

NUTRITIONAL POLICY

R&I DEPARTMENT

Owner: Chief Research & Development Officer

Distribution: All Employees

Approval Date:	Effective Date:	Reference:
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Policy Owner:	Policy Champion:	
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EFFECTIVE DATE

01.02.2024 (Version 1)

Our Purpose:

Day by day, we make **sustainable** food consumption **second nature** by increasing the appetite for delicious, convenient food with care for both people and planet.

Introduction:

What's Cooking? is committed to producing affordable, high-quality savoury cold cuts, snacking and ready meals that not only delight our customers with their taste and convenience but also fit in a varied and balanced diet. We believe that more of the good things, less of bad things is essential, and we are dedicated to providing high-quality products that continuously improve their nutritional relevance, and do meet or exceed our nutritional standards. This Nutritional Policy outlines our commitment to nutritional targets that are operational objectives for product renovation and innovation and are applicable to the whole What's Cooking? portfolio across geographies and populations. They are based on nutrition science, take into account technical feasibility, and the customer and consumer acceptance journey while also adhering to regulatory guidelines.

Nutritional Targets:

Specific criteria determine the What's Cooking? Nutritional Targets:

1. **The type of product:** our What's Cooking Nutritional Targets take into account the product type (savory cold cuts, snacking, ready meals, plant-based options) by its place in food-based dietary guidelines such as food pyramids, eat-well plate and by its intended role in the diet;
2. **The intended customer and consumer:** our What's Cooking Nutritional Targets are customized according to the mainstream needs and expectations of the consumer;
3. **Prevailing Public Health Factors:** in line with public health focusses, the following nutrients are generally included in our What's Cooking? Nutritional Targets with maximum limits on energy (calories), sodium or salt, added sugars, total fat and/or saturated fatty acids.
4. **An uncompromising principle:** all criteria are equally important meaning that an excessive amount of nutrients to limit, cannot be compensated by the inclusion of higher amounts of nutrients to encourage.

Nutritional Target Guidelines:

1. **Balanced Nutrition:** We are committed to creating products that provide varied and balanced nutrition, including appropriate portions of macronutrients (carbohydrates, proteins, and fats), fibers, vitamins and minerals (depending on category).
2. **Sodium Control:** We actively work to reduce the sodium in our products without compromising on taste and food safety. Excessive sodium intake is associated with health risks, and we aim to produce products that allow meeting nutritional recommendation for sodium/salt.
3. **Saturated Fat Control:** We actively work to reduce saturated fats in our products. High saturated fat intake is associated with health risks, and we aim to produce products that allow meeting nutritional recommendation for saturated fats.
4. **Protein Content:** We strive to include an appropriate amount of protein in our products, as it is an essential macronutrient for overall health and well-being as part of a varied and balanced diet while taking into account total consumption of proteins per day of the average consumer. We are also committed to developing products with more sustainable and/or plant-based protein.
5. **Dietary Fiber:** We aim to include an adequate amount of dietary fiber in relevant product portfolios (e.g. ready meals), as it is crucial for digestive health and overall well-being as part of a varied and balanced diet.
6. **Allergen Awareness:** We clearly label in full transparency the allergens present in our products in line with allergen labelling guidelines, helping those with food allergies to make informed choices.
7. **Ingredient Transparency:** We are committed to providing complete transparency about the ingredients used in our products, including non-confidential information about sourcing as well as quality, ethical and sustainability standards.



8. **Portion Control:** We provide clear information about recommended portion sizes on our packaging, helping consumers to make informed choices about their calorie and nutrient intake.
9. **Reduced or Zero added/free Sugars:** We actively work to avoid or at least reduce added sugars in our products, in line with dietary guidelines.
10. **More Plant-Based options:** We do develop and promote plant-based options for our traditional savoury cold cuts, snacking and ready meals bringing more plant-based on the plate of the consumer.

Quality Assurance:

1. **Ingredient Sourcing:** We source high-quality ingredients, prioritizing sustainable and local options where possible in compliance with our Code of Business Conduct for Suppliers.
2. **Food Safety:** We adhere to strict food safety and hygiene standards, ensuring our products are safe for consumption.
3. **Research and Development:** We invest in research and development to create improved and new recipes that are both delicious and nutritionally balanced.
4. **Nutritional Testing;** Regular nutritional testing will be conducted on our products to verify their compliance with our nutritional guidelines.

FSQR Policy

At What's Cooking? we believe that food safety is never to be compromised.

We are **crafting with care** and delight our customers and consumers by putting quality top of mind.

Confident and courageous, our people are key to our success by responsibly ensuring the production of food safe, high-quality products following applicable laws as well as our own standards and procedures. We speak up when we notice a non-compliance.

Day by day, side by side, our customers and consumers are central to all that we do. We apply transparent communication on product safety, quality and regulatory matters both internally and externally.

What's Cooking? management does provide the resources and support to adhere to this policy and to continuously improve our standards and procedures, in combination with independent integrity audits and GFSI recognised certification programs.

..... only then we are successful.

—signature—
Pet Sanders
CEO

—signature—
Eric Kamp
COO

—signature—
Jeroen van Rijswijk
Group FSQR Director

—signature—
Plant Manager

28 April, 2023



Application to our Product portfolio:

This policy applies to all products within the What's Cooking? branded portfolio. For private label products produced in partnership with us, we encourage and advocate adherence to our What's Cooking? Nutritional Policy. We believe that promoting and maintaining these Nutritional Targets do contribute to a varied and balanced life-style of our consumers.

Continuous Improvement:

We understand that nutritional science is constantly evolving, and we commit to complement our knowledge about our products with the latest research and recommendations. What's Cooking? Nutritional Targets will be regularly reviewed in the light of scientific innovation, as well as if the company's product portfolio evolves.

Compliance with Regulations:

We fully comply with all relevant regulations and guidelines governing the production and labeling of food products.

Conclusion:

At What's Cooking? we are dedicated to providing nutritional relevant and delicious Savoury cold cuts, snacking and Ready Meals that fit in a varied and balanced diet of our customers. This Nutritional Policy serves as our commitment to upholding high standards in nutrition, quality, food safety, and transparency while continuously striving for improvement. We look forward to serving our customers and consumers more balanced and tastier options taking into account sustainability and affordability, for their convenience.

Selected Reference Documents:

- REGULATION (EU) No 1169/2011 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 25 October 2011 on the provision of food information to consumers
- REGULATION (EU) No 1924/2006 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 20 December 2006 on nutrition and health claims made on foods
- World Health Organization. Guideline: sugars intake for adults and children, 2015.
- Food and Agriculture Organization of the United Nations. Food-based dietary guidelines. <https://www.fao.org/nutrition/education/food-dietary-guidelines/home/en/>
- European Food Safety Authority Scientific Opinion on the evaluation of allergenic foods and food ingredients for labelling purposes. Efsa Journal 2014.
- World Obesity Federation, World Obesity Atlas 2023, March 2023. Top of Form
- World Health Organization (WHO), guidelines sodium intake for adults, 2012.
- World Health Organization (WHO), Noncommunicable Diseases Data Portal, 2022.