

# THE HEALTH-NUTRITION POLICY OF CASINO GROUP



NOURRIR UN MONDE DE DIVERSITÉ



#### Stakes

Diet plays an important role in our health. The links between diet and the prevention or the development of certain diseases, such as heart disease or cancer, are now scientifically established.

#### A public health issue

In France, approximately half of the adult population and 17% of children are overweight or obese<sup>1</sup>. Additionally, an estimated 2 million people are suffering from undernourishment in the world.

Guidelines on diet and physical activity have been defined and disseminated by the public authorities since the implementation of the French National Nutrition and Health Programme (PNNS) in 2001. The PNNS is a public health plan aimed at improving the population's health by addressing one of its key components: nutrition defined as diet and physical activity.

The 4<sup>th</sup> version of the French National Nutrition and Health Programme<sup>2</sup> (2019 - 2023) reveals 10 key measures, some of which are directly related to product composition.

#### These include:

- increasing fibre,
- educing the amount of salt, sugar and fat in everyday foods,
- promoting and developing the Nutri-Score.

#### A transparency issue

Meanwhile, consumers are increasingly aware of the link between their diet and its consequences on their health and the environment. They demand greater transparency on the composition, origins and nutritional values of their food.

According to a study<sup>3</sup>, 64% of the people interviewed said they followed a diet limiting or eliminating the consumption of certain foods or ingredients.

Moreover, 70% of consumers worldwide state they voluntarily make diet choices to avoid health risks such as obesity, diabetes, high cholesterol or hypertension.



Casino Group, conscious of these issues and of its role as a responsible retailer, has developed a product policy reconciling safety, flavour, health, nutritional balance and environment stewardship.

<sup>3.</sup> Nielsen, Global ingredients and dining out trends. Study realised in 2016 with 30,000 consumers in 63 countries.



<sup>1.</sup> Health study on environment, biomonitoring, physical activity and nutrition (Esteban), 2014 - 2016. Nutrition Section. Corpulence and national individual study of food consumption Chapter 3 (INCA 3) 2017

<sup>2.</sup> https://solidarites-sante.gouv.fr/IMG/pdf/pnns4\_2019-2023.pdf



# Casino group, a stakeholder committed to better nutrition

Casino Group's corporate baseline "nourishing a world of diversity" expresses its endeavour to offer the greatest number of quality products so that its customers can be more responsible consumers.

Implemented in 2003, the Group's Health-Nutrition initiative is backed by the experience and know-how acquired by the Group since 1901, when the first Casino private label was created.

#### 2003

Start of the work to reduce salt levels in bread (products containing the most salt).

#### 2005

First **nutritional improvement** of Casino brand products.

#### 2006

First national in-store nutrition awareness campaign.

#### 2008

Implementation of a new comprehensive nutritional label and the signing of a charter encouraging voluntary commitments to nutritional progress with the French Ministry of Health as part of the French National Nutrition and Health Programme (PNNS).

#### 2008 (continued)

Enforcement of this charter in France has led to **the improvement of more than 2,000 recipes** and the integration of specific nutritional requirements into the specifications of private-label food products.

#### 2010

Creation of a **Health-Nutrition** 

**committee** which meets 4 times a year to study data, scientific trends and consumer expectations in relation to health issues.

This committee draws up guidelines and accompanies the Group in France in implementing specific product ranges such as poultry that is raised without antibiotics, but also on issues such as

The banner quality and brand departments are involved in these Health committees.

controversial substances.





# Casino group commitments and action plans

For its private labels the Group is committed to:

- improving the nutritional profile of its products
- banning controversial substances
- developing product ranges
   that meet specific nutritional needs:
   baby food, gluten intolerance, sugar-free
- · promoting and developing the offering of organic products
  - encouraging the consumption of plant-based proteins for a more balanced diet
    - supporting clearer nutritional labelling for better consumer information
    - raising employee awareness on nutrition



# Improving the nutritional profile of products

Casino Group's food banners have worked hard to improve the nutritional profile of their products. Since 2008, products have been improved according to the National Nutrition and Health Programme guidelines to reduce the salt and fat content. Product specifications include these requirements.

#### REDUCTION OF SALT CONTENT

Excessive consumption of salt (over 5g/day for an adult) causes higher risks of developing hypertension and heart disease<sup>4</sup>.

Reduction of the salt content in private-label products is a priority for Casino Group and it has been working towards this goal for several years using various levers.

Developing product ranges with no added salt or with low salt content









Product ranges with a reduced salt content have been developed, especially with categories of ham and salted aperitif ranges (cashew nuts, peanuts, etc.). Since 2019, the Casino private label has launched several innovations including two shrimp and two oyster products with 25% less salt (compared to equivalent products on the market).

