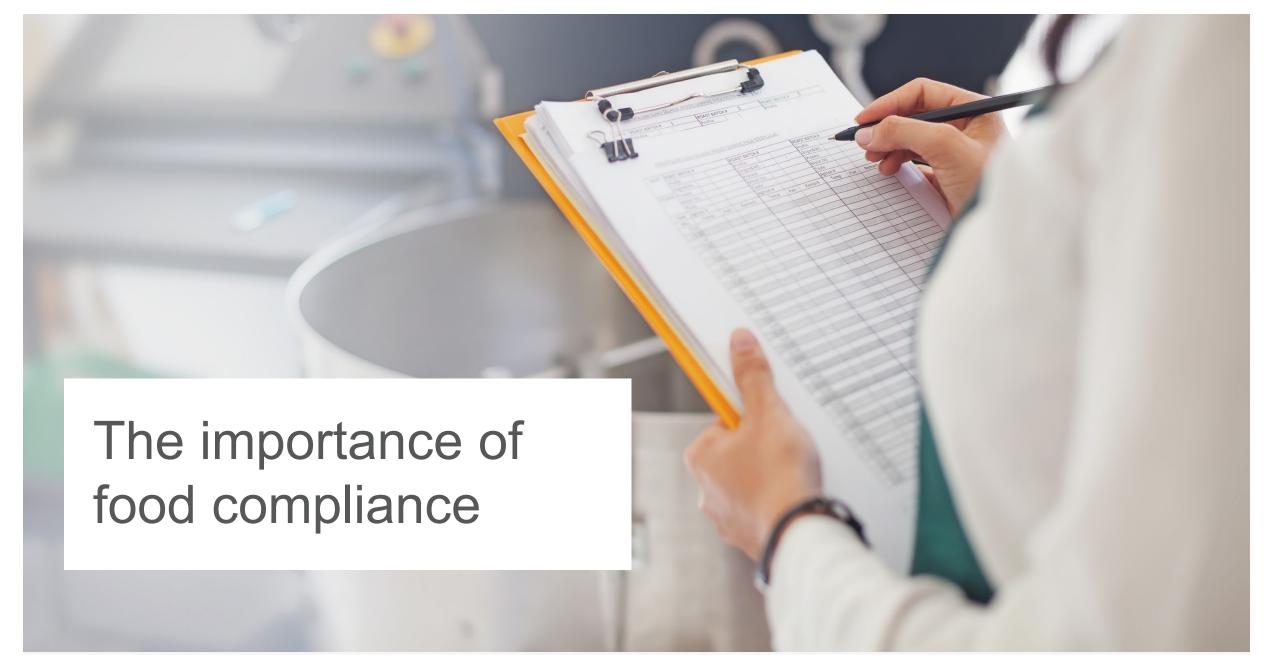


## Agenda

- 1 The importance of food compliance
- 2 One approach

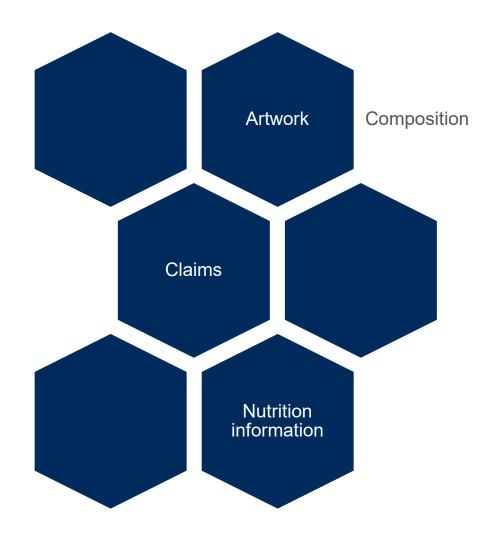


# Key concerns

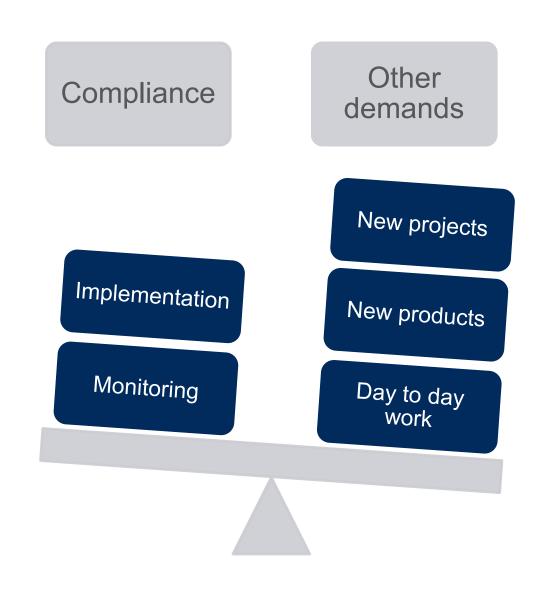


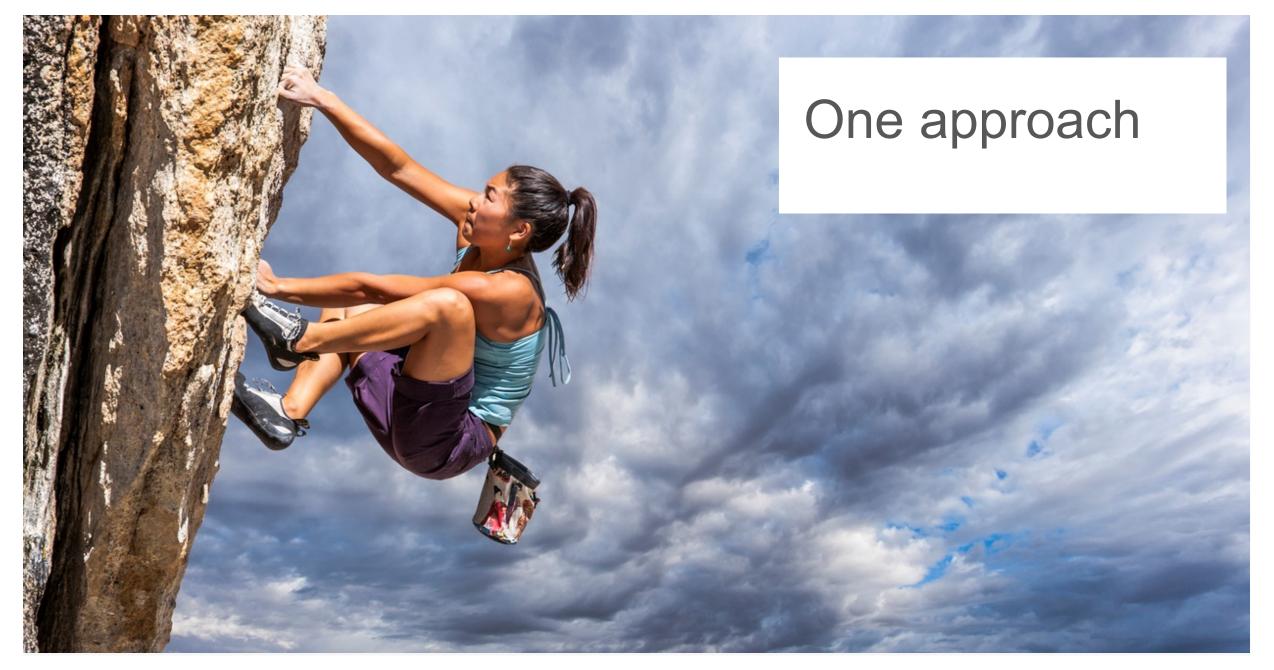
### Food Compliance

- Designed to both protect the end consumer and ensure fair market practices
- Continued evolution and introduction of new and more restrictive standards
- Lack of alignment between markets
- Cost of non-compliance can be significant (Fine and Reputation)



