

# HFSS Index by Spoon Guru



Robust health profiling capability and accurate HFSS (High Fat, Salt, Sugar) analysis, at speed, across tens of thousands of SKUs.



## The Challenge

Potential retailer & supplier impact from new HFSS Legislation:

- Financial risks around compliance
- Build a whole new system for NPM
- Own label formulations
- Identification of HFSS products
- Promotion & space planning
- Time crunch / speed to market
- Resource allocation
- Delays understanding category impacts



## The Solution

Spoon Guru's HFSS Index scores products based on government Nutrient Profiling Models (NPM) alongside a proprietary fruit, vegetable and nut (FVN) scoring system.

## Our Methodology

### 1 PRODUCT DATA EXTRACTED

- ✓ INGREDIENTS
- ✓ SUB-INGREDIENTS
- ✓ NUTRITIONAL INFORMATION
- ✓ HEALTH CLAIMS

### 2 CALCULATIONS MADE USING SPOON GURU AI ENGINE

**Fruit-Veg-Nut (FVN) Score:**  
Our unique process allows for a highly accurate calculation of this score based on the **ingredients**

**Nutritional Profile Model (NPM) Score:**  
Following governmental guidelines, this calculation is based on a product's **nutritional composition**

### 3 ACCURATE HFSS INDEX ASSIGNED

- ✓ NON-HFSS
- ✓ CLOSE HFSS
- ✓ HFSS

### Trusted by industry leaders



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## Services Offered

### Core Services:



A spreadsheet identifying HFSS for own label products with 100% accuracy at scale, or by category for national brands, based on label information. This can be filtered by range, category and price point.



An assessment of FVN information & NPM scoring to isolate borderline products. Borderline HFSS products are manually assessed by our QA team.

### Additional Services:



**HFSS Tag:** As suppliers reformulate, we deliver daily attribution of HFSS and non-HFSS products into your master data management platform to enable planning, trading and execution



**Smart Swaps Similarity Engine:** A promotionally-driven Smart Swaps product to incentivise healthier food purchases. Our NPM capability is combined with our similarity engine to recommend products in the same category with similar mass and format, including commercial requirements such as price.



**Retailer Health Score:** Each shopper's basket health is tracked and aggregated into a shopper health score, allowing you to track and report changes in behaviour.

## Benefits

- Quickly identify size of impact of HFSS regulation, category by category
- Quickly identify which products will no longer meet regulations and flag to store operations, trading and promotional planning, and category teams
- Immediately support your conversation with category leaders
- Identify healthier products that can still meet customer and commercial needs, allowing you to test new offers and ranging ideas as early as possible



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## Definition of HFSS Foods

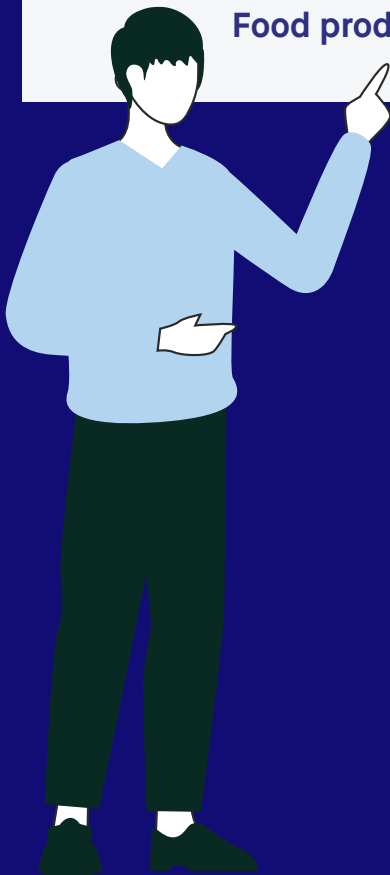
Prepacked food and drink in the following categories will be restricted if they are considered HFSS (High Fat, Sugar, Salt):

*Soft drinks, cakes, chocolate or sugar confectionery, ice cream, morning goods (e.g. pastries), puddings, sweet biscuits, breakfast cereals, yogurts, milk-based or juice-based drinks with added sugar, pizza, ready meals, meal centres, (including breaded & battered products), savoury snacks, crisps, chips and similar potato products.*

The 2004/5 Nutrient Profiling Model (NPM) will be used to determine this.

**Food products  $\geq 4$  are HFSS**

**Drink products  $\geq 1$  are HFSS**



The new legislation coming into force in the UK in **October 2022** will introduce the following restrictions for retailers:



### Product Placement:

HFSS products to be banned instore at entrances, aisle ends, checkouts, and at their online equivalents - entry or landing pages, shopping baskets, payment pages



### Product Promotions:

The sale of volume promotions on HFSS food & drinks will be prohibited (buy one get one free, three for two offers etc)

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