

LION DAIRY & DRINKS COMMITMENT TO FRONT OF PACK LABELLING



OUR TARGET:

All of our retail portfolio will display the most effective front of pack labelling (FoPL) system in the next 4 years (2018).

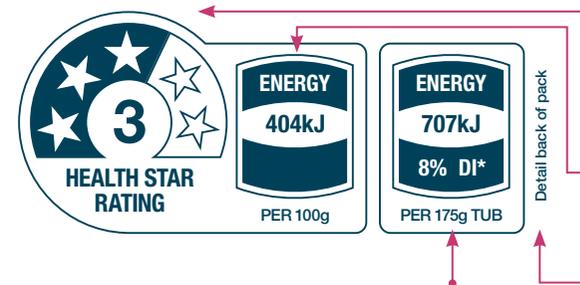
WHY THE HEALTH STAR RATING SYSTEM?

Our research confirmed consumers were confused about which products to choose and why. With a growing interest in health, particularly amongst the younger population, consumers are looking for nutrition information – especially when buying new products. The new health star rating, as approved by the Federal Government, along with additional information on energy, will provide consumers with a simple, at-a-glance reference, front of pack. This will help guide healthier choices, and be supported by further product information back of pack.

“1 star, not very good for you. 5 stars, good for you. *That is a pretty easy reference*”

“It’s good that it has *the daily intake percentage* – if you have that and the per serve, then I think it works best”

WHAT CONSUMERS WILL SEE.....



Star icon: assesses nutrient density of a product, with a rating from ½ - 5 stars (best).

100g/mL: allows product comparisons.

Qualifier: encourages consumer to read the information back of pack.

Per serve: provides information on actual consumption, in consumer friendly terms, e.g. tub, cup, glass. This is complemented by % daily intake for the remaining nutrients listed in the nutrition information panel.

HOW?

Lion Dairy and Drinks will introduce the **Health Star Rating System** (e.g. star rating and energy icons) to our products:

- **By 2018 (4 years): 100% of products – aiming to have over 50% of the portfolio compliant within 2 years.**

This will be supported by consumer education that complements the government’s initiatives.

WHAT ELSE...

We will make it even easier for the consumer to understand our products by enhancing nutrition and product information, both on and off the pack, in the next 5 years. This includes increasing accessibility to product information at point of sale, when out and about, and when at home.



We believe in **NATURAL GOODNESS EVERYDAY**