

**GOOD FOR YOU
GOOD FOR THE PLANET**

**L'impegno della industria alimentare per una alimentazione
sicura, sana e sostenibile.**



Guido Calò
Barilla Quality & Food Safety Director Region Italy

Barilla
The Italian Food Company. Since 1877.

The Food Hysteria

In the recent past we have imported, primarily from US:

“Alternative” Diets”

Zone, Dukan, South Beach, Atkins, Tisanoretic, Scarsdale, Alkaline, Blood Type, Hay, High Protein Diet, Low Glycemic Index, Raw,.....

But.....

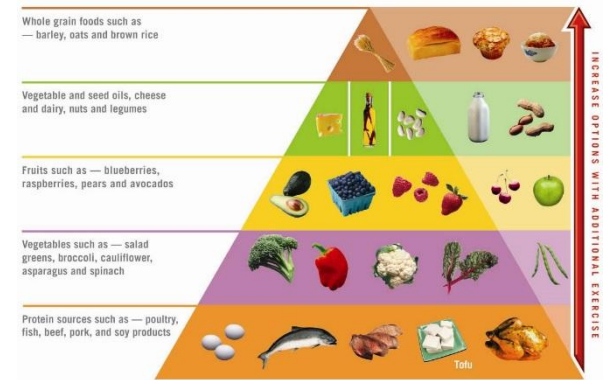
99% of people who diet, gain the original weight after one year.

“Alternative Food Habits”

Low Carb, Low in, Rich in, Free From (Gluten, Sugar, Lactose, Meat), Vegan, Organic

And.....

Most are a fad and few are becoming a trend



The Food Paradox

- 1 billion people underfed
- 53% of child's death coming from underfeeding in developing countries
- >1,5 billion people overweight
- Foodborne and waterborne illness estimates 1 billion cases and 2,2 million death /year
- One in six Americans get sick from food borne illness every year, 12000 will be hospitalized and 3000 will die.
- 1,3 billion tons of wasted food



“What is food to one, is to others bitter poison”

Lucretius (96 BC - 55 BC), *De Rerum Natura*



*“Give people food you would give
your own children”*

Pietro Barilla

BARILLA'S STRATEGY: THE LIGHTHOUSE

- 01 | BE THE #1 CHOICE OF BRAND AND PRODUCT FOR PEOPLE
- 02 | WIN IN THE MARKETPLACE
- 03 | DRIVE CONTINUOUS IMPROVEMENT
- 04 | **ONLY ONE WAY OF DOING BUSINESS:
GOOD FOR YOU, GOOD FOR THE PLANET**
- 05 | PROUDLY BE THE BARILLA PEOPLE