<sup>4.</sup> https://www.mangerbouger.fr/Les-recommandations/Reduire/Les-produits-sales-et-le-sel https://www.who.int/fr/news-room/fact-sheets/detail/salt-reduction



#### Reworking of products to reduce their salt content

#### **SAVOURY GROCERIES**

Casino Group's banners have worked to reduce the amount of salt added to their canned vegetable products. This work has made it possible to improve 71 products across the Group's three banners, leading to a saving of more than 7.5 tons of salt per year. In addition, the salt content of Casino Délices' Ricotta Basil Tomato Sauce has been reduced by over 55%.

#### **BREAD**

The bread sold in the bakeries of our Casino banners has followed the guidelines of the National Nutrition and Health Programme since 2010. The salt levels used are 18g per kilogram of flour.

#### REDUCTION OF SUGAR CONTENT

Excessive consumption of sugar may cause excess weight, obesity, diabetes and encourage heart disease<sup>5</sup>. The Group's banners are developing and reworking food products in order to reduce their sugar content.

no added sugar or with low sugar sugar content content

Development of products with Reworking of products to reduce their



Our brands offer products low in sugar or no added sugar.





In 2019, the range of Doodingues sweets was reworked to feature candies with 30% less sugar and no added sweeteners.

<sup>5.</sup> https://www.mangerbouger.fr/Les-recommandations/Reduire/Les-boissons-sucrees-les-aliments-gras-sucres-sales-et-ultra-transformes



#### **REDUCTION OF FATS**

Excessive consumption of foods rich in fat, and fatty acids in particular, causes higher risks of developing heart disease and higher blood cholesterol levels<sup>6</sup>.

To contribute to the reduction of fat intake, the Group's banners offer products that are low in fat or reworked to reduce the content of saturated fatty acids.

### Substituting oils rich in saturated fatty acids for oils with a better nutritional profile







For example, the recipe for Casino and Monoprix brand profiteroles was reworked: the saturated fatty acid content was reduced by 81% by replacing coconut oil with sunflower oil. Its Nutri-Score was improved from D to C.

The Franprix brand speculoos tiramisu was reworked with a reduction in fatty acid content of more than 50%.

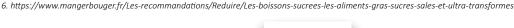
#### Reduction in fat content







The Group also offers low-fat products such as crisps.

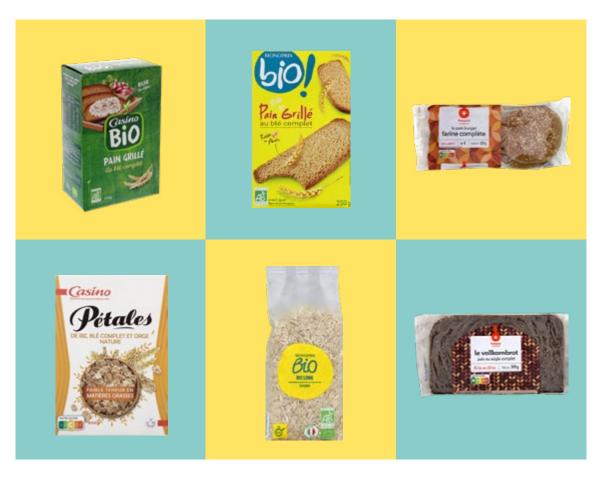




#### INTEGRATION OF FIBRE

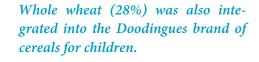
Fibre contributes to the prevention of obesity, diabetes and cholesterol.

The dietary fibre intake in the French population is currently insufficient<sup>7</sup>.



In order to contribute to the intake of dietary fibre, the Group's banners offer ranges of whole wheat-based products.







Franprix has developed aperitif products containing 75% vegetables and rich in fibre.





### Banning controversial substances

Going beyond the current regulations, Casino Group is committed to banning a certain number of substances, said to be controversial, due to societal debates on their potential or supposed impacts on health or the environment.



In France, the Group benefits from a base of common commitments for its private-label food products which aims at banning or reducing the use of authorised but controversial additives, ingredients or other substances. This base encompasses today 81 substances that the Group has already banned, or wishes to, from its product ranges. These commitments will evolve in response to scientific data, societal expectations and also market developments.

#### **ADDITIVES**

For many years, the Group's policy has been to limit as much as possible the presence of additives in its private-label products. When, for technological or health reasons, it is not possible to avoid additives, the quantity must be kept to a minimum for the desired effect.

#### Titanium dioxide

Titanium dioxide nanoparticles may be integrated into the composition of certain food products and cosmetics. It helps to optimise the white aspect of products and prevent oxygenation which would fade their colour. For example, it can be used in the coating of sweets, toothpaste or chewing gums to give them a vivid white colour.