# Is outsourcing the answer?





## The process









Formulation Check English template creation /
Label clustering

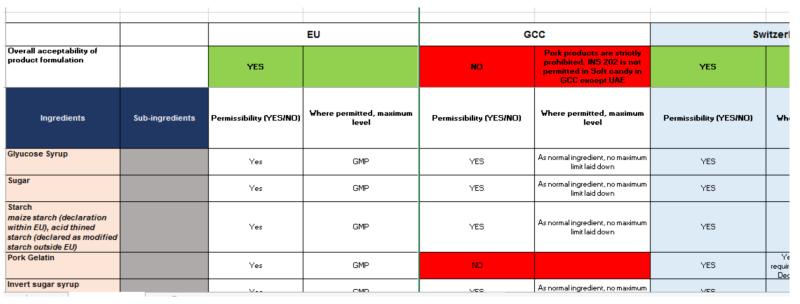
Translation

Artwork check

# Stage 1: Formulation check



# Example of formulation check



Markets	Permissibility	Other conditions
EU	YES	
GCC	NO	Pork products are strictly prohibited. INS 202 is not permitted in Soft candy in GCC except UAE
Switzerland	YES	
China	NO	Potassium hydroxide is not permitted for use in candy
Hong-Kong	NO	Potassium sorbate is not permitted for use in candy
Jordan	NO	Pork products are strictly prohibited
Japan	NO	E202 is not permitted in E141
Morocco	?	The presence of pork gelatine may be acceptable bear in mind that the vast majority of product in Morocco are Halal and so will not contain such ingredient
Norway	YES	
Russia	NO	Carrier used in additives are not permitted.
Taiwan	NO	Potassium sorbate is not permitted for use in candy

### Right answer?

We want to sell our great new and innovative product in all EU MS, USA, Japan, Turkey and Russia and would like to have only one label? It's already sold in Canada

OK just use your current
Canadian Label and translate
it in all the language of the
country of interest

### Results

GODDENEAD Consumer Information:

Dear Parents, ETI CICIBEBE is a food supplement developed for babies older than 4 months. After each use please fold-close the opening of the package to keep your biscuits fresh. Please carefully comply with the preparation instructions in full.

D Gebrauchsanweisung:

Liebe Eltern, ETI CICIBEBE ist eine Beikost, die für die Babies über 4. Monat entwickelt ist. Ihr Paket bitte nach dem Verzehr falten und wiederverschließen; somit bleiben die Kekse immer frisch. Bitte die Zubereitungshinweise vollständig beachten.

Cicibebe biscuit to your baby as baby food. Place 5-6 CICIBEBE Biscuits in a clean bowl and add 3-4 table spoon of lukewarm low-fat milk, skimmed milk or fruit juice on top. Mash the softened biscuits with the back of a clean spoon to baby food consistency and feed your baby with

De ab 4. Monat Die Kekse in Breiform anbieten. 5-6 Stück CICIBEBE Baby Keks in einem sauberen Teller zerbröseln, 3-4 Esslöffeln lauwarmer fettarmer Milch, Magermilch oder Fruchtsaft übergießen. Die weich gewordenen Kekse mit einem sauberen Esslöffel in Breiform bringen. Dann können Sie Ihr Baby mit der Kekse sicher füttern.

### From the 12th month onwards,

CICIBEBE biscuit with crispy quality is a delicious product for direct eating pleasure starting from the 12th month.

■ ab 12. Monat + Die knusprigen Gribebe Baby-Keks sind lecker sowie günstig zum direkten Füttern ab 12. Monat+.

zonnenstralen. Product koel en droog bewaren. Geen alcohol, varkensvet, en diversen zijn gemengd aan onze producten

ED STATEMEN Remarks Contains mineral calcium. ED Hinweise Enthalt Mineralstoff Calcium. Gluten ID Contient du gluten IIID Содржи глутен IIID Bevat gluten IID Conține gluten على جلوتين طل

### BESTURAGEN Caution:

Use of supplementary foods as a regular part of baby nutrition or giving them within the first six months in exceptional cases, should only be decided after consulting with independent experts in the field of medicine, nutrition or pharmacy or care providers for unweaned babies and infants.