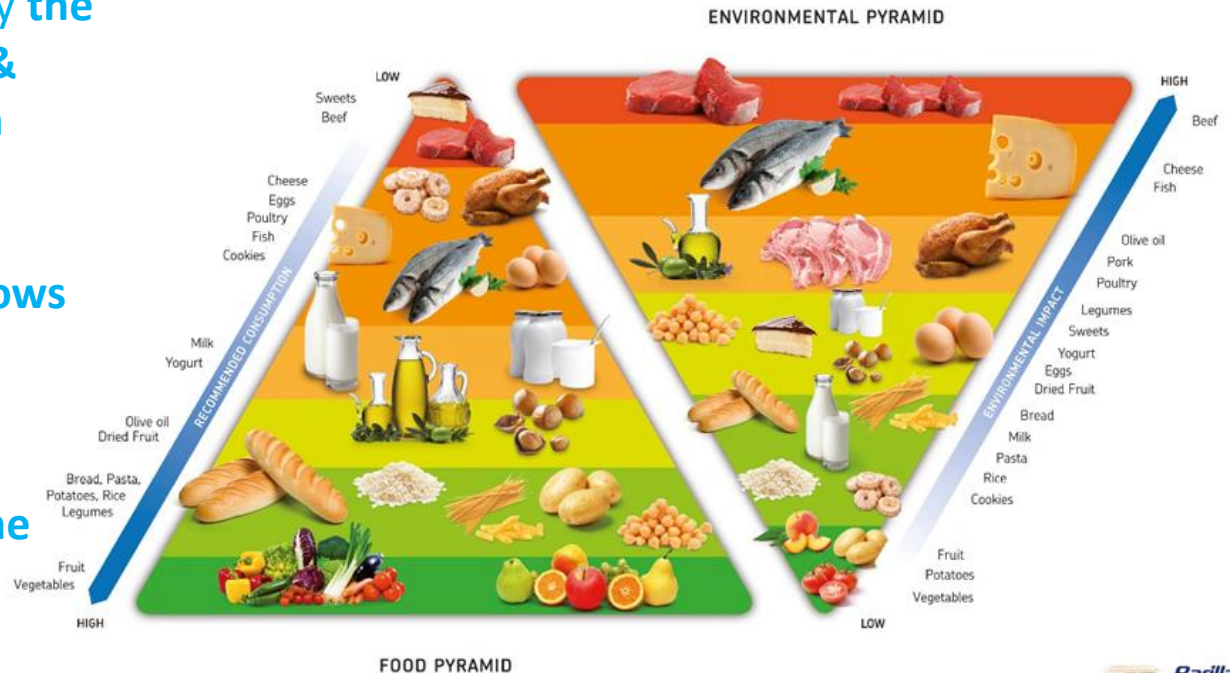


THE DOUBLE PYRAMID

AN OPERATING MODEL

It has been developed by the **Barilla Center for Food & Nutrition Foundation** in 2009.

The Double Pyramid shows how food for which consumption is recommended more frequently is also the one that best preserves the health of our Planet.



2020 GOALS



IMPROVING PEOPLE'S LIVES

By 2020 Barilla will improve people's lives by promoting consumer choices in line with the food pyramid.



REDUCING THE IMPACT ON THE PLANET

By 2020 Barilla will offer people only products at the bottom of the environmental pyramid.



ENCOURAGING THE INCLUSION OF ALL

By 2020 Barilla will promote the inclusion of people through programs for access to food, educational projects and the promotion of diversity.



GOOD FOR YOU



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Good for You, Good for the Planet

1 Taste, Quality and Safety
Simple products...enjoyable and safe experience

2 **Balanced Nutrition**
Nutritionally correct food model...balanced diet

3 **Sustainable Life Cycle**
Product lifecycle that is respectful...

4 **Correct Lifestyle**
Correct Information...Food Education

5 **Local Communities**
Needs and rights of local communities...promoting diversities

6 **Barilla People**
Ambassadors of Barilla's identity, values and food culture



Balanced Nutrition Strategy

- Based on internationally recognized criteria on a correct diet and on the dietary impact of the different foods and validated by the Barilla **Nutrition Advisory Board**.
- Set of threshold values on **fat, saturated fat, sugar, sodium, and fiber**, differentiated according to the product category.
- A reformulation plan was defined, giving priority to: **salt reduction**, followed by **total and saturated fat** modification.

We have set product thresholds nutrition guidelines, based on a healthy way of eating

2000 Kcal as a reference of total daily caloric intake (adult, 70 kg)

1. Total Fat < 30% of total calories
2. Saturated Fatty Acids < 33% of Total Fat
3. Fiber > 3%
4. Sugar < 20% of total calories
5. Sodium 400 mg or 700 mg/100g (based on usage in the diet)
6. Kcal/serving < 150 kcal per snacking occasion

