



GLOBAL PRODUCT CATEGORIES AND NUTRITION TARGETS

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 51 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.

| <b>Nutrient Daily Values*</b> |           |
|-------------------------------|-----------|
| <b>Energy</b>                 | 2000 kcal |
| <b>Saturated fat</b>          | 20 g      |
| <b>Added sugar</b>            | 50 g      |
| <b>Sodium</b>                 | 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

*\*All targets are as packaged unless otherwise indicated*

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

## SAUCES/CONDIMENTS

| Product subcategory   | Description  | Nutrient Criteria                                | /100g                                   |
|---|--|--|---|
| <b>Tomato Ketchup</b>   | All tomato ketchups, regular and flavored<br><br>e.g., TK, hot TK, curry ketchup   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤135 kcal<br>≤1g<br>≤25g<br>≤940mg      |
| <b>Spoonable dressings &amp; mayonnaise</b>   | All spoonable dressings, (light) mayonnaise and emulsified sauces<br><br>e.g., mayonnaise, tartar, aioli garlic and burger sauces        | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤670kcal<br>≤10g<br>≤13.5g<br>≤830mg    |
| <b>Pourable/salad dressings oil-based</b>   | All oil-based pourable and salad dressings<br><br>e.g., Italian, Asian, Catalina, French, vinaigrette dressings                          | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤230kcal<br>≤3.5g<br>≤16.5g<br>≤1165g   |
| <b>Pourable/salad dressings creamy or cream-based</b>                               | All pourable and salad dressings with cream or a creamy texture<br><br>e.g., Ranch, Caesar, yoghurt, blue cheese dressings               | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤450 kcal<br>≤6.5g<br>≤13.5g<br>≤1000mg |
| <b>BBQ sauces &amp; water-based condiments</b>                                      | All brown sauces and water-base sauces, regular and flavored<br><br>e.g., BBQ sauce, curry mango sauce                                   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤230cal<br>≤1g<br>≤29g<br>≤860mg        |
| <b>Mustard</b>  | All mustards (except Dijon), regular and flavored  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤200kcal<br><1g<br>≤20g<br>≤1400mg      |
| <b>Dijon Mustard</b>  | All Dijon mustard, ground mustard blended with white wine  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤200kcal<br>≤1g<br>≤20g<br>≤2400mg      |
| <b>Steak sauces, marinades &amp; minor sauces, coatings, seasonings &amp; salsa</b> | Sauces and condiments with smaller serving sizes (e.g., 15-30g), breading/coatings and seasoning blends for adding flavor to other foods | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤400kcal<br>≤1g<br>≤30g<br>≤2000mg      |
| <b>Soy sauce (per 100ml)</b>  | All existing soy sauce SKUs  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤150kcal<br>≤1g<br>≤10g<br>≤7400mg      |
| <b>Oyster sauce &amp; Fish sauce</b>  | All oyster sauces and fish sauces  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤120kcal<br>≤1g<br>≤20g<br>≤4840mg      |

\*All targets are as packaged unless otherwise indicated

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

## MEAL SAUCES

| Product subcategory                       | Description  | Nutrient criteria                                | /100g                              |
|---|--|--|------------------------------------|
| <b>Meal and pasta sauces Creamy</b>       | All meal and pasta sauces with cream and/or creamy texture; cream/cheese in name or higher in the ingredient statement.<br><br>e.g., Alfredo, carbonara, 4 cheese cream sauce, vodka sauce | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤150kcal<br>≤4g<br>≤3.5g<br>≤665mg |
| <b>Meal and pasta sauces Oil-based</b>    | All meal and pasta sauces based on oil<br><br>e.g., pesto sauces   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤400kcal<br>≤8g<br>≤2g<br>≤770mg   |
| <b>Meal and pasta sauces Tomato-based</b> | All tomato-based meal and pasta sauces<br><br>e.g., pasta and pizza sauce, tomato frito  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤80kcal<br>≤1g<br>≤7g<br>≤370mg    |
| <b>Meal sauces Gravy</b>                  | All gravies and finishing sauces including liquids and powders prepared as directed  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤70kcal<br>≤3.5g<br>≤2g<br>≤560mg  |
| <b>Meal sauces Asian</b>                  | All Asian cooking sauces<br><br>e.g., stir-fry sauces, coconut milk, satay sauce   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤100kcal<br>≤1g<br>≤20g<br>≤680mg  |

