



Nutrition claims in the market

April 2019

Nitika Vig

Nutrition claims

“Nutrition claim” means any representation which states, suggests or implies that a food has particular nutritional properties including but not limited to the energy value and to the content of protein, fat and carbohydrates, as well as the content of vitamins, minerals and other permitted listed nutrients and nutrition claims may include the following:

- (i) “nutrient content claim” is a nutrition claim that directly or indirectly describes the level of a nutrient contained in a food. (Examples: contains or source of; high in; rich in; low in, etc.);
- (ii) “nutrient comparative claim” is a claim that compares the nutrient levels or energy value of two or more foods. (Examples: reduced; less than; fewer; increased; more than, etc.);

Nutrient content or nutrient comparative claim or any synonymous claim shall be made in accordance with the conditions specified in Schedule I, provided flexibility in the wording of a nutrition claim is as per Schedule II, or the use of any other word if they are in accordance with conditions specified in Schedule I and the meaning of the claim is not altered.

Where a nutrient comparative claim is made, the foods shall be different versions of the same food or similar foods being compared and shall be easily identifiable and the relative difference of the claimed parameter between the compared foods is-

- (a) at least twenty-five per cent. in the energy value or nutrient content and a minimum absolute difference equivalent to the figure defined as “low” or as a “source” in Schedule I, for claims about energy or macronutrients and sodium respectively.
- (b) at least ten per cent. of recommended dietary allowances, for claims about micronutrients other than sodium.

Milk modifier



DELICIOUS CHOCOLATE FLAVOUR

NUTRITIONAL INFORMATION
Approximate values per 100g; Energy value 429 kcal

NUTRIENTS	QTY.
NUTRIENTS SUPPORTING IMMUNE SYSTEM	
Vitamin A	375mcg
Vitamin E	4mg
Vitamin C	53.3mg
β-Carotene	200mcg
Zinc	4.8mg
Selenium	20mcg
Copper	340mcg
Molybdenum	23mcg
Prebiotic- FOS	2g
Probiotic- <i>Bifidobacterium lactis</i>	1x10 ⁹ cfu
Nucleotides	6mg
NUTRIENTS SUPPORTING BRAIN DEVELOPMENT AND MENTAL ALERTNESS	
DHA	20mg
Iron	18mg
Iodine	80mcg
Vitamin B ₆	1.2mg
Vitamin B ₁₂	1.3mcg
Folic Acid	150mcg
Choline	120mg
Taurine	36mg
Inositol	40mg
NUTRIENTS SUPPORTING HEIGHT AND WEIGHT GROWTH	
Protein	15.5g
Carbohydrate	62.9g
Sugar	28g
Fat	13g
Saturated Fat	3.9g
Trans Fat	0.0g
Calcium	800mg
Phosphorus	600mg
Vitamin D	3.3mcg
Vitamin K	15mcg
Manganese	0.8mg
Magnesium	54mg
Potassium	513mg
Sodium	290mg
Chloride	410mg
Vitamin B ₁	0.7mg
Vitamin B ₂	0.8mg
Niacinamide	10.7mg
Pantothenate	1.2mg
Biotin	10.7mcg
Chromium	10mcg
Carnitine	8.5mg

DAIRY BASED BEVERAGE MIX (1.1.2) (PROPRIETARY FOOD)
INGREDIENTS: Milk Solids (40.3%) (Skimmed Milk Powder, Casein, Whey Protein Concentrate), Sugar, Chocolate (Sugar, Cocoa Solids), Peanut Oil, Maltodextrin, Fructooligosaccharides, Cocoa Powder, Mineral, Vitamins DHA, Taurine, Inositol, L-Carnitine, Nucleotides, *Bifidobacterium lactis*.
CONTAINS ADDED FLAVOURS (NATURE-IDENTICAL AND CHOCOLATE-ARTIFICIAL FLAVOURING SUBSTANCES)
 Contains Milk solids, Peanut Oil.
 May contain traces of Nuts, Wheat and Soya.