### **E**▶Warnungen:

Die Entscheidung, mit der Verwendung von Beikost allgemein oder in Ausnahmefällen bereits in den ersten sechs Monaten zu beginnen, sollte nur auf den Rat unabhängiger Fachleute auf dem Gebiet der Medizin, der Ernährung oder der Arzneimittel oder anderer für Säuglings-und Kinderpflege zuständiger Personnen und unter Berücksichtigung der Wachstums-und Entwicklungsanforderungen des einzelnen Säuglings getroffen werden.

### EEXUEXEED→ IMPORTANT FOR YOUR CHILD'S SAFETY:

Do not give biscuits to your children when they are in lying position. Be present and attentive when they are eating biscuits.

### Wichtig für die Sicherheit Ihres Kindes:

Kekse Ihrem Kind nicht im Liegen geben. Bitte beaufsichtigen Sie Ihr Kind beim Füttern mit Kekse.

### **□ XUEXEE** Optimum development for the babies

4-th month and older (1st STAGE) Safe start

6- month and older (2nd STAGE) Discovers taste.

8-month and older (3rd STAGE) Learns chewing and discovers diversity. 12-month and older(JUNIOR) eats like adults.

### D Optimales Wachstum für Babies

ab 4. Monat (1. STUFE) Sicherer Start

ab 6. Monat (2. STUFE) Geschmack entdecken

ab 8. Monat (3. STUFE) Kauen Jernen & Vielfalt erobern

ab 12. Monat+ (JUNIOR) Essen wie die Großen

NUTRITION INFORMATION Serving size 5 Biscuits (20g) Servings Per Pack About 13 Quantity Quantity

EBURNESD Do not expose to direct sunlight. Store at cool and dry places. No alcohol, lard or its derivatives are added into our products. ID - Nicht dem direkten Sonnenlicht aussetzen Kühl und trocken lagern. Jedwedes von unseren Produkten enthält weder Schweinefett und dessen Derivate noch Alkohol. I → Ne l'exposez pas directement à la lumière du soleil. Conservez-le dans un endroit frais et sec. Aucune des matières comme de l'Alcool, de la Graisse de Porc et ses dérivés ne sont pas ajouties dans nos Produits. IDENDP À se pòstra la loc uscat şi ràcoros, ferit de razele soarelui. Produsele noastre nu contin alcool, graisme de port şi derivat ja de acesteia. INESDP Mos e la indirekt me Rizerte de dellit. Ruajeni ni eVende tè resketa. Asnig per produkteve tona nuk permban alkool, vaj derri ose pérbérés tè tij. INDP Ja не ce nagnara на прияс съвъзема спетання. Да per serving per 100 g 372 kJ/88 kcal 1859kJ/442 kca со съзранива в сум и просладни места. Нашите продукти не съдържат анкожот, синкох масло и добоваж от свином за применения и применения примен Fat, total 13,4 7,6 g 0,06 g 74,3 g -saturated -trans Carbohydrate, total ■ تذكر ها معرضة الأشعة الشمس المباشرة, يحفظ في مكان بارد ويدون رطوية. لا تحتوي أي من منتجاتنا على الكوراء وهذا المناز الله مؤدة إلى من منتجاتنا على 0,07 g/0,2 g Sodium/Salt