“In God We Trust; All Others Bring Data.” – William Edward Deming



Balanced Nutrition

85% of product volume are in line with Barilla's Nutritional Guidelines



HYDROGENATED
FATS ELIMINATED &
FAT REDUCTION



MORE
WHOLEGRAIN

About 700 tons of salt removed,



Balanced Nutrition

85% of product volume are in line with Barilla's Nutritional Guidelines



SALT AND FAT REDUCTION



MORE WHOLEGRAIN

About 2,500 tons of fat and 1,700 tons of saturated fat removed

FAT REDUCTION 2011-2013*



Minicakes
-15% total fat
-26% saturated fat



Biscuits
-11% total fat
-10% saturated fat



Snack
-20% saturated fat



Filled Pasta
-13% total fat
-17% saturated fat



FOOD PYRAMID: REFORMULATION OF EXISTING PRODUCTS AND NEW PRODUCTS

111

Reformulated products for nutritional profile since 2009 based on the Double Pyramid principles (reduction in salt, fats and saturated fats, sugars, increase in wholegrain cereals and fibers)

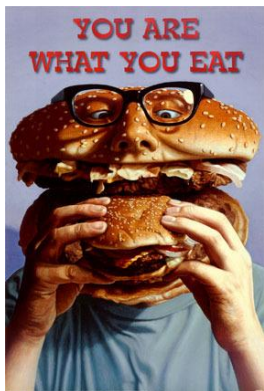


106

New products launched since 2009, designed for responding to specific nutritional needs (based on wholegrain cereals, vegetables, fruit, functional food)



In conclusion:



“...I was not prepared for the feel of the noodles in my mouth, or the purity of the taste. The noodles quivered as if they were alive, and leapt into my mouth where they vibrated as if playing inaudible music.”

“.....Non ero preparata per la sensazione della pasta nella mia bocca, o la purezza del gusto. Gli spaghetti tremavano come se fossero vivi, e saltavano in bocca, dove vibravano come riproduzione di musica non udibile.”

- Ruth Reichel -

Thank You!

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*“Give people
food you would
give your own
children”*

Pietro Barilla

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Thresholds for Bakery products and Beverages

PRODUCT CATEGORY	TOTAL FAT g/100g max	SATURATED FAT g/100g fat max	FIBER g/100g min	SUGARS g/100g max	SODIUM mg/100g max
<ul style="list-style-type: none"> ● BISCUITS (frollini, secchi) ● MINICAKES (including brioche Harry's and pan brioscè MB and Harry's) ● SNACKS/BARS (including savoury) 	17	33% TF (max 6g /100g product)	3 in mainstream brands 6 in Wasa, Grancereale, Liberi per natura	20	Not required 700 for savoury
<ul style="list-style-type: none"> ● SOFT BREADS 	6 (limit for added fat, fat coming from ingredients like nuts/olives... is additional)	25% TF (max 1,5g/100g product)	3 in mainstream brands 6 in Wasa, Grancereale, Liberi per natura	Not required	400 on healthier options 500 on regular options
<ul style="list-style-type: none"> ● DRY BREADS (crackers, rusks, breadsticks, dry breads, crispbreads) 	10 (rusks and "simple" crispbreads should not exceed their current values)	25% TF (max 2,5g /100g product)	3 in mainstream brands 6 in Wasa, Grancereale, Liberi per natura	Not required	500 on healthier options 700 on regular options
<ul style="list-style-type: none"> ● FRUIT BASED PRODUCTS (>50%) (included DRINKS, CUPS) 	No added fat	Not required	Naturally occurring	<u>Max 15%</u> Exceeding 15% is allowed if: -Sugars are naturally occurring from fruit only AND -Fruit portions are not claimed	Not required
<ul style="list-style-type: none"> ● NOT FRUIT BASED DRINKS (200-250ml) (e.g. milk, water, cereal based etc) 	Not required	Not required	Naturally occurring	7,5 /100 ml	Not required
<ul style="list-style-type: none"> ● NOT FRUIT BASED CUPS (100-150ml) (e.g. milk and cocoa based etc) 	8g/serving	Not required	Naturally occurring	Max 15g/serving	Not required