This component was identified as controversial before being legally banned in France and the Group's banners have undertaken to rework their products. Since 2019, titanium dioxide is no longer used in the Group's private-label food products, well before its legal ban<sup>8</sup>.

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8. Decree of the 17th of April 2019 on the suspension of the marketing of products containing the E171 titanium dioxide additive, implemented on the 1st of January 2020.





BHA, BHT9

BHA and BHT are synthetic antioxidants used as food preservatives.

These substances are considered to be harmful to human health as well as presenting risks of cancer and hormonal disruption.

These two preservatives were banned from privatelabel products and, since 2019, no product contains these additives.

#### **INGREDIENTS**

#### Glucose-fructose syrup

This syrup, derived from corn starch hydrolysis, is composed of fructose and glucose. It is used to sweeten food products, enhance their taste and improve their preservation.

However, despite containing the same amount of calories, fructose and glucose are not metabolised in the same way. As it is not regulated by insulin, fructose causes an increase in lipids and cholesterol in the blood, inducing higher risks of obesity and type 2 diabetes.

Since 2019, there is no glucose-fructose syrup in the private-label food products.

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#### Ionised ingredients

lonised ingredients are ingredients that have been exposed to ionising radiation (electromagnetic radiation that create ions) to improve their preservation (reduction of the number of microorganisms, prevention of germination, elimination of insects, etc.).

This technique impoverishes the vitamin and nutrient content of the ingredient.

The Group does not allow ionised ingredients in its private-label food products.

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Other

From 1997, the Group committed to ensuring that its private-label products marketed by its banners in France (Casino, Monoprix, Franprix) are free from Genetically Modified Organisms.

9. BHA : Butylhydroxyanisol - BHT: Butylhydroxytoluène



# Developing ranges of specific products

Casino Group offers multiple product ranges to meet the specific nutritional needs of some of its consumers.

#### **GLUTEN-FREE**

The Group's banners include products that are suitable for people suffering from gluten intolerance.













#### **SUGAR-FREE**

The Casino brand has developed a range of sugar-free biscuits in partnership with the French Federation of Diabetics. These biscuits, with their specific product specifications, respond to the needs of people who wish to reduce their consumption of sugar, or at least not increase it.





### FOR THE NUTRITIONAL NEEDS OF BABIES AND CHILDREN

Sensitive populations such as infants and children require a diet adapted to their specific nutritional needs. Casino Group's banners have thus developed specific product ranges for these populations. These ranges are designed with particular attention to composition, limiting the use of additives as much as possible.



The Casino brand has developed a range of products adapted to infants and young children.

The organic version of this product range has been available since 2017.



Monoprix also has a special range of organic products.

### DOODINGUES: A SPECIFIC PRODUCT RANGE FOR CHILDREN FROM 4 TO 10 YEARS OLD



The Casino brand offers products for children from 4 to 10 years old, with a range of portions and a composition adapted to their nutritional needs. These products comply with strict specifications and are guaranteed to be free of artificial colouring, sweeteners and flavour enhancers.



### Developing organic products

The guidelines issued by the French National Nutrition and Health Programme recommend increasing the consumption of organic products. Thus, the Group's food banners are developing and promoting innovative agricultural initiatives which are respectful of the environment, producers and consumers' health.



Every banner deploys a wide range of certified organic products through the following private labels: Franprix Bio, Casino Bio, Monoprix Bio and Monoprix Bio Origines as well as all the organic products on sale in the Naturalia stores.

In 2020, Casino Group has more than 2,200 private-label organic products in France.



BETTER











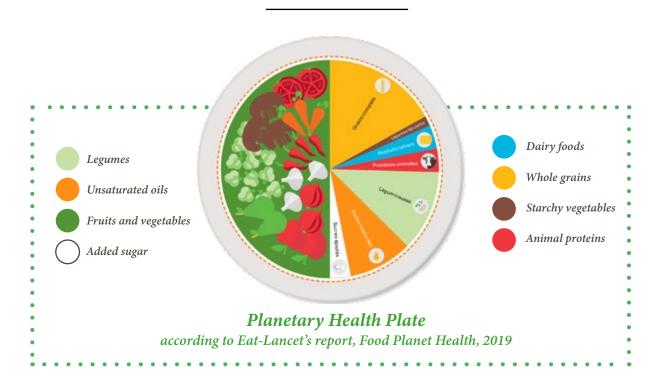






# Supporting the transition toward a more plant-based diet

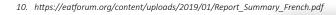
The guidelines of the French National Nutrition and Health Programme encourage limiting red meat consumption and increasing the share of legumes and whole grains in one's diet. Moreover, Eat-Lancet's report in 2019<sup>10</sup>, defines a planetary health plate that should contain predominantly plant-based foods and (possibly) animal protein in moderate amounts.



The Group's banners offer a range of private-label and national leguminous products.