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## FRUIT, VEGETABLES AND LEGUMES

| Product subcategory  | Description  | Nutrient criteria                                | /100g                               |
|--|--|--|-------------------------------------|
| <b>Fruit packaged in juice or syrup</b>                            | All fruit that has undergone processing e.g., canned pineapple, fruit salad and fruit puree pouches  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤75 kcal<br>≤1g<br>≤12.5g<br>≤150mg |
| <b>Beans, legumes and vegetables with sauce</b>                    | All kinds of processed beans and legumes with sauce, e.g., baked beans in sauce, beans creationz, flavored legumes                         | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤100kcal<br>≤1g<br>≤8g<br>≤350mg    |
| <b>Beans, legumes and vegetables with sauce and accompaniments</b> | All processed beans and legumes with sauce and accompaniments like meat<br><br>e.g., beans & sausage                                       | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤115kcal<br>≤1g<br>≤6g<br>≤350mg    |
| <b>Vegetables and legumes – plain or seasoned</b>                  | All vegetables that have undergone processing<br><br>e.g., sieved tomatoes, corn, beetroot, olives, refried beans, legumes in spring water | Energy<br>Saturated fat<br>Total sugar<br>Sodium | N/A<br>≤1g<br>≤6g+<br>≤150mg        |

+Total sugar exemption if no 'added sugar' in product

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## MEALS

| Product subcategory  | Description   | Nutrient criteria                                | /100g                                  |
|--|---|--|--|
| <b>Single-food side dishes (1 food group)</b>  | All foods, consisting of 1 food group, that are eaten as part of a meal<br><br>e.g., pre-cooked noodles, potatoes, fries, taco shells   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤270kcal<br>≤2.5g<br>≤2.5g+<br>≤530mg  |
| <b>Combination foods, sides, and mini meals (≥1 food group) - See below for with cheese and/or fruit</b> | All foods, consisting of more than 1 food group, that are eaten as part of a meal, as an accessory or 'mini meal'<br><br>e.g., Mac 'n Cheese, pasta salad, hoops, meat in sauce, mini pizzas, frozen appetizers, stuffing, rice, dry pasta, dry noodles (including Honig brand), rice | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤400kcal<br>≤5g*<br>≤10g+<br>≤700mg*** |
| <b>Main dish (≥2 food group) - See below for with cheese</b>   | All foods that are considered the main part of a meal or "center-of-plate" item; Canned spaghetti<br><br>e.g., Frozen meal centers, pizza   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤200kcal<br>≤3g**<br>≤6g<br>≤340mg     |
| <b>Meal-type products - See below for with cheese</b>  | All chilled and frozen ready-to-eat meals that are eaten as a complete meal and all dry mixes used to make a meal. Typically contain multiple food groups in a significant quantity (Nutrition team can advise).<br><br>e.g., ready meals, dry mixes, Devour meals and dinner kits    | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤210kcal<br>≤3g**<br>≤9g<br>≤320mg     |
| <b>Soups</b>   | All ready-to-serve canned, chilled, and frozen soups. Includes condensed and dry soups.   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤100kcal<br>≤2g<br>≤6.5g<br>≤320mg     |

+Add 2g

of total sugar for items with fruit (Combination Foods)

+Total sugar exemption if 'no added sugar' in product

\*Add 2g/ saturated fat for items with cheese (Combination Foods)

\*\*Add 1g/ saturated fat for items with cheese (Meal &amp; Main Dish)

\*\*\*Add 100 mg sodium for products as packaged, which would require preparation with additional ingredients, such as milk, butter, water etc. (Combination)