YUMMY BEST E WITH SCIENTIFICALLY PROVEN 11 Pro IMMUNITY NUTRIENTS

Fussy eaters may have inadequate nourishment and immunity. Contains 10g protein with 100% milk protein and 35 vital nutrients like Iron and DHA.

- Supports immunity to help keep common infections* away
- Supports brain development and mental alertness
- Supports digestion and keeps tummy happy
- Helps height and weight growth

Manufactured by & consumer contact info.
 Heinz India Pvt. Ltd, 15th floor, 'E' & 'G', Laxmi Corporate Park,
 Goregaon (East), Mumbai 400063
 Email @ consumerfeedback@kraftheinzcompany.com
 Call @ 1800-102-5444
 Visit us at: www.complianforgrowth.com or www.facebook.com/complianforgrowth/
 For manufacturing location refer to first character of lot no. and see below.
 A) Heinz India Pvt. Ltd., Manamurthy, Aligarh 202001
 B) Lic. No. 10014051000865
 C) Heinz India Pvt. Ltd., D-59 A & B, ESIP, Sitarganj, Udham Singh Nagar, Uttarakhand 262405
 Lic. No. 10014012000278

LOT No. MFD. MRP Rs. / ₹. (INCL. OF ALL TAXES)
 BEST BEFORE TWELVE MONTHS FROM MANUFACTURE

Registered Trade Mark Lic. No. 10013022001417 NET WEIGHT: 400g

8 901542 000133

Nutritional Information

Nutrients	Unit	PER 100 gm	Indian RDA, Codex, WHO (4-6 yrs)	% RDA meet
Energy	Kcal	429.00	1350.0	32
Protein	g	15.50	20.1	77
Carbohydrate	g	62.5		
Sugar (Sucrose)	g	29		
Fat	g	13.00	25.0	52
DHA	mg	20.00	40.0	
Calcium	mg	800.00	600.0	133
Magnesium	mg	54.00	70.0	77
Zinc	mg	4.80	7.0	69
Iron	mg	18.00	13.0	138
Vitamin B1	mg	0.70	0.7	100
Vitamin B2	mg	0.80	0.8	100
Niacinamide	mg	10.70	11.0	97
Vitamin B6	mg	1.20	0.9	133
Folic Acid	mcg	150.00	100.0	150
Vitamin B12	mcg	1.30	1.0	130
Vitamin A	mcg	375.00	400.0	94
Vitamin C	mg	53.30	40.0	133