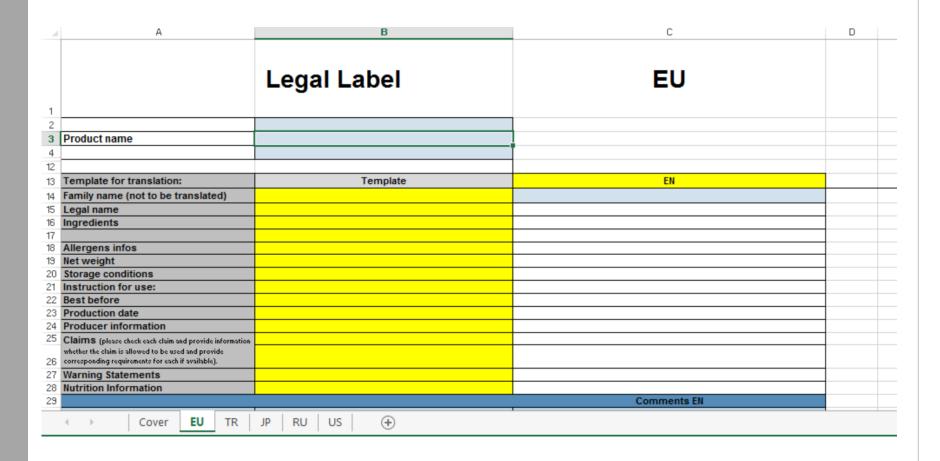
Nutrition Facts Servings Per Pack About 13 Amount Per Serving Calories 88 Calories From Fat 24,3 Total Fat 2,7g Saturated Fat 1,5g Trans Fat 0q Sodium 0,01g Total Carbohydrate 14.9 Dietary Fiber less than 1 q Sugars 5,2g Protein % Daily Values Vitamin A 0% Vitamin C 0% Calcium 18% Iron

US Regulatory Event: regulatory concept review and harmonization

	Pro 100g In 100g	Referenzwert je 100g % of daily	1 serving 1 Portion (20g)	Referenzwert je 20g % of daily
Energy/Mera energietike/Valoare Energetică/Енергийна стойност/Energie/Energie/Енергетохата spepiocr/Energie (ki/kcal - si/кцая)	1859/442	requirements per 100g	372/88	requirements per 20g
Fat //Indyré/Grásiani, Massassa Fett/Graisses/Macra/Vetten (g-rp)	13,4		2,7	-
Saturates Inga kijo acide të ngopura yedyrore/din care acizi graji saturaților конто Hacemeau мастни массивни/dovon g estitițile Fettulureni dont acides gras satures/ од ком заситени масев киселени / мастал vezadod wtzaren (a col)	7,6		1,5	
mono-unsaturates/Acida Yndyrore të Pangopura/din care acizi grași mononesaturați/or xovno	1,00		1,3	2
изволенькоптеня мастия каселиня» / davon elifisch un gesättigte Fettsäuren/ dant adiöts gas none-insaturis / Мезаситены макоия каселиня» / waarvon erikelrvoudig enverzadigde vetzuren (ş-p) polysunsaturisis-//doc'h Ynitver	4,2		0,8	
поличеноситеми мастня ка селини / davon mehrfach ungesättigte Fettsäuren / doot acides gras polytosaturés / Полинезаситеми масчи киселини / waarvan meervoudig onverzadigde vetzuren (g-rp)	1.4		0.3	
Carbohydrate/Karbohidrate/Glucide/Eszmeougpanu/Kohlenhydrate/Glucides/jarnescougpanu/Koolhydraten/g-rp)	74,3		0,3	
Sugars /nga kijo sheqeridin care zahanuri /or suoro sosaps/davon Zucker/dort Sucres/ op underlay /waams sulkers (59 ) -Bare/Fibas/Fibrr/waassassa/Balastxtoffe/Fibres alimentaires / Brasosa/Vezeks (9-19)	26.2		5,2	
Protein, Proteins, Proteine/Serraugs/Eweil/Proteines, Tiponewas, Ewitten (g-tp)	1,9		1,0	
Salt Sodium / Brige Matriam Sore - Sodiu/Can-Harpsena/Sole-Natrium/Sol - Sodium/Can-Harpsyw/Zout-Natrium (g-rp) / Itamin B1/ Vitamine B1/ Mitamina B1/ Berzawan B1/ Vitamin B1/ Vitamine B1/ usrawan B1/	0,2 / 0,07		0,04/0,01	
Vitamine B1 (mg-милиграм)	0,78	156	0,16	31
Calcium / Kalcium / Calciu / Kaxueek / Calcium / Calcium / Kaxueeyee / Calcium (mg -weenerpase)	365	91	73	18