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BEVERAGES<sup>†</sup>

| Product subcategory                                      | Description  | Nutrient criteria                                | /100g                          |
|--|--|--|--------------------------------|
| <b>Refreshment beverages (&lt;50% juice)</b>             | All refreshment beverages containing less than 50% fruit juice<br><br>e.g., most Capri Suns, Kool-Aid -- 'ready to drink'                  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤50kcal<br>N/A<br><9.5g<br>N/A |
| <b>Cordials</b>  | Liquid or powder concentrates reconstituted with water – <i>excludes N. America</i>  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤40kcal<br>N/A<br><8g<br>N/A   |
| <b>Fruit and Vegetable Juice (≥50% juice)</b>            | All fruit juices containing at least 50% fruit juice<br><br>e.g., orange juice, Capri Sun 100% Juice, tomato juice -- 'ready to drink'     | Energy<br>Saturated fat<br>Total Sugar<br>Sodium | ≤90kcal<br>N/A<br>12g<br>N/A   |
| <b>Specialty beverages</b>                               | All non-juice beverages<br><br>e.g., flavored coffee, iced coffee, smoothies, hot chocolate  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤50kcal<br>≤1.5g<br>≤4g<br>NA  |
| <b>Fruit nectars</b>                                     | Made with fruit juice, puree, and sugar<br><br>e.g., apricot nectar  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤70kcal<br>N/A<br>≤14g<br>NA   |
| <b>Powdered and Liquid Concentrate Drink Mixes (New)</b> | All powdered/concentrated drink beverages which are reconstituted with water<br><br>e.g., Crystal Light, Mio, Kool-Aid, Tang, Country Time | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤375kcal<br>N/A<br>≤75g<br>N/A |

<sup>†</sup>Exception: conversion 100g/100mL (depending on market)

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## CHEESE

| Product subcategory                                | Description  | Nutrient criteria                                | /100g                                |
|--|--|--|--------------------------------------|
| <b>Processed cheese</b>                            | All processed cheese<br>e.g., recipe, cheese dips,<br>processed cheese slices<br>and shreds. | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤460kcal<br>≤19<br>≤12<br>≤1730      |
| <b>Natural cheese</b>                              | All-natural cheese: brick,<br>shredded, sliced, plant<br>based.                              | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤665kcal<br>≤23.5g<br>N/A<br>≤1200mg |
| <b>Cream cheese</b>                                | All cream cheese: brick,<br>tub, whipped, plant based  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤430kcal<br>≤22g<br>≤17g<br>≤800mg   |
| <b>Cottage/soft cheese</b>                         | All cottage and soft<br>cheeses<br>e.g., Ricotta, Blue,<br>Gorgonzola                        | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤120kcal<br>≤3<br>≤9g<br>≤375mg      |
| <b>Grated cheese</b>                               | All grated cheeses<br>e.g., parmesan, Romano,<br>asiago, and blends                          | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤500kcal<br>≤30g<br>1g<br>≤2000mg    |
| <b>Sour cream &amp; sour cream-<br/>based dips</b> | All sour cream and sour<br>cream-based dips  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤335kcal<br>≤12g<br>≤8.5g<br>≤735mg  |

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## MEAT

| Product subcategory   | Description  | Nutrient criteria                                | /100g                                 |
|---|--|--|---------------------------------------|
| <b>Cooked bacon</b>   | All cooked bacon<br>e.g., Pork and turkey bacon slices, bits   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤625 kcal<br>≤19g<br>≤16g<br>≤3000 mg |
| <b>Dried meat</b>   | All dried meat<br>e.g., salami, pepperoni  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤460 kcal<br>≤11g<br>≤9g<br><1710 mg  |
| <b>Meat and meat substitutes (strips, nuggets, and patties)</b> | All meat and meat substitutes (including plant based)<br>e.g., chicken/chicken strips, veggie burgers, chicken/chicken nuggets | Energy<br>Saturated fat<br>Total sugar<br>Sodium | <210 kcal<br><2.5g<br><6g<br><680 mg  |
| <b>Processed meats &amp; poultry</b>                            | All processed meats and poultry<br>e.g., luncheon/deli meats, hot dogs, liver sausage  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | <370 kcal<br><13g<br><5g<br><1270 mg  |