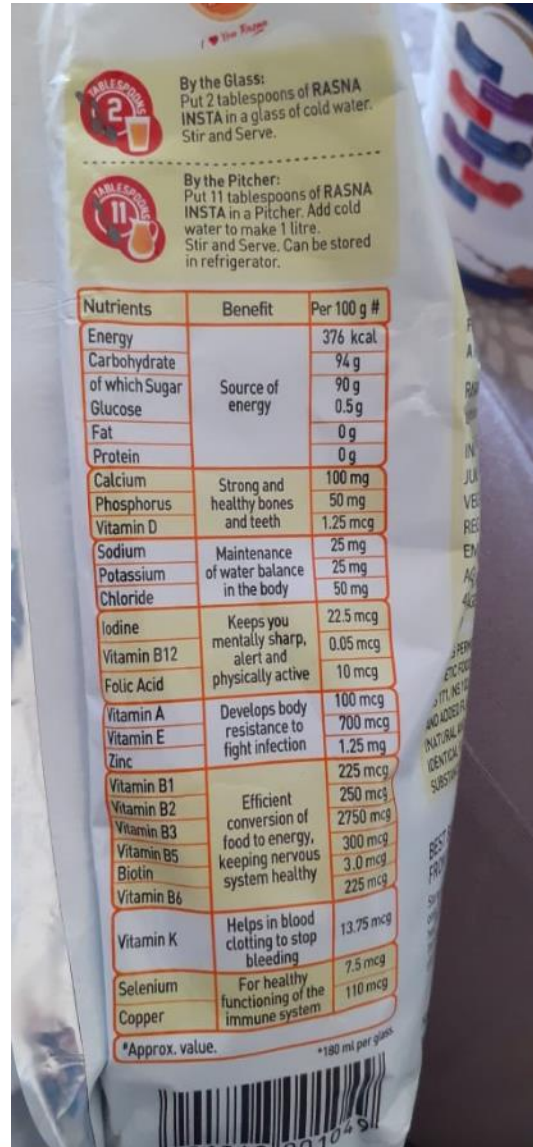
Nutrients	Unit	PER 100 gm	Indian RDA, Codex, WHO (4-6 yrs)	% RDA meet
B-Carotene	mcg	200.00	3200.0	6
Vitamin E	mg	4.00	5.00	80
Selenium	mcg	20.00	21.00	95
Iodine	mcg	90.00	110.00	82
Vitamin K	mcg	15.00	5.00	300
Pantothenate	mg	1.30	3.00	43
Biotin	mcg	10.70	12.00	89
Vitamin D	mcg	3.30	5.00	66
Copper	mcg	340.00	440.00	77
Molybdenum	mcg	23.00	22.00	105
Choline	mg	120.00	250.00	48
Phosphorus	mg	600.00	500.00	120
Manganese	mg	0.80	1.50	53
Potassium	mg	513.00	3800.00	14
Sodium	g	0.29	1.20	24
Chloride	g	0.41	1.90	22
Chromium	mcg	10.00	15.00	67
Carnitine	mg	8.50	NA	
Nucleotides	mg	6.00	NA	
Taurine	mg	36.00	NA	
Inositol	mg	40.00	NA	
Prebiotic FOS	g	2.00	3	
Probiotic	cfu	10 ⁸	10 ⁸ /day	

Nutritional Information

Nutrients	Unit	PER 100 gm	Indian RDA, Codex, WHO (4-6 yrs)	% RDA meet
Energy	Kcal	429.00	1350.0	32
Protein	g	15.50	20.1	77
Carbohydrate	g	62.5		
Sugar (Sucrose)	g	29		
Fat	g	13.00	25.0	52
DHA	mg	20.00	40.0	-
Calcium	mg	800.00	600.0	133
Magnesium	mg	54.00	70.0	77
Zinc	mg	4.80	7.0	69
Iron	mg	18.00	13.0	138
Vitamin B1	mg	0.70	0.7	100
Vitamin B2	mg	0.80	0.8	100
Niacinamide	mg	10.70	11.0	97
Vitamin B6	mg	1.20	0.9	133
Folic Acid	mcg	150.00	100.0	150
Vitamin B12	mcg	1.30	1.0	130
Vitamin A	mcg	375.00	400.0	94
Vitamin C	mg	53.30	40.0	133

