



WORKSHOP

NUTRITION AND HEALTH CLAIMS

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NUTRITION AND HEALTH CLAIMS

'Nutrition and Health claims' is a relevant but difficult topic. Claims are hugely important to explain to your customers what unique benefits a product has. Your story – whether it's on the packaging, in an ad, as a storytelling or on a website – can contain many claims. Sometimes you communicate a little too enthusiastic about a special feature of your product and suddenly you are violating the European Claims Regulations EC 1924/2006. Many claims are not allowed under those rules. By understanding the details, you will be able to avoid annoying situations that don't suit your beautiful products.

Being aware of the forces between marketing, science and regulation enables you to show your consumers what your products stand for. This enables you to communicate to the consumer honestly and reliably with good claims.

WORKSHOP

For this workshop we will dive together in the topic. We will start understanding claims from the basic level all the way to the complex logic of the existing regulation. In 1.5 hours, the workshop gives attendees insight into the possibilities of claims shown by real life examples.

Invite stakeholders from different departments so everybody will have the same basic knowledge on the topic of claims and build from that. We will take enough time to discuss questions and worries in order to be confident on making bold strategic steps in the area of claims.

Workshop Nutrition and Health claims

Duration: 1,5 hours

Audience: marketing, external affairs, product portfolio owners, sales, QA, regulatory.

By: Frans van der Sman, Nutrient profiles and Claims expert, Scoring Solutions.

The workshop is available in two variants:

Standard: For this workshop I will prepare an extensive presentation, which will also be made available as a handout after the workshop. We have contact in advance so that I am able to work out product examples from practice that are relevant to your portfolio. After the workshop we will be in contact to work out any questions that may arise. Depending on the need, the workshop (+ handouts) is available in both Dutch and English. This workshop at your location? Price € 1200, = (All-in, no limit on number of participants)

Compact: With the compact package, a 1h workshop is given for a maximum of 5 participants. In this package there is no room to choose examples in advance and there is also no possibility to further work out questions afterwards. Price € 300, =

Topics covered in the workshop

Claims on foods come in various forms.

General claims, for example "*now even tastier*" or "*quickly on the table*".

Nutrition claims, like "*source of fiber*" or "*now less salt*".

Health claims, such as "*with calcium for strong bones*" or "*promotes intestinal function*".

Each of the types of claims have a different burden of proof. That is why the workshop covers:

1. The different types of claims on nutrition
2. The force field on Claims
3. European Nutrition & Health Claims Regulation (EC 1924/2006)
4. Many examples, possibilities and opportunities with claims

In the workshop we mainly spend time on real practical situations and possibilities that the European claims regulation gives.

After this workshop, participants are able to understand claims and make the steps to apply this adequately to their own products. Do you want claims to help you distinguish your product on the shelf on those important unique characteristics? Then invest time for this workshop and take your practical questions with you!

About Frans van der Sman

I advise companies on nutritional considerations, where my expertise focuses on claims, food choice logos, portfolio analyses and product improvement.

I have built up my experience mainly at Unilever, where I have worked for 20+ years in various international and especially nutritional roles. I'm used to being able to switch quickly and prefer to work together to build strong brands reliably with credible communication to the consumer. My knowledge in the field of power between marketing, science and regulation, I use to be able to quickly assess risks, so that companies can proudly communicate about their products. I like to represent companies that are honest with themselves and to their customers.

More information <https://nutriscoring.eu>

Pricing excl VAT

General conditions of Scoring Solutions apply (in Dutch only).

http://NutriScoring.eu/Algemene_Voorwaarden.pdf