



## Best Nutritional Profiles for All

Provide the best nutritional experience through healthier and simple and natural recipes with positive nutrition in every choice

Over time we have worked to improve the nutritional profiles of our products through guidelines and concrete actions seeking to remain in the preference of our consumers. We have defined internal standards to offer our consumers delicious products that make easier for them to integrate better diets. Our GB nutritional guidelines have evolved over time incorporating the latest updates in the field of nutrition and the needs of our consumers to provide products of superior nutritional quality.

Malnutrition affects 1 in 3 people globally; this also has an impact in the development of Noncommunicable diseases (NCDs) such as cardiovascular diseases and diabetes. NCDs and diet deficiencies are considered one of the main causes of death in the world and represent a high cost to governments in public health.

In 2013, the World Health Organization developed the **Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2020**, within the framework of the 2030 Agenda for Sustainable Development. Within this plan are the nine global goals that will have the greatest impact on reducing mortality from