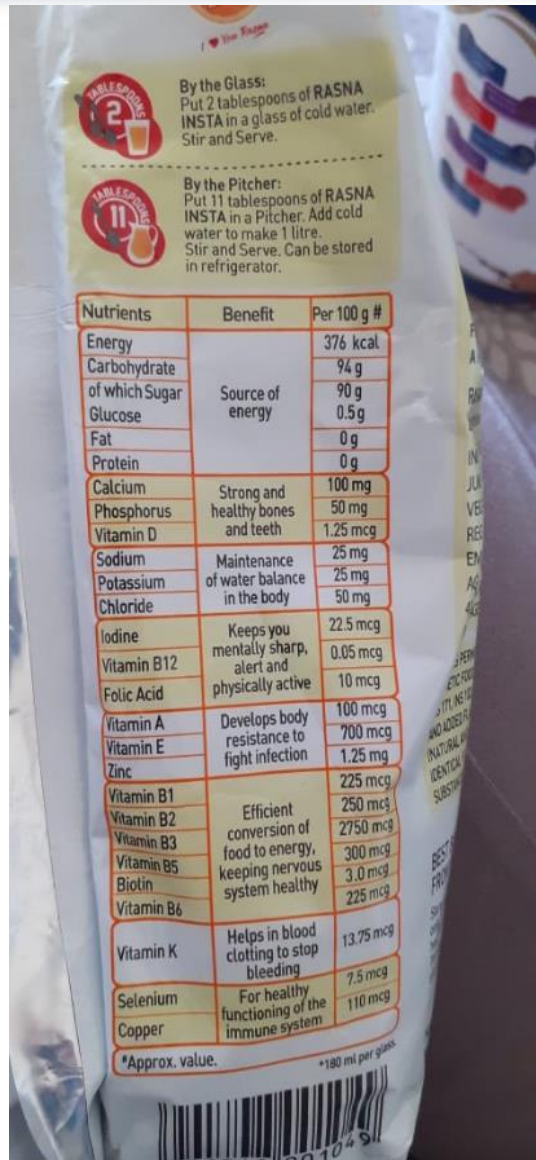
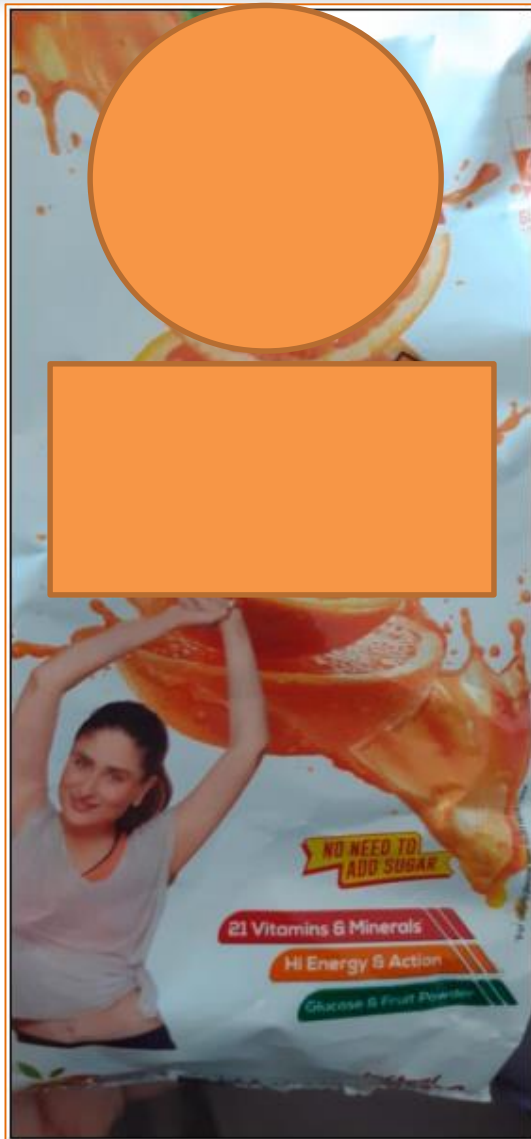
Nutrients	Unit	PER 100 gm	Indian RDA, Codex, WHO (4-6 yrs)	% RDA meet
B-Carotene	mcg	200.00	3200.0	6
Vitamin E	mg	4.00	5.00	80
Selenium	mcg	20.00	21.00	95
Iodine	mcg	90.00	110.00	82
Vitamin K	mcg	15.00	5.00	300
Pantothenate	mg	1.30	3.00	43
Biotin	mcg	10.70	12.00	89
Vitamin D	mcg	3.30	5.00	66
Copper	mcg	340.00	440.00	77
Molybdenum	mcg	23.00	22.00	105
Choline	mg	120.00	250.00	48
Phosphorus	mg	600.00	500.00	120
Manganese	mg	0.80	1.50	53
Potassium	mg	513.00	3800.00	14
Sodium	g	0.29	1.20	24
Chloride	g	0.41	1.90	22
Chromium	mcg	10.00	15.00	67
Carnitine	mg	8.50	NA	
Nucleotides	mg	6.00	NA	
Taurine	mg	36.00	NA	
Inositol	mg	40.00	NA	
Prebiotic FOS	g	2.00	3	
Probiotic	cfu	10⁸	10⁸/day	