They also include concepts for dried vegetables, legumes, cereals as well as a wide range of fruits and vegetables in bulk.







In order to offer alternatives to meat to their customers, the banners have developed specific product ranges that provide a source of plant-based proteins.







#### THE V-LABEL

Casino's and Franprix's veggie products are V-Label certified, a certification based on product specifications adapted to vegan and vegetarian products. It ensures that the products bearing this label do not contain animal flesh, nor eggs from caged hens for the vegetarian version and no products of animal origin for the vegan version.



#### Better consumer information

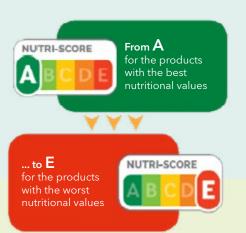
Casino Group ensures that its customers have clear, reliable and robust information on the nutritional quality of the private-label products it markets. Thus, for many years, the Group has displayed nutritional information on its products. It makes this information available on its mobile apps such as Casino Max, Bibi de Franprix or Monoprix et Moi.

#### **NUTRI-SCORE**

In 2020, the Casino Brand made a commitment to display the Nutri-Score on all its products by 2021. By the end of 2020, more than 1,200 Casino brand products and more than 200 Franprix products had the Nutri-Score displayed on their packaging.

The Nutri-Score is a logo that provides information on the nutritional quality of a product, by positioning it on a scale with 5 levels associating each letter to a colour: from A to E, from the best nutritional quality product to the lowest nutritional quality product.





It facilitates the understanding of the nutritional values table (energy, fats, carbohydrates, proteins, etc.) which is often difficult to interpret for consumers.



#### **ALLERGOBOX**

#### **SIGA SCORE**

Casino is also the first retailer to use allergobox.com, the web platform dedicated to allergic or food-intolerant people.

More than 4,600 Casino food products are listed in the database so that consumers can find out if these products are compatible with their dietary restrictions.

The Nutri-Net Santé study<sup>11</sup> found a link between the consumption of ultra-processed products (using the NOVA definition) and the risk of developing chronic disorders. The PNNS 4 recommends reducing the consumption of ultra-processed products by 20%.

Between 2017 and 2020, Franprix undertook ambitious work on its private-label products in order to simplify the recipes and limit additives to those strictly necessary.

The SIGA score, a system for rating the degree of food processing, developed by a French start-up, has been used to quantify the improvements achieved by the reworking of existing recipes. The information on the degree of processing is available for multiple private-label products but also for national brands on the banner's e-commerce website.

The SIGA score is also accessible via SIGA mobile app.



#### **COMMUNICATION AT POINTS OF SALE**

Since 2018, the 1st month of the school year is an opportunity for Casino Group's banners to communicate on the theme of nutrition via leaflets distributed in stores or with Point-of-Sale Displays (PSD) and the banners' websites.

The goal of this event, called "360° Trade Nutrition" is to link products available in stores with short and impactful messages directed to consumers and more specifically, suggestions for well-balanced meals, supported by a nutritionist.

 $<sup>11. \</sup> https://etude-nutrinet-sante.fr/article/view/208-Consommation-d'aliments-ultra-transform\%C3\%A9s-et-risque-de-cancer-:-r\%C3\%A9sultats-de-la-cohorte-prospective-NutriNet-Sant\%C3\%A9$ 



# Raising employee awareness on nutrition

### CONTINUING NUTRITION TRAINING

Since 2018, Casino Group has put in place a digital nutrition training course.

Hundreds of employees have already participated in this 30-minutes training course which teaches, for example, what nutrients and additives are or presents the PNNS guidelines.

#### AWARENESS CAMPAIGNS ON NUTRITION

Casino Group organises every year several conferences or consultations on health and nutrition open to all headquarters' employees.

## ORGANISATION OF CONFERENCES WITH HEALTH EXPERTS

The Health Committee, which advises Casino on major issues linked to health and nutrition, organises a conference meant for employees once a year.

For example, a conference on the benefits of the Cretan diet to prevent heart disease was organised by the occupational health department.

#### CONSULTATIONS ON THE THEME OF NUTRITION

Casino Group organises with IPAL, the occupational health service, consultations with dieticians or nutritionists who offer employees ideas of dietary readjustments, menus and adapted recipes.

#### **DIABETES AWARENESS DAY**

Casino Group organises with the French Federation of Diabetes (FFD), diabetes awareness days since 2017. These days allow employees to interact with members of the FFD and to evaluate their predisposition to diabetes.

#### ACTIVITIES IN COMMUNAL DINING AREAS

Actions are also organised in the employee communal dining areas.

For example, a dietician works for Casino Group to compose the different menus for the different sites. Different events are organised from time to time (Cretan diet, nutrition week, taste week). Salad and fruit bars are available to employees and steamed fish or vegetarian dishes are on offer every day.



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