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## SNACKS

| Product subcategory                       | Description   | Nutrient criteria                                | / 100g   |
|---|---|--|--|
| <b>Bars, cookies &amp; biscuits</b>       | All forms of baked or formed bars, biscuits, and cookies  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤430kcal<br>≤9g<br>≤34g<br>≤570mg                        |
| <b>Confections &amp; chocolate</b>        | All kinds of confections and chocolate<br><br>e.g., marshmallows, caramels, sweetened chocolate, chocolate bread toppings                               | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤600kcal<br>≤16g<br>≤72g<br>NA                           |
| <b>Spoonable sweet snacks</b>             | All single serve spoonable snacks<br><br>e.g., Ready to Eat pudding, gelatin  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤200kcal<br>≤2g<br>≤18g<br>≤230mg                        |
| <b>Nuts, nut butters &amp; seeds</b>      | All nuts (salted, unsalted and with/without seasoning), nut butters and seeds   | Energy<br>Saturated fat<br>Total Sugar<br>Sodium | ≤665kcal<br>≤12g<br>≤27g<br>≤660g                        |
| <b>Salted snacks</b>                      | All salted snacks<br>e.g., chips, crisps, Corn nuts   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤500kcal<br>≤3.3g<br>≤3.3g<br>≤1165mg                    |
| <b>Snack combinations Savory</b>          | All snacks consisting of at least 2 savory components<br><br>e.g., P3, pretzels and cheese dip, crackers and dip  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤440kcal<br>≤12g<br>≤9g<br>≤790mg                        |
| <b>Snack combinations Sweet</b>           | All snacks consisting of at least 2 sweet components<br>e.g. cottage cheese with fruit, granola rounds, Kraft Trios, some P3's (with fruit or clusters) | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤360kcal<br>≤10g<br>≤29g<br>≤350mg                       |
| <b>Dry Packaged Gelatin Dessert (New)</b> | All Dry packaged Gelatins<br><br>e.g., Jell-O Gelatin reconstituted with water  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤350kcal<br>≤2g<br>≤82g<br>≤450mg*<br>*Sugar Free exempt |

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## OTHER

| Product subcategory         | Description  | Nutrient criteria                                | /100g                                |
|-----------------------------|--|--|--------------------------------------|
| Dips and hummus             | All non-sour cream-based dips, hummus and spreads  | Energy<br>Saturated fat<br>Total sugar<br>Sodium | 335mg<br>7g<br>10g<br>570mg          |
| Sweet bread toppings        | All kinds of sweet bread toppings e.g., jam, marmalade, chocolate bread toppings are excluded- See 'Confections & Chocolate' category                            | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤350kcal<br>≤1g<br>NA<br>≤125mg      |
| Relish and chutney          | Mixture of vegetables used as a condiment (relish = pickled)   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤100kcal<br>≤1g<br>≤20g<br>≤1000mg   |
| Pickles                     | Cucumbers pickled in brine or vinegar; sliced, whole, flavored, etc.   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤170 kcal<br>≤1g<br>≤25g<br>≤1535 mg |
| Desserts                    | All kinds of desserts and multi-serve cakes e.g., cheesecake, pies, whipped topping, jellies, dry instant/cook & serve puddings, flavored toppings, creamed rice | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤740kcal<br>≤11g<br>≤74g<br>≤1100mg  |
| Fermented Bean Curd (China) | All fermented bean curds, flavored and regular   | Energy<br>Saturated fat<br>Total sugar<br>Sodium | ≤145kcal<br>≤3g<br>≤2g<br>≤3100mg    |

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**PRODUCT CATEGORIES WITHOUT GUIDELINES**

| Product subcategory | Description |           |
|---------------------|-------------|-----------|
| Salt                |             | Exclude   |
| Pepper              |             | Compliant |
| Herbs and spices    |             | Compliant |
| Yeast               |             | Compliant |
| Tea                 |             | Compliant |
| Coffee              |             | Compliant |
| Baking ingredients  |             | Compliant |
| Vinegar             |             | Compliant |
| Oil                 |             | Compliant |
| Medical food        |             | Exclude   |
| Pet food            |             | Exclude   |
| Infant              |             | Exclude   |
| KHI ingredients     |             | Exclude   |

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