Powdered beverage



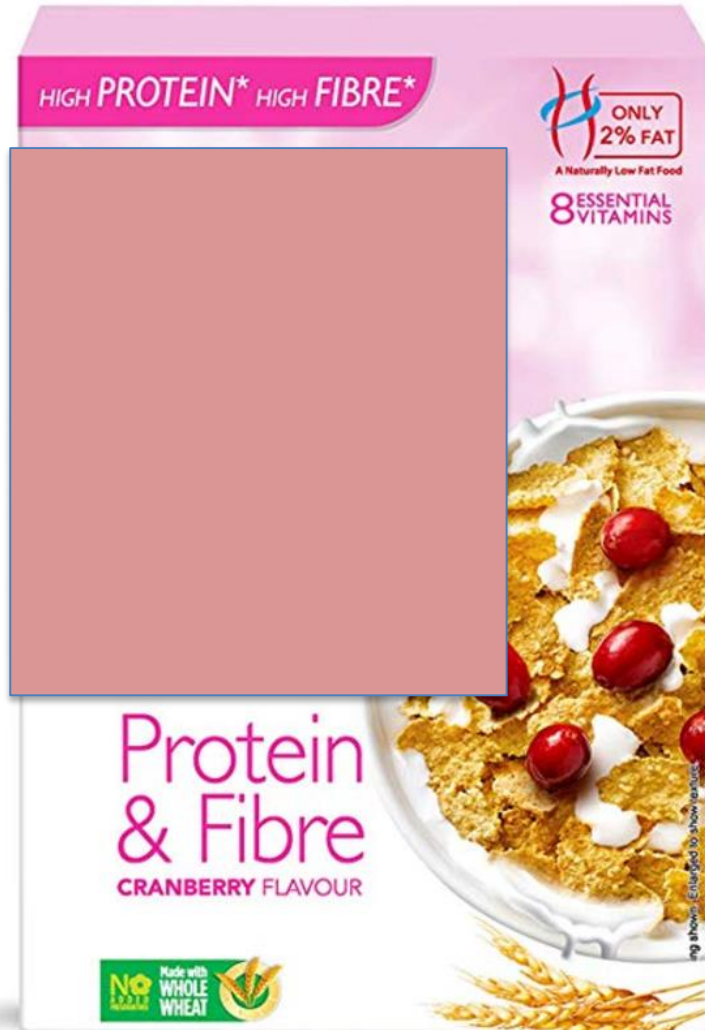
Nutrients	Unit	Per 100g	RDA adult	%RDA
Energy	Kcal	376	2320	16
carb	g	94		
Sugar	g	90		
Glucose		0.5		
Calcium	mg	100	600	16.7
Phosphorus	mg	50	600	8.3
Vitamin D	IU	1.25	5	25.0
Sodium	mg	25	2000	1.3
potassium	mg	25	3500	0.7
chloride	mg	50	2300	2.2
Iodine	mcg	22.5	150	15.0
Vitamin B12	mcg	0.05	1	5.0
Folic acid	mcg	10	200	5.0
Vitamin A	mcg	100	600	16.7
Vitamin E	mg	0.7	9	7.8
Zinc	mg	1.25	12	10.4
Vit B1	mg	0.225	1.2	18.8
Vit B2	mg	0.25	1.4	17.9
Vit B3	mg	2.75	16	17.2
Vitamin B5	mg	0.3	5	6.0
Biotin	mcg	3	30	10.0
Vitamin B6	mg	0.225	2	11.3
Vitamin K	mcg	13.7	60	22.8
Selenium	mcg	7.5	60	12.5
Copper	mcg	110	900	12.2