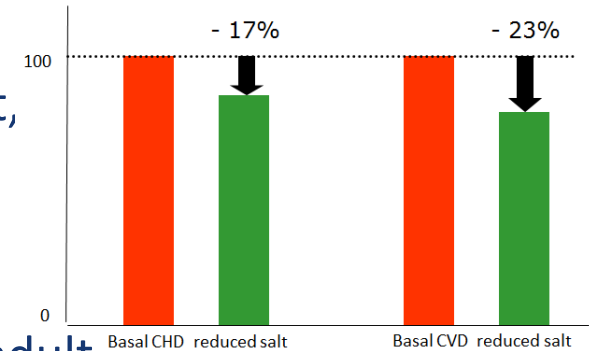
- For snacks / minicakes / drinks / cups / single portions products max.150 kcal/serving
- Gluten-free products follow values for mainstream products of same category

Thresholds for Meal Solutions

PRODUCT CATEGORY	TOTAL FAT g/100g max	SATURATED FAT g/100g fat max	FIBER g/100g min	SUGARS g/100g max	SODIUM mg/100g max
<ul style="list-style-type: none"> ● SAUCES (tomato-based) ● VEGETABLE SOUPS ● VEGETABLE SIDE-COURSES 	5 (cheese-based should not exceed current value (10), for pestos reduction coherent with the product profile)	25% TF (max 1,3g/100g product)	Naturally occurring	Not required	400 800 for pestos 800 mg/serving for soups and side-courses
<ul style="list-style-type: none"> ● FILLED PASTA 	13	25% TF (max 3,3g/100g product)	3	Not required	400
<ul style="list-style-type: none"> ● READY MEALS (Pasta and cereal based + sauce; 200-350g/serving, max 500kcal) 	19 g/serving	max 6 g/serving (25% TF)	6 g/serving	Not required	800 mg/serving

The priorities were defined looking at the global health indicators and the competitive scenario . Regarding salt.....

- A reduced sodium intake is associated with a significant, positive, effect on blood pressure and a reduction of coronary and cerebrovascular disease.



- Average suggested level of salt intake for adult population is 6g/day, while salt consumption is 9-12g/day in several countries



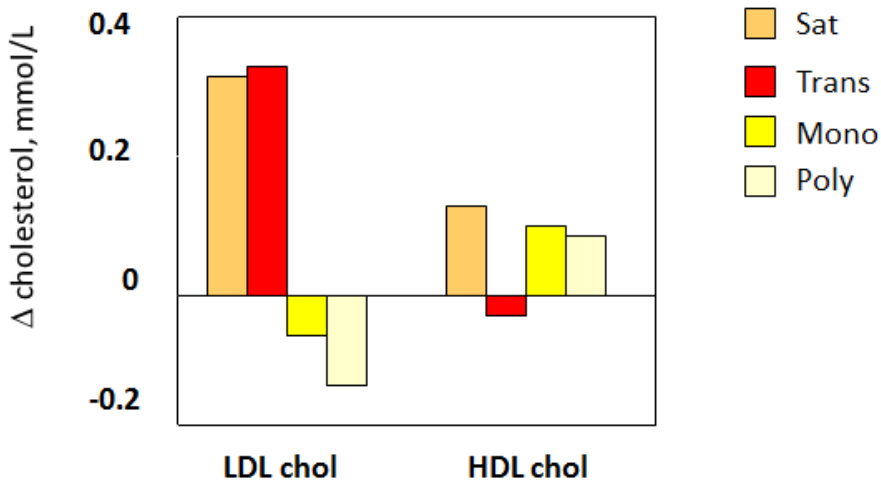
- Many Companies started claiming salt reduction in their products (Nestlè, Unilever, Campbell's, Pepsico....)



- Actions to reduce salt intake at population level were in place in many countries (Italy, UK, France, Japan....)

