WHY IT MATTERS

Whilst health has been a priority for both the Government and shoppers for several years, Covid-19 has led to more of a focus on people’s health than ever before. At KP we are passionate about doing the right thing by our people, the environment, communities and consumers. When we launched our Taste for Good corporate responsibility programme in 2018, we set ourselves specific targets to guide the way we develop, manufacture and market our snacks, reflecting the ‘good for consumers’ element of our Taste for Good goals. Providing people with healthier options to enjoy as part of a balanced diet and healthy lifestyle, has become even more important for us as a business. This short report summarises the progress we’ve made so far.

At the start of our Taste for Good journey we created a model to categorise our product range based on their nutritional profiles, ingredients and portion size. This helps us to drive our approach to reformulation, new product development and growing sales of our more permissible products in order to deliver on our pledges. We benchmarked our model versus external criteria and guidelines already in use in the UK, ensuring that we considered current public health initiatives, so our criteria is relevant for our market and addresses consumer and customer needs.

Our categories group products based on their calories per portion and their levels of fat, saturated fat, sugar and salt. We also consider the amount of positive nutrition ingredients they contain such as nuts, fruit, vegetables and/or wholegrains and the absence of artificial colours, flavours, flavour enhancers and sweeteners.
## Progress on Our Pledges

### Our Pledges by 2025

#### Healthier Snacking - Our Overall Objective

Increase the number of products with 100 kcal or fewer per pack by 50%.

### Where We Started from March 2018

- We had 23 products with 100 kcal or fewer per pack.

### What We’ve Achieved So Far as at March 2021

- We now have 30 products with 100 kcal or fewer per pack (a 30.4% increase since baseline)

#### Saturated Fat

Continue to use lower saturated fat vegetable oils to ensure at least 75% of our products continue to contain 4g or less saturated fat per 100g.

- 78% of our portfolio was ≤4g of saturated fat per 100g.
- 80% of our product portfolio currently contains ≤4g saturated fat per 100g.

#### Salt

Reduce salt by a further 5% across our total range by changing existing recipes and introducing new lower salt products.

- When we made our salt pledge in 2018 we had already made a lot of progress on salt reduction since we began reformulations in 2005. We had achieved a salt reduction of 55% in Wheat Crunchies, 47% in Discos, 42% in Hula Hoops and 25% in our core McCoy’s flavours.
- Since our 2018 pledge we have made a 2.72% salt reduction across our total range.

#### Sugar

At least 60% of our products will continue to have 5g of sugar or less per 100g. We will also reduce sugar in our popcorn range by 5%.

- 69% of our products were already ≤5g sugar.
- 69% of the KP product portfolio in 2021 contains ≤5g sugar per 100g.

#### Artificial Flavours

Continue to remove artificial flavours, flavour enhancers and sweeteners from our products.

- In 2018 our range was:
  - 83% free of artificial flavours
  - 92% free of added flavour enhancers
  - 98% free of artificial sweeteners
  - 100% free of artificial colours
- As at March 2021 our range is:
  - 89% free of artificial flavours
  - 94% free of added flavour enhancers
  - 98% free of artificial sweeteners
  - 100% free of artificial colours
COMMUNICATING CLEARLY ON NUTRITION

Over the past year, we have added colour coding to Reference Intake icons across a number of our existing brands and new product launches.

Our aim is to always make it as easy as possible for consumers to make an informed choice, not just with Reference Intakes, but by highlighting product attributes such as whether they are high in fibre, gluten free or a good source of protein.

![Image of snacks](image)

<table>
<thead>
<tr>
<th>Energy</th>
<th>Fat</th>
<th>Saturates</th>
<th>Sugars</th>
<th>Salt</th>
</tr>
</thead>
<tbody>
<tr>
<td>398KJ/94kcal</td>
<td>3.2g</td>
<td>0.3g</td>
<td>0.6g</td>
<td>0.51g</td>
</tr>
</tbody>
</table>

Each 23g pack contains 5% of an adult’s reference intake.

Energy per 100g: 1716kJ / 410kcal

OUR PEANUTS ARE:

❤ NATURALLY HIGH IN FIBRE
❤ A SOURCE OF PROTEIN
❤ CONTAIN ESSENTIAL VITAMINS AND MINERALS.