Powdered beverage



Nutrients	Unit	Per 100g	RDA adult	%RDA
Energy	Kcal	376	2320	16
carb	g	94		
Sugar	g	90		
Glucose		0.5		
Calcium	mg	100	600	16.7
Phosphorus	mg	50	600	8.3
Vitamin D	IU	1.25	5	25.0
Sodium	mg	25	2000	1.3
potassium	mg	25	3500	0.7
chlорide	mg	50	2300	2.2
Iodine	mcg	22.5	150	15.0
Vitamin B12	mcg	0.05	1	5.0
Folic acid	mcg	10	200	5.0
Vitamin A	mcg	100	600	16.7
Vitamin E	mg	0.7	9	7.8
Zinc	mg	1.25	12	10.4
Vit B1	mg	0.225	1.2	18.8
Vit B2	mg	0.25	1.4	17.9
Vit B3	mg	2.75	16	17.2
Vitamin B5	mg	0.3	5	6.0
Biotin	mcg	3	30	10.0
Vitamin B6	mg	0.225	2	11.3
Vitamin K	mcg	13.7	60	22.8
Selenium	mcg	7.5	60	12.5
Copper	mcg	110	900	12.2

Breakfast cereals



Nutrition Information

	○ Typical value for 30 g	○ 30 g serving with 120 ml of skim milk
Energy	109 kcal	144 kcal
Energy from Fat	5 kcal	5 kcal
Total Fat	0.6 g	0.7 g
Saturated Fatty Acids	0.2 g	0.2 g
Monounsaturated Fatty Acids	0.1 g	0.1 g
Polyunsaturated Fatty Acids	0.2 g	0.2 g
Trans Fatty Acids	0 g	0 g
Cholesterol	0 mg	0 mg
Total Carbohydrates	24.0 g	29.5 g
of which Sugar (Sucrose)	6.0 g	6.0 g
of which Dietary Fibre	3.0 g	3.0 g
Protein	3.3 g	6.3 g
Sodium	0.15 g	0.20 g
		(%RDA)
Vitamin A	30.0 µg	35.4 µg 6%
Vitamin C	7.5 mg	8.7 mg 22%
Thiamine (Vit B1)	0.2 mg	0.2 mg 23%
Riboflavin (Vit B2)	0.3 mg	0.3 mg 24%
Niacin (Vit B3)	3.0 mg	3.1 mg 26%
Vitamin B6	0.4 mg	0.4 mg 19%
Vitamin B12	0.1 µg	0.7 µg 69%
Folate	18.9 µg	18.9 µg 9%
Iron	5.3 mg	5.5 mg 26%

#Approximate Values

FSSAI schedule 1

11.	Protein	Source*	10% of RDA per 100 g for solids 5% of RDA per 100 ml for liquids or 5% of RDA per 100 kcal
		Rich / High *	20% of RDA per 100 g for solids 10% of RDA per 100 ml for liquid: or 10% of RDA per 100 kcal

RDA 60g/d
Protein met: 18%

Codex

COMPONENT	CLAIM	CONDITIONS (not less than)
Protein	Source	10% of NRV per 100 g (solids) 5% of NRV per 100 ml (liquids) or 5% of NRV per 100 kcal (12% of NRV per 1 MJ) or 10% of NRV per serving
	High	2 times the values for "source"

NRV: 50g/d
Protein met: 22%

*Guideline Daily Amount (2000 kcal diet). *Claims made per 100 g (solids) basis CODEX Guidelines for use of Nutrition and Health claims. CAC/GL 23-1997.

^B group vitamins – B1, B2, B3, B6, B12, Folate.



