

PRINSEN  BERNING

*Active Nutrition*

NUTRITIONAL COMPASS



# Contents

- Our vision and mission..... 2
  
- Responsible growth..... 4
  
- Responsible nutrition..... 5
  - Contributing to a healthy lifestyle..... 7
  - Environmental awareness ..... 8

Copyright ©2020 Prinsen Berning, version 3

# Our vision and mission

At Prinsen Berning we believe that changing lifestyles will grow the consumption of functional food solutions that combine healthy ingredients with convenience and pleasure.

A next generation food category has come to life that is best known as Active Nutrition. This growing market offers a formidable opportunity to our company, customers and consumers who aspire to an active lifestyle and long-term health.

## It is our purpose to make healthy living a convenient and sustainable joy

We take pride in contributing to our purpose of driving a healthier lifestyle in a world for tomorrow.



Our concepts respond to major consumer trends targeting the growing consumer benefit platforms Sports Nutrition, Weight Management, Targeted Nutrition and Better-for-you Indulgence.



## Sports Nutrition

Targeted and tailored product solutions for sports nutrition to support optimal performance, recovery and body toning



## Targeted Nutrition

Protein enriched nutritional products to promote, maintain or regain control over health for improved general wellbeing during every life phase



## Weight Management

Specifically developed nutrition that can be used in energy-restricted diets for weight management purposes and meal replacement