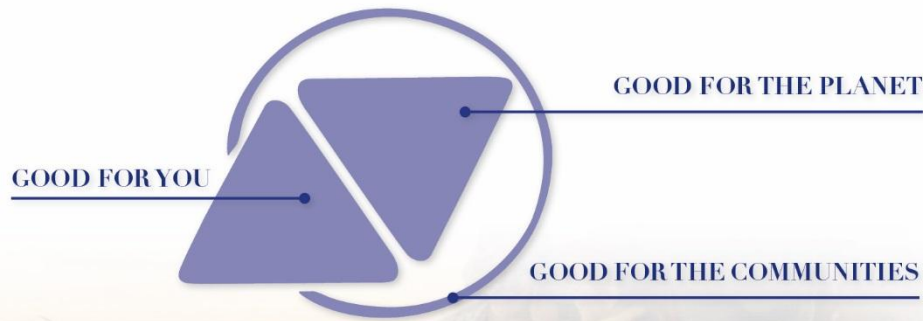
Regarding fat.....

- Trans fatty acids (industrial “old style” margarines) are associated with the worst plasma lipid profile and with increased systemic inflammation
- Saturated fats increase LDL (bad) cholesterol
- Mono- and poly-unsaturated fats are associated to improved plasma lipid profile and reduced CHD incidence



Values obtained by meta-analysis of 32 controlled dietary trials in humans

ONLY ONE WAY OF DOING BUSINESS



2014 RESULTS

+3%
VOLUME
compared to 2013

85.5%
PRODUCT VOLUME
in line with the Barilla Nutritional Guidelines


-20%
CO₂ EMITTED
per ton of product compared to 2010


-20%
WATER
consumption per ton of product compared to 2010



2020 GOALS

KEY

 reformulated or added
in 2014

 in progress

GOOD FOR YOU

IMPROVING PEOPLE'S LIVES

By 2020 Barilla will improve people's lives by promoting consumer choices in line with the food pyramid.

QUALITY AND NUTRITION

Be the first brand and product choice for people in relation to taste and nutritional profile.

Barilla Brand, first choice for:
Taste > index 132 vs market average 100.
Nutritional Profile > index 117 vs market average 100.

© Brand Health Check, Millward Brown



100% of Barilla's product volume aligned to the most up-to-date standards for quality and food safety proven by external certification bodies.

98.5% of Barilla's product volume.



Raise the global volume of products in line with Barilla's Nutritional Guidelines from 70% to 90%.

85.5% product volume sold.



INFORMATION

Offer people scientifically relevant information on food and nutrition through brand activities.

80% of websites contain nutritional facts.
53% of websites presenting Barilla products provide suggestions for a healthy lifestyle.



Spread information on the si.mediterraneo project to all Barilla employees across the world and also to the public through distribution and e-commerce channels.

7,000 Barilla People have been involved.



Our most relevant salt reduction actions in 2010-2013 resulted in

About **700** tons of salt removed



Soft Bread
Average reduction -15%



Crispbread
Average reduction -19%



Dry breads
Average reduction -20%



Filled pasta
Average red. -23%



Sauces
Average red. -23%

Total and Saturated fat reduction: 2010-2013



About **2,500** tons of fat and **1,700** tons of saturated fat removed since 2012



Dai dati 2012 risulta che il 22,1% dei bambini di 8-9 anni è in sovrappeso rispetto al 23,2% del 2008/09 (-1,1%) e il 10,2% in condizioni di obesità, rispetto al 12% del 2008/09 (- 1,8%).

Oggi il **26,9% dei ragazzi italiani** dai 6 ai 17 anni è in eccesso di peso, con punte non trascurabili nel Sud e nelle isole. Percentuale che aumenta nella fascia dei bambini fra i 6 e 10 anni, arrivando fino al 35,7%: quindi uno su tre di quella fascia, ovvero circa un milione di bambini in totale (dati del Ministero della Salute).