ر 1950 من مستقد المعدد المستقد على المستقد على المستقد المستقد المستقد المستقد المستقد المستقد على المستقد المستقد المستقد المستقد المستقد المستقد على المستقد المستق

# Stage 2: Creation of an English label template and clustering



US Regulatory Event: regulatory concept review and harmonization

# Example of clustering

Labelling aspects	Considerations
Font size	Please ensure when combined, the most strict for i size rules should be complied with. Both XX and XX require a minimum font size of xmm for all information displayed on the label except net veight. In addition, XX requires, the information related to the expiry date to be provided with a size of xmm.
	lunderstand that it is highly likely that the above requirements are met.
Language	All countries of interest require the labels to be in Spanish.
Position of labelling information	All countries require the name of the product and the net content to be declared on the same field of vision on the main display panel. In addition, the brand name is also required in XX and XX to be provided on the same display panel and therefore on the same field of vision.
	in order to comply with all countries requirements, the following information should be displayed on the same field of vision on the main display panel: name of the product, net content, brand name and quality information if applicable.
Product name	All countries require the name of the product to be that established in the applicable legal orders. Unless different countries establish different product names for specific products, we understand that to find an adequate product name for all these countries could be possible.
Ingredients	All countries require a list of ingredients which should be declared in descending order of weight.
	The word ingredientes' should precede the declaration of ingredients in order to comply with all countries' requirements.
	k seems that the above requirements are in compliance with national legislacion for all countries.
Declaration of fortified flour	A common wording for the declaration of willour is not possible for the countries of interest. In XX, XX and XX the viording (xx xx xx) should be used and in XX and XX the viording (xx xx) should be used.
	As the terms "xx" and "xx" have a similar meaning in Spanish, the use of one or the other term may be acceptable in these countries.
	unfortunately, XX and XX have very specific requirements which cannot be combined.
	in this case, the best option would be to have different lists of ingredients in order to meet all these requirements.
	Flease consider that we are not commenting on the possibility of using the same flour entichment for all these countries but only on the labeling aspects derived from the use of fortified flour.
Allergens	The list of a largens is mostly the same in all countries. Some exceptions exist in some markets but a combination problem could be avoided if you declare all ingredients derived from allergens included those exempted in some countries.
	XX, XX and $XX$ do not establish any specific prescribed manner to declare allergens. Therefore, their declaration in the list of ingredients should suffice (recommended in highlighted characters).
	Therefore, a combination of all countries following the above instructions is possible.