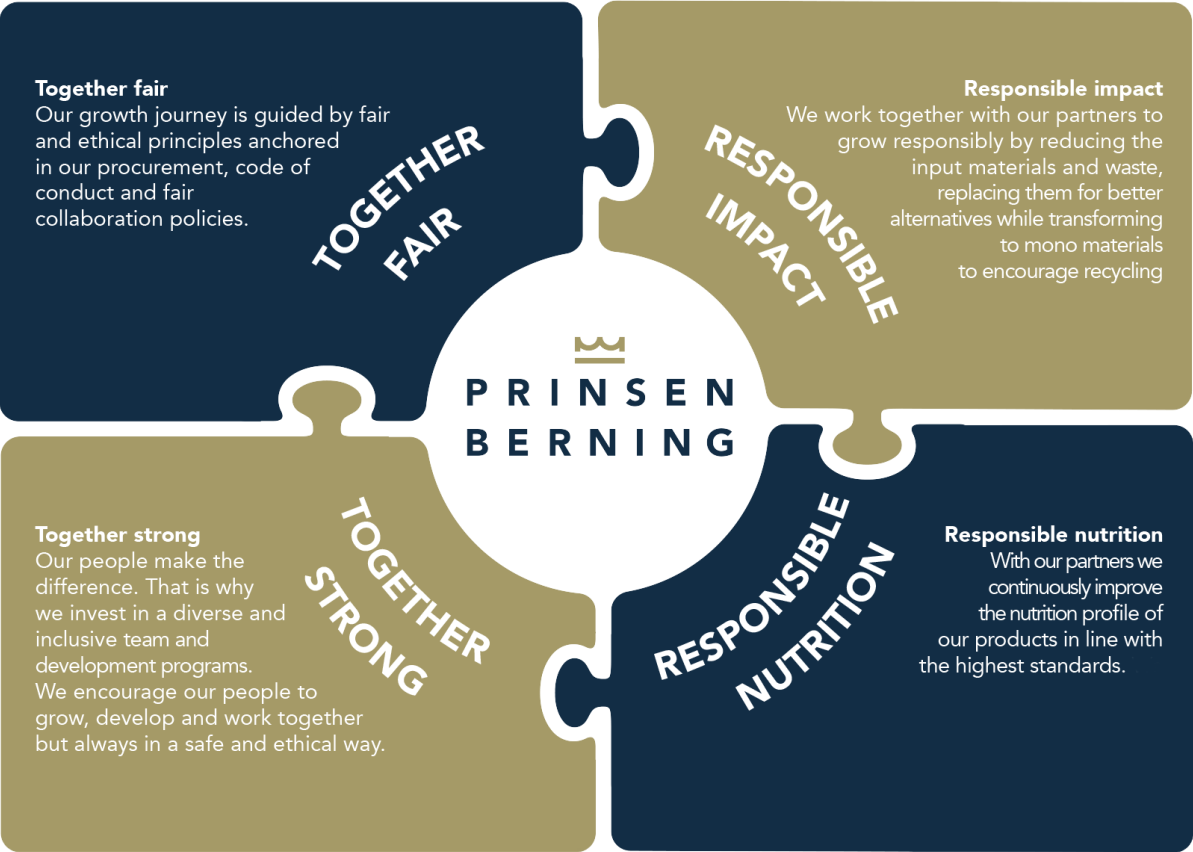


## Better-for-you Indulgence

Coffee & hot drinks for your moments of pure enjoyment and natural ingredients that enhance taste, texture and visual appeal of food products.

# Responsible growth

Our ambition in Active Nutrition will make us a fast-growing company. However, we want to grow responsibly. The nutritional compass is one of the four key pillars of the Prinsen Berning responsibility strategy. With our partners we develop products in line with latest nutritional standards and legislation. We continuously improve the nutritional profile of our products in line with the highest standards.



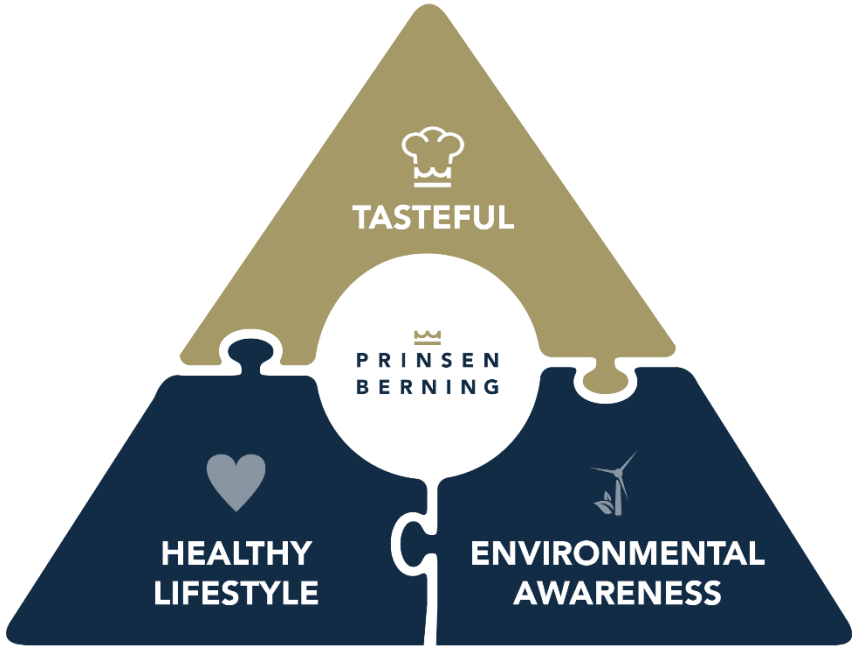
# Responsible nutrition

Responsible nutrition, also known as sustainable diets, has become an important topic for consumers and brands.

According to the Food and Agriculture Organization of the United Nations, sustainable diets are:

“Those diets with low environmental impact that contribute to food and nutrition security and to healthy life for present and future generations”.

We continuously strive to make our products healthier, more sustainable and differentiate on taste as we know that consumers don't compromise on taste.



The Prinsen Berning nutritional compass is being brought to life through our continuous efforts to:

- 1. Develop a deep understanding of the health needs and desires of consumers
- 2. Develop nutrition concepts that contribute to a healthy lifestyle
- 3. Develop with environmental awareness

# Understanding consumers nutrition and the health needs and desires of customers

Our category management team is dedicated to translating the international and local market trends, category drivers and data into consumer value propositions. We build appealing concepts that fuel the growth of our customer brand(s).

