

Kraft*Heinz*

GLOBAL NUTRITION GUIDELINES

LET'S MAKE
LIFE
Delicious
Kraft*Heinz*

Introduction

At Kraft Heinz, our vision is to sustainably grow by delighting more consumers globally. Delighting our consumers includes delivering great tasting food that our consumers can enjoy as part of a healthy lifestyle.

We have therefore committed to setting nutrient targets by product category that will help consumers better meet dietary guidelines by focusing on limiting nutrients of concern as a first step. Incorporating positive nutrition is also part of our nutrition strategy, with a particular focus on nutrients and food groups to encourage, portion balance, and overall nutrient density.

This document outlines the upper limits for nutrients of concern established by our Global Nutrition Group within 49 categories that represent the breadth of our global portfolio. Within each, upper limits for calories, sodium, sugar and saturated fat have been established based on the product's typical usage and composition, while also considering taste, texture, food safety, and regulatory requirements.

While these targets apply to our total global portfolio, other targets may apply based on voluntary or mandatory local guidelines or requirements. Local targets will not be more lenient than the Global Nutrition Guidelines, however.

Nutrient Daily Values*	
Energy	2000 kcal
Saturated fat	20 g
Added sugar	50 g
Sodium	2300 mg

*Nutrient Daily Values are based on recommendations published by the World Health Organization, the European Food Safety Authority, and the U.S. Institute of Medicine (now the National Academy of Medicine)

**All targets are as prepared unless otherwise indicated*

***Due to variable serving sizes, country per serving targets may vary. All targets are consistent per 100g*

SAUCES / CONDIMENTS

Product Subcategory	Nutrient	Criteria Per Serving**
Tomato Ketchup	Energy	≤20 kcal (1% DV)
	Saturated fat	0g
	Total sugar	≤4g
	Sodium	≤160 mg (7% DV)
Spoonable Dressings & Mayonnaise	Energy	≤100 kcal (5%) DV
	Saturated fat	≤1.5g (8% DV)
	Total sugar	≤2g
	Sodium	≤125mg (5% DV)
Pourable Salad Dressings (Oil-based)	Energy	≤70kcal (4% DV)
	Saturated fat	≤1g (5% DV)
	Total sugar	≤5g
	Sodium	≤350mg (15% DV)
Pourable Salad Dressings (Creamy or Cream-based)	Energy	≤135 kcal (7% DV)
	Saturated fat	≤2g (10% DV)
	Total sugar	≤4g
	Sodium	≤300mg (13% DV)
BBQ sauce	Energy	≤70kcal (4% DV)
	Saturated fat	≤1g (10% DV)
	Total sugar	≤10g
	Sodium	≤300mg (13% DV)
Mustard	Energy	≤10kcal (1% DV)
	Saturated fat	0g
	Total sugar	≤1g
	Sodium	≤70mg (3% DV)
Dijon Mustard	Energy	≤10 kcal (1% DV)
	Saturated fat	0g
	Total sugar	≤1g
	Sodium	≤120mg (5% DV)
Minor Sauces & Coatings	Energy	≤60kcal (3% DV)
	Saturated fat	0g
	Total sugar	≤4g
	Sodium	≤300mg (13% DV)

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MEAL SAUCES

Product Subcategory	Nutrient	Criteria Per Serving**
Meal/Pasta Sauces (Creamy)	Energy	≤90kcal (5% DV)
	Saturated fat	≤2.5g (13% DV)
	Total sugar	≤2g
	Sodium	≤400mg (17% DV)
Meal/Pasta Sauces (Oil-based)	Energy	≤240kcal (12% DV)
	Saturated fat	≤5g (25% DV)
	Total sugar	≤1g
	Sodium	≤460mg (20% DV)
Meal/Pasta Sauces (Tomato-based)	Energy	≤100kcal (5% DV)
	Saturated fat	≤1g (5% DV)
	Total sugar	≤9g
	Added sugar	≤3g (6% DV)
	Sodium	≤460mg (20% DV)
Meal/Pasta Sauces (Gravy)	Energy	≤40kcal (2% DV)
	Saturated fat	≤2g (10% DV)
	Total sugar	≤1g
	Sodium	≤340mg (15% DV)
Meal Sauces (Asian)	Energy	≤90kcal (5% DV)
	Saturated fat	≤1g (5% DV)
	Total sugar	≤18g
	Sodium	≤610mg (27% DV)