# Stage 3: Creation of native language labels

Template for translation:	Template	EN	DE	FR	IT	
Family name (not to be tra	nnslated)					
Storytelling (marketing te						
Commercial name (not to	Cinnamon buns, frozen, ready to bake	Cinnamon buns, quick-frozen, ready to bake	Cinnamon buns, quick-frozen, ready to bake	Cinnamon buns, quick-frozen, ready to bake	Cinnamon buns, quick-frozen, ready to bake	Cinnamo
Legal name	Cinnamon buns, frozen, ready to bake	Cinnamon buns, quick-frozen, ready to bake	Zimtschnecken, tiefgefroren, backfertig	Pains à la cannelle, surgelé, prêts à cuire	Brioche alla cannella, surgelate, pronte da cuocere	Bollitos d
Ingredients	Ingredients:	Ingredients:	Zutaten:	Ingrédients :	Ingredienti:	Ingredien
	Ingracients:  Wheat flour, water, sugar, margarine (palm oil, coconut oil, shea oil, water, salt, emulsifier [E471]. flavouring), yeast, salt, cardamon, filling (vanilla custard (water, sugar, modified potato starch, whey powder (milk), fat powder [coconut oil, glucose syrup, milk protein, stabiliser [E451]], thickene [E401], antural vanilla flavour, salt), margarine (palm oil, coconut oil, shea oil, water, salt, emulsifier [E471], flavouring), brown sugar, sucrose syrup, icing sugar, cinnamon (2.8%), vanillin sugar (, modified starch, decoration: Decoration sugar (sugar, rapessed oil), bread glaze (water,maltodextrin, potato starch, wheat starch, glucose).	Ingracients:  Wheat flour, water, sugar, margarine [vegetable oils (palm, coconut, shea), water, salt, emulsifer (E471), flavouring], vanilla custard [water, sugar, thickener (E1414, E401), whey powder (milk), coconut oil, glucose syrup, milk protein, stabiliser (E451), natural vanilla flavouring, salt), yeast, cinnamon (2.8%), rapeseed oil, maltodextrin, potato starch, wheat starch, glucose, thickener (E1414), salt, cardamom, vanillin.	Weizenmehl, Wasser, Zucker, Margarine [pflanzliche Öle (Palm, Kokosnuss, Shea), Wasser, Salz, Emulgator(	Ingracients: Farine de blé, eau, sucre, margarine [huile végétale (palme, noix de coco, karité), eau, sel, émulsifiant (E471), arôme], crème anglaise vanillée [eau, sucre, épaississant (E1414, E401), lactosérum en poudre (lalt), huile de noix de coco sirop de glucose, protiène de lalt, stabilisant (E451), arôme naturel de vanille, sell, levure, cannelle (2,8%), huile de colza, maltodextrine, amidon de pomme de terre, amidon de blé, glucose, épaississant (E1414), sel, cardamome, vanillène.	Ingreuent: Farina di frumento, acqua, zucchero, margarina [ol vegetali (palma, cocco, shea), acqua, sale, emulsionante (E471), aroma], crema alla vaniglia [acqua, zucchero, addensante (E1414, E401), sier di latte in polvere, olio di cocco, sciroppo di glucosio, proteine del latte, stabilizzante (E451), aroma naturale di vaniglia, salej, lievito, cannella (2,8%), olio di coiza, maltodestrina, amido di pustate amido di frumento, glucosio, addensante (E1414), sale, cardamomo, vanillina.	ii Harina de (palma, c crema de suero lác glucosa, natural de nabina, n
Allergens infos	Contains gluten, milk.	_	_	vaniline.	-	-
Net weight	Net: 510g	Net weight:	Nettogewicht:	Poids net :	Peso netto:	Peso net
Net weight	Net: 510g	510a	510a	510a	510a	510g
Storage conditions	Storage:	Storage:	Lagerbedingungen:	Conservation :	Conservazione:	Conserva
Storage Conditions	Keep frozen at –18°C or below. Do not refreeze once defrosted.	Keep frozen at –18°C or below. Do not refreeze once	Gefroren bei -18°C oder kälter lagern. Nach dem Auftauen		Conservazione: Conservare congelato a -18 ° C o	Mantener
	Reep flozen at = 18 C of below. Do flot felleeze office deflosted.	defrosted.	nicht wieder einfrieren.	recongeler une fois décongelé	inferiore. Non ricongelare una volta scongelato.	18°C. No
	Preparation: Heat oven to 170 – 190 °C. Place the frozen cinnamon	Preparation: Heat oven to 170 – 190 °C. Place the frozen	Zubereitung: Backofen auf 170 - 190°C vorheizen. Die	Préparation : Au Four : Préchauffer à 170-190°C.	Preparazione: Scaldare il forno a 170 - 190 °C.	Preparaci
	buns directly on a baking tray and bake in the middle of the oven for 14–16 minutes.	cinnamon buns directly on a baking tray and bake in the middle of the oven for 14–16 minutes.	gefrorenen Zimtschnecken direkt auf ein Backblech legen und in der Mitte des Ofens für 14 - 16 Minuten backen.	Placer les pains à la canelle congelés directement sur une plaque de cuisson au centre du four et cuire pendant 14-16 minutes.	Posizionare le Brioche alla cannella ancora congelate direttamente nella teglia e disporla al centro del forno per 14-16 minuti.	los bollito bandeja p durante 1
Best before	Best Before:	Best Before:	Mindestens haltbar bis:	À consommer de préférence avant le:	Da consumarsi preferibilmente entro il:	Consumir
Production date	Production date	Production date:	Produktionsdatum:	Date de production :	Data di produzione	Fecha de
Produced in XXX for				·		
Claims (please check each claim and provide information whether the claim is allowed to be used and provide corresponding requirements for each if available).				•		
Nutrition Information	Nutritional values per 100 g	Nutritional values per 100 g	Nährwerte pro 100 g	Valeurs nutritionnelles pour 100g	Valori nutrizionali per 100 g	Valores n
kJ / kcal	Energy	Energy: 1335kJ / 319kcal	Energie	Énergie	Energia	Valor ene
g	Fat	Fat: 8g	Fett	Matières grasses	Grassi	Grasas
g	of which saturates	of which saturates: 1.8g	davon gesättigte Fettsäuren	dont acides gras saturés	di cui acidi grassi saturi	de las cu
q	Carbohydrates	Carbohydrate: 54g	Kohlenhydrate	Glucides	Carboidrati	Hidratos
	of which sugars	of which sugars: 16.6g	davon Zucker	dont sucres	di cui zuccheri	de los cu
g	Protein	Protein: 6g	Eiweiß	Protéines	Proteine	Proteinas
g	Salt	Salt: 0.43g	Salz	Sel	Sale	Sal
		Comments EN	Comments DE	Comments FR	Comments IT	
	We changed the cooking instruction for all. The buns should be baked directly from frozen. So no instruction for thawed buns.		As there is no direct equivalent to "vanilla custard" in Germany. I translated as "vanilla crème" (DE: Vanille-		You may consider to call the product with a more	
Cover EU US	5 AU JP RU IN Formulation check for EU Formulation	n check for US Formulation check for AU Formula	tion check for JP   Formulation check for RU   Formulation	ulation check for IN + : 4		<b>)</b>