NUTRITIONAL INFORMATION*

	Per 100g	30 g serving + 120 ml skim milk
TOTAL ENERGY (kcal)	432	164
TOTAL FAT (g)	9.9	3.1
Saturated Fatty Acids (g)	4.6	1.4
Mono Unsaturated Fatty Acids (g)	4.1	1.3
Polyunsaturated Fatty Acids (g)	1.1	0.3
Trans Fatty Acids (g)	0	0
CHOLESTEROL (mg)	0	0
TOTAL CARBOHYDRATES (g)	78.6	29.1
of which Sugar (g)	24.9	7.5
Dietary fibre (g)	6.1	1.8
PROTEIN (g)	7.1	5.1

Approximate Values

If cereal is had with cows milk, the energy will increase by 46 kcales and the fat by 4.8 g

* Skim Milk Nutrient values from 'Nutritive Value of Indian Foods', NIN, ICMR "

ALLERGEN DECLARATION:
CONTAINS MILK AND MILK PRODUCT

INGREDIENTS
Ragi (50%), Sugar, Milk Solids, Edible Palm Oil, Bengal Gram Dal, Peas, Cocoa Solids (1.8%), Hydrogenated Vegetable Fat, Iodized Salt, Stabilizer (INS 170), Emulsifier (INS 322), Antioxidant (INS 320).
CONTAINS NATURE IDENTICAL FLAVOURING SUBSTANCE (CHOCOLATE)

HEALTHY CHOCOLATE WAS ONCE CONSIDERED AN OXYMORON. NOT ANYMORE. BLENDING OUR ❤️ FOR CHOCOLATE & OBSESSION WITH HEALTH, SOULFULL INTRODUCES RAGI BITES CHOCO FILLS. WHILE THE 🍫 IS MADE FROM NUTRIENT-RICH RAGI MIXED WITH COCOA 🍫. THE INSIDE IS GENEROUSLY FILLED WITH DELICIOUS CHOCOLATE FLAVOURED CREAM. 🍫🍫 SO GO AHEAD, INDULGE IN AS MUCH CHOCOLATE AS YOU WANT - WITHOUT GUILT!

Biscuits



NUTRITION INFORMATION*			
Nutrients	Per 100 g	Nutrients	Per 100 g
Energy kcal	457	Dietary Fiber g	1.0
Protein g	7.3	Vitamin B2 (Riboflavin) mg	0.15
Carbohydrate g	73.6	Vitamin B9 (Folic acid) mcg	18
(of which Sugars) g	30.0	Vitamin D mcg	1.5
Fat g	15.3	Calcium mg	90
(of which Saturated Fat) g	6.8	Vitamin B12 mcg	0.15
Trans Fat g	0.1	Iron mg	2.4
Sodium mg	361		

*Approximate Values
 *ProHEALTH is a creative rendition for the vitamin bundle of D, B2, B9 and B12.

Nutrients	Unit	Per 100g	RDA adult	%RDA
Energy	Kcal	457	2320	
carb	g	73		
Sugar	g	30		
Calcium	mg	90	600	15
Iron	Mg	2,4	17	14.1
Vitamin D	mcg	1.5	5	30
Vitamin B2	mg	0.15	1.4	10
Folic acid	mcg	18	200	9
Vitamin B12	mcg	0.15	1	15

Juice



NUTRITIONAL INFORMATION	PER 100ml**	PER SERVE 200ml**
Energy	47 kcal	94 kcal
Total Carbohydrate	11.5 g	23 g
of which Added Sugars	0 g	0 g
of which Natural Fruit Sugars	11.5 g	23 g
Total Fat	0 g	0 g
Saturated Fat	0 g	0 g
Trans Fat	0 g	0 g
Protein	0.2 g	0.4 g
Sodium	17 mg	34 mg
Potassium	229 mg	458 mg
Vitamin C [^]	3 mg	6 mg
Vitamin A [^]	45 mcg	90 mcg