FRUIT, VEGETABLES, AND LEGUMES

Product Subcategory	Nutrient	Per Serving Limit
Fruit, Packaged in Juice or Syrup	Energy	≤115 kcal (6% DV)
	Saturated fat	≤1g (5% DV)
	Added sugar	≤7.5g (15% DV)
	Sodium	≤225 mg (10% DV)
Vegetables and Beans/Legumes in Sauce	Energy	≤130 kcal (7% DV)
	Saturated fat	≤1g (5% DV)
	Total sugar	≤10g
	Sodium	≤455mg (20% DV)
Vegetables and Beans/Legumes in Sauce Plus Accompaniments	Energy	≤150kcal (8% DV)
	Saturated fat	≤1.5g (8% DV)
	Total sugar	≤8g
	Sodium	≤455mg (20% DV)
Vegetables and Legumes – Plain or Seasoned	Energy	N/A
	Saturated fat	≤1g (5% DV)
	Total sugar	≤8g
	Sodium	≤195mg (8% DV)

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CHEESE

Product Subcategory	Nutrient	Per Serving Limit
Processed Cheese	Energy	≤120kcal (6% DV)
	Saturated fat	≤5g (25% DV)
	Total sugar	≤3g
	Sodium	≤450mg (20% DV)
Natural Cheese	Energy	≤200kcal (10% DV)
	Saturated fat	≤7g (35% DV)
	Total sugar	N/A
	Sodium	≤360mg (16% DV)
Cream Cheese	Energy	≤125kcal (6% DV)
	Saturated fat	≤6.5g (33% DV)
	Total sugar	≤5g
	Sodium	≤230mg (10% DV)
Cottage/Soft Cheese	Energy	≤130kcal (7% DV)
	Saturated fat	≤3.5g (18% DV)
	Total sugar	≤10g
	Sodium	≤410mg (18% DV)
Grated Cheese	Energy	≤25kcal (1% DV)
	Saturated fat	≤1.5g (8% DV)
	Total sugar	0g
	Sodium	≤100mg (4% DV)
Sour Cream & Sour Cream-Based Dips	Energy	≤100kcal (5% DV)
	Saturated fat	≤3.5g (18% DV)
	Total sugar	≤2.5g
	Sodium	≤220mg (10% DV)

MEAT

Product Subcategory	Nutrient	Per Serving Limit
Cooked Bacon	Energy	≤100kcal (5% DV)
	Saturated fat	≤3g (15% DV)
	Total sugar	≤2.5g
	Sodium	≤480mg (21% DV)
Dried Meat	Energy	≤130kcal (7% DV)
	Saturated fat	≤3g (15% DV)
	Total sugar	≤2.5g
	Sodium	≤480mg (21% DV)
Meat and Meat Substitutes (Strips, nuggets and patties)	Energy	≤180kcal (9% DV)
	Saturated fat	≤2g (10% DV)
	Total sugar	≤5g
	Sodium	≤575mg (25% DV)
Processed Meats and Poultry (Luncheon Meats/Links)	Energy	≤200kcal (10% DV)
	Saturated fat	≤7g (35% DV)
	Total sugar	≤2.5g
	Sodium	≤700mg (30% DV)

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MEALS

Product Subcategory	Nutrient	Per Serving Limit
Single-Food Side Dishes (1 food group)	Energy	≤230kcal (12% DV)
	Saturated fat	≤2g (10% DV)
	Total sugar	≤2g
	Added sugar	0g
	Sodium	≤450mg (20% DV)
Combination foods, sides and mini meals (>1 food group)	Energy	≤400kcal (20% DV)
	Saturated fat	≤5g [^] (25% DV)
	Total sugar	≤10g ⁺
	Added sugar	≤5g (10% DV)
	Sodium	≤700mg (30% DV)
Main dish	Energy	≤450kcal (23% DV)
	Saturated fat	≤7g [^] (35% DV)
	Total sugar	≤13g
	Added sugar	≤10g (20% DV)
	Sodium	≤800mg (35% DV)
Meal-type products	Energy	≤600kcal (30% DV)
	Saturated fat	≤8g [^] (40% DV)
	Total sugar	≤25g
	Added sugar	≤15g (30% DV)
	Sodium	≤900mg (39% DV)
Soups	Energy	≤250 kcal (13% DV)
	Saturated fat	≤5g (25% DV)
	Added sugar	≤5g (10% DV)
	Sodium	≤800mg (35% DV)