# Stage 4: Final check

ASPECT	CHECKED <sup>1</sup>
Legibility and minimum font size	✓
Field of vision	✓
Brand/fancy name	✓
Product name	✓
Ingredients listing	✓
Quantitative Ingredient Declaration (QUID)	✓
Allergens	✓ or N/A
Date mark	✓
Storage instructions	✓ or N/A
Special Storage Conditions	✓ or N/A
Instructions for use	✓ or N/A
Business name/address	✓

Place of origin	✓ or N/A
Alcohol declaration	✓ or N/A
Lot mark	✓ or N/A
BOP nutrition labelling including calculation of energy	✓ or N/A
FOP nutrition labelling	✓ or N/A
Marketing claims	✓ or N/A
Nutrition claims	✓ or N/A
Health claims	✓ or N/A
Pictorial illustrations	✓ or N/A
Quantity declaration	✓
'e'mark	✓ or N/A
Additional mandatory statements – specify	✓ or N/A
Examples: caffeine, quinine, sweeteners, liquorice, modified atmosphere, food supplements, product safety (e.g. food containing toys), product specific labelling, symbols, identification mark/health mark, novel foods, genetic modification, organic foods, allergens, halal, kosher, etc	Y OF NVA

### Summary

- 1 The importance of food compliance
- 2 One approach
- 3 Your approach

# leatherhead food research

### Thanks for listening!

Luke Murphy- Head of Regulatory (Commercial)

<u>Luke.murphy@LeatherheadFood.com</u>

# Questions

# leatherhead food research

innovate | access new markets | realise global opportunities