

## **Expanded nutritional information**

### **Knowing what's inside.**

Those wanting to lead a healthy, active life-style need more tips and information to ensure a varied and balanced nutrition. This is why Mars is now explaining to consumers exactly what their products contain so they can better make informed decisions when consuming snackfood. The new approach by Mars actively gives the consumer detailed information about all relevant nutritional information on the product packaging, thus taking a further step towards more transparency in consumer education.

### **Expanded nutritional information - information on the product packaging**

Research has shown that the majority of consumers want information at a glance regarding the calorie content of their food in order to help balance their energy intake. Accurate and easy-to-understand nutritional values are important in making informed decisions. Since 2004, Mars has been providing consumers with detailed information on the ingredients and nutritional values of Mars' products.

Moreover, already in 2007 Mars voluntarily committed to expanding nutritional labelling on their product packaging for all relevant Mars' products within a period of three years. Consumers find the calorie content (energy) of the product on the front of the packaging, along with the percentage these calories represent as a portion of the total recommended daily calorie consumption (GDA = Guideline Daily Amount) for an adult.