[^]Add 2g saturated fat for items with cheese

⁺ Add 2g total sugar for items with fruit

BEVERAGE

Product Subcategory	Nutrient	Per Serving Limit
Refreshment Beverages (<50% juice)	Energy	≤50kcal/100 mL
	Saturated fat	N/A
	Total sugar	<9.5g/100 mL ⁺
	Sodium	N/A
Cordials (Liquid or powder concentrates reconstituted with water – <i>excludes N. America</i>)	Energy	≤40kcal/100 mL
	Saturated fat	N/A
	Total sugar	<8.0g/100 mL
	Sodium	N/A
Fruit and Vegetable Juice (≥50% juice)	Energy	≤90kcal/100mL
	Saturated fat	N/A
	Added sugar	0g
	Sodium	N/A
Specialty Beverages	Energy	≤150kcal (8% DV)
	Saturated fat	≤5g (25% DV)
	Total sugar	≤15g
	Sodium	N/A

⁺ N. America = ≤10g/serve added sugar

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SNACKS

Product Subcategory	Nutrient	Per Serving Limit
Bars, Cookies & Biscuits	Energy	≤150kcal (8% DV)
	Saturated fat	≤3g (15% DV)
	Total sugar	≤12g
	Sodium	≤200mg (9% DV)
Confections & Chocolate	Energy	≤150kcal (8% DV)
	Saturated fat	≤4g (20% DV)
	Total sugar	≤18g
	Sodium	N/A
Spoonable Sweet Snacks	Energy	≤200kcal (10% DV)
	Saturated fat	≤2g (10% DV)
	Total sugar	≤18g
	Sodium	≤230mg** (10% DV)
Nuts, Nut Butters & Seeds	Energy	≤200kcal (10% DV)
	Saturated fat	≤3.5g (18% DV)
	Added sugar	≤8g (16% DV)
	Sodium	≤200mg
Nut mixes	Energy	≤250kcal (13% DV)
	Saturated fat	≤4g (20% DV)
	Added sugar	≤10g (20% DV)
	Sodium	≤300mg (13% DV)
Salted snacks	Energy	≤150kcal (8% DV)
	Saturated fat	≤1g (5% DV)
	Total sugar	≤1g
	Sodium	≤350mg (15% DV)
Snack Combinations (Savory)	Energy	≤250kcal (13% DV)
	Saturated fat	≤7g (35% DV)
	Added sugar	≤5g (10% DV)
	Sodium	≤450mg (20% DV)
Snack Combinations (Sweet)	Energy	≤250kcal (13% DV)
	Saturated fat	≤7g (35% DV)
	Total sugar	≤20g
	Sodium	≤240mg (10% DV)

**Dry pudding = 345mg as packaged

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OTHER

Product Subcategory	Nutrient	Per Serving Limit
Dips and Hummus	Energy	≤100kcal (5% DV)
	Saturated fat	≤2g (10% DV)
	Total sugar	≤3g
	Sodium	≤170mg (7% DV)
Sweet Bread Toppings	Energy	≤70kcal (4% DV)
	Saturated fat	0g
	Total sugar	N/A
	Sodium	≤25mg (1% DV)
Relish and Chutney	Energy	≤15kcal (1% DV)
	Saturated fat	0g
	Total sugar	≤3g
	Sodium	≤150mg (7% DV)
Pickles	Energy	≤50kcal (3% DV)
	Saturated fat	0g
	Total sugar	≤7.5g
	Sodium	≤460mg (20% DV)
Desserts	Energy	≤200kcal (10% DV)
	Saturated fat	≤3g (15% DV)
	Total sugar	≤20g
	Sodium	≤300mg (13% DV)

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