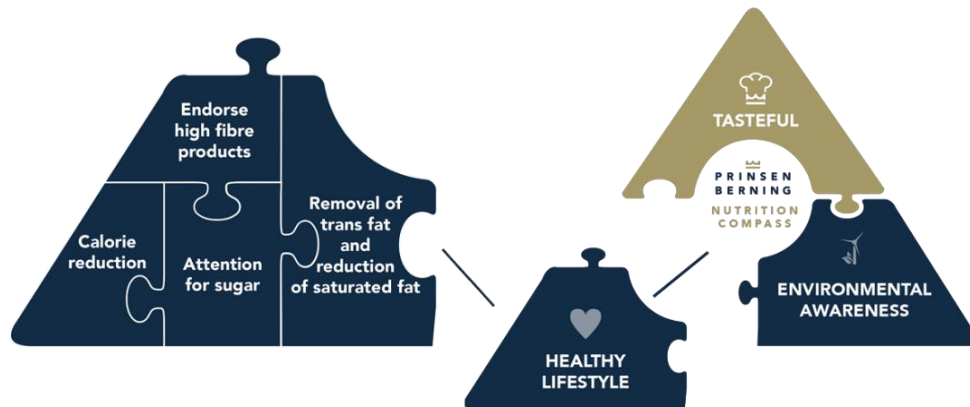
To get a better understanding of the market and our consumers, we monitor and track the latest trends that influence the impact on our customers category.

We support our customers with syndicated market data from renowned research agencies to help our customers develop product solutions that resonate with consumers.

Consumer validation and sensory evaluation as a key business tool is important to any NPD process to understand whether the consumer likes a new product, prefers it over the competitive benchmark or accepts it based on its sensory characteristics. Consumer preference testing fosters a culture of product leadership in our company.



## Contributing to a healthy lifestyle



We contribute to a healthy lifestyle by considering the following aspects:

### 1. Attention for sugar

The World Health Organization recommends limiting free sugar intake to below 10% of the total energy intake. Consuming too much sugar can increase risks of excessive energy intake and tooth decay. The reduction of sugars in our portfolio will help consumers to maintain health. KPI Bars: share of low sugar SKU's in total SKU's. Powders: Reduce number of KG sugar procured on total KG procured (this indicates the amount of 'added sugar' we reduce. As we will not be able to reduce sugar content of some of the ingredients we procure/mixes.

### 2. Endorse high fibre products

Dietary fibre consists of the endogenous components of plant material in the diet, which are resistant to digestion by enzymes produced by humans.

We endorse the beneficial effects of fibres and use mostly inulin as a fibre in powder products and polydextrose as a fibre in bars. In our products we use soluble and insoluble fibres. KPI Bars: Increase the number of SKU's with "Source of Fiber / High Fiber SKU count. KPI Powders : Track the total kg's of fibers procured related to the total volume.

### 3. Nutriscore/ HFSS

Nutri-Score works with positive and negative components of a product. Positive components according to the general calculation model of Nutri-Score are the amount of protein, fiber, vegetables, fruits and legumes. These are subtracted from the points for negative components, namely the amount of energy, saturated fat, sugar and salt.

HFSS : This Nutrient Profiling (NP) model is used to classify food and beverage products that are High in Fat, Salt and Sugar.

KPI: Bars: Increase the number of products/SKU's with a HFSS score of max 3 and a Nutriscore A-B-C. KPI Powders: We need to be aware that for Sports Nutrition and WM powders a nutriscore is not allowed. We will use it only to make a comparison.

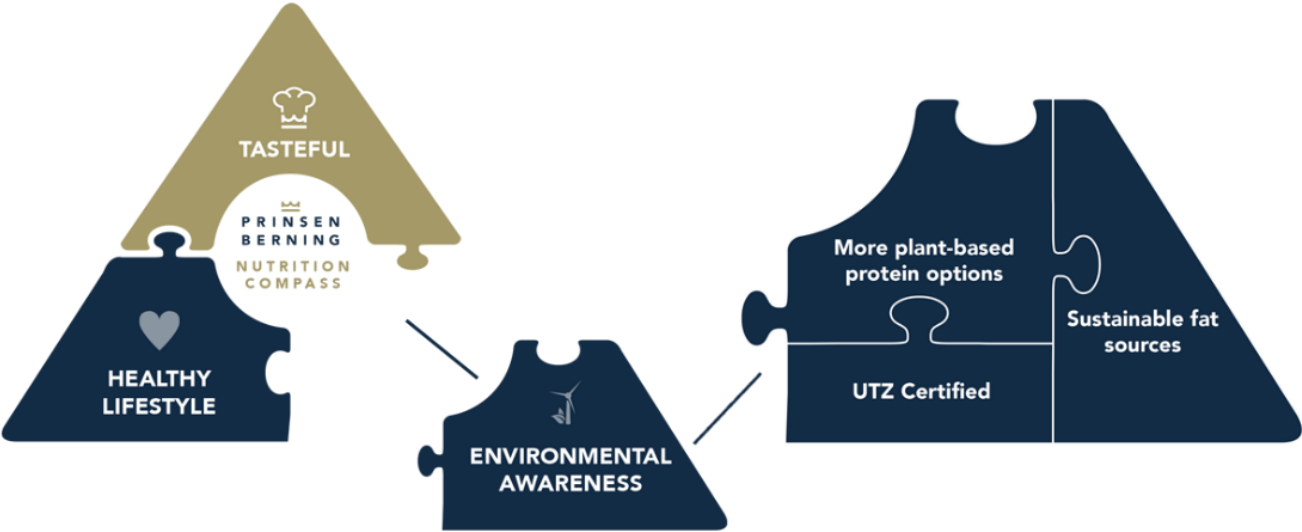
### 4. Salt Reduction

Because a high salt intake is unhealthy our goal is reduce the amount of added salt.

KPI for Bars and Powders Measure KG Salt procured on total kg procured



# Environmental awareness



## 1. More plant-based protein options

Prinsen Berning has been developing high protein products for many years. For specific target groups it is crucial to have a high protein intake. These groups are, for example, athletes who have to take protein-rich products to recover after their exercises. Also, people who have to recover after surgery and need a higher protein intake. The elderly generally needs a higher protein intake to prevent sarcopenia, for example. Scientists of the American Dietetic Association have concluded that a change from current diets to more plant-based diets are likely to substantially benefit human health. Also increased consumption of plant-based diets will have a reduced environmental impact. We strive to offer a complete portfolio of proteins from different sources.

KPI Bars and Powders: Increase procured plant based proteins KG related to total KG proteins procured.

## 2. RFA Certified

We produce a lot of bars and coffees. We want to contribute to better living and working conditions for cocoa and coffee farmers, workers and their families. Prinsen Berning supports sustainable farming by purchasing RFA certified cocoa and coffee.

In instants 100% of our coffee and cocoa is certified. KPI Bars is % of total chocolate procured



Responsible Nutrition for a better tomorrow

# PRINSEN BERNING

*Active Nutrition*



PRINSEN  BERNING

*Active Nutrition*

### Instant Food Solutions

Sojadijk 2  
5704 RL Helmond  
Postbus 498  
5700 AL Helmond  
The Netherlands

Tel. +31 (0)492 53 59 55  
[contact@prinsenberning.com](mailto:contact@prinsenberning.com)

### Nutrition Bars

Alte Heerstrasse 1  
49124 Georgsmarienhütte  
Postfach 1110  
49109 Georgsmarienhütte  
Germany

Tel. +49 (0)540 18 64 00  
[contact@prinsenberning.com](mailto:contact@prinsenberning.com)