohydrates high in fiber like whole grains, and healthy fats like olive oil and avocado. However, it is important to remember that all food groups must be consumed in adequate amounts as part of a balanced and varied diet.



Public policies have mainly focused on restricting the content of critical nutrients, nutrients that must be limited or moderated in a diet. However, there is evidence to support the concept that the lack of nutrients and food groups in a diet, like whole grains or nuts, can have a more negative impact on health.

Consequently, we did not only focus on reducing sodium, saturated and trans fatty acids and added sugar content in our product offer. We also increased relevant nutrients in our diet such as: fiber, plant-based proteins, and micronutrients.



We use third-party validated standards developed and adopted by other governments to assess the achievement of our goals related to providing positive nutrition in all of our recipes. We incorporate into our nutritional profile the Healthy Star Rating System methodology developed by the Government of Australia and New Zealand, establishing the 3.5-star parameter to determine when a recipe is considered "healthy" and has the desirable positive nutrition balance.¹

We understand that not all foods have the same role in the diet, some must be incorporated more frequently and at the main moments of consumption while others have a role of indulgence and must be consumed in moderation. Knowing how to combine foods for daily and frequent consumption with those that must be moderated based on our tastes, customs and habits builds healthier, more attractive, and varied diets, making them sustainable over time. For this reason, the expected value of positive nutrition in our portfolio will be different based on the role that the product category plays in the consumer's diet. Those products that have a greater impact on the diet because their frequent consumption is promoted should have a stricter value than those that must be consumed in moderation. Based on the above, we define the following standards:

¹ The snacks and bakery portfolio corresponds to category 2 of the Health Star Rating and is measured as consumed.

Daily Consumption categories	HSR value
Bread, buns, and breakfast (bagels & english muffins), specialty tortillas	≥3.5 stars
Wheat tortillas and brioche bread & buns	≥3.0 stars

Occasional Consumption categories	HSR value
Products aimed at children: Sweet baked goods, Dry baked goods, stuffing, tortilla chips & tostadas, salty snacks	≥3 stars
Products aimed at non-children consumers: Sweet baked goods, Dry baked goods, stuffing, tortilla chips & tostadas, salty snacks	≥2 stars

Healthy Star Rating System to measure positive nutrition

The Health Star Rating is a methodology developed by the Australian and New Zealand Government that rates the overall nutritional profile of food products and assigns them a rate from ½ a star to 5 stars according to the content of nutrients and food groups to promote and limit in the diet. It provides a quick, easy, standard way to compare similar foods. The more stars, the healthier the choice. Including more frequently foods with more stars in the diet and moderating those with fewer, will help build more balanced and healthy diets.

For more info:

<http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/home>



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