Nutrition Information

○ Per 30 g serving

○ Per 30 g serving + 200 ml cow's / toned milk

Energy	114 kcal	248 kcal	
Energy from Fat	3 kcal	77 kcal	
Total Fat	0.3 g	8.5 g	
Saturated Fatty Acids	0.2 g	4.9 g	
Monounsaturated Fatty Acids	0 g	2.1 g	
Polyunsaturated Fatty Acids	0 g	0.5 g	
Trans Fatty Acids	0 g	0 g	
Cholesterol	0 mg	25.4 mg	
Total Carbohydrates	26.1 g	34.9 g	
of which Sugar (Sucrose)	2.5 g	2.5 g	
of which Dietary Fibre	0.8 g	0.8 g	
Protein	2.0 g	8.4 g	
Sodium	0.15 g	0.29 g	
			(%RDA)
Vitamin A	30.0 µg	30.0 µg	5%
Vitamin C	9.9 mg	13.9 mg	35%
Thiamine (Vit B1)	0.3 mg	0.4 mg	40%
Riboflavin (Vit B2)	0.4 mg	0.7 mg	67%
Niacin (Vit B3)	4.0 mg	4.2 mg	35%
Vitamin B6	0.5 mg	0.5 mg	25%
Vitamin B12	0.1 µg	0.4 µg	36%
Folate	25.2 µg	42.2 µg	21%
Iron	5.3 mg	5.7 mg	27%

#Approximate Values

Comparative claims

Nutrition claims

“Nutrition claim” means any representation which states, suggests or implies that a food has particular nutritional properties including but not limited to the energy value and to the content of protein, fat and carbohydrates, as well as the content of vitamins, minerals and other permitted listed nutrients and nutrition claims may include the following:

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- (b) at least ten per cent. of recommended dietary allowances, for claims about micronutrients other than sodium.



Polyunsaturated fatty acids	2.60 g
Linoleic acid (Omega 6)	2.20 g
Carbohydrate	61.70 g
Sugar (sucrose)	14.70 g

*On Per 100 g powder compared to other popular nutritional powders in market.



A healthy & delicious shake scientifically formulated by nutritionists with a blend of best in class whey and casein protein (PDCAAS 1) to support lean muscle building. It also contains dietary fiber, 26 vitamins & minerals and 5 superfoods to help you manage weight effectively for a slimmer fitter life. When replaced with one regular meal, you end up consuming upto 70% less calories vs. an average Indian meal with 50% daily Vitamin nutrition as per the recommended daily allowance (RDA).

2.9g FIBER
26 VITAMINS & MINERALS*
200* Kcals
UPTO 70%* LESS CALORIES



4 MEAL SERVINGS

with **Multigrain CRUNCHIES**

HI-PROTEIN MEAL-SOUP

LOW CALORIE MEAL

MEXICAN SWEET CORN

INSTANT SOUP | READY IN 1 MINUTE



CURATED BY CHEF *Kunal Kapoor*

11g* PROTEIN
5.9g* FIBER

26 VITAMINS & MINERALS
UPTO 70%* LESS CALORIES

5 PLANT
BASED
SUPERFOODS
QUINOA | MORINGA | AMARANTH | TRACOPHOS | TURMERIC

UPTO 10X PROTEIN
VS REGULAR SOUP*

across the world, it is a healthy blend of best in class protein (PDCAAS-1) to help you build lean muscle. It contains dietary fiber, vitamins, minerals and 5 superfoods to help you manage weight effectively for a slimmer fitter life. Compared to regular powdered soups it has upto 10X protein, upto 10X fiber & 26 vitamins & minerals to give you nutrition like a meal.

NUTRITIONAL INFORMATION

Nutrients	Per serve (45g soup powder + 8g Crunchies)	%RDA per serve
Energy (Kcal)	212	9
Protein (g)	11	18
Carbohydrates (g)	31.2	-
Total sugar (g)	6.8	-
Dietary Fiber (g)	5.9	15
Total Fat (g)	4.4	18
Saturated Fat (g)	3.1	-
Trans Fat (g)	<0.1	-
Sodium (mg)	802	-

UPTO **10X** PROTEIN
VS REGULAR SOUP*



1 CUP OF Brand A **IS EQUAL TO**
2 CUPS OF Brand B

1 cup of Complian contains 5.94gm of protein.
That's equal to 2 cups of Horlicks containing 5.94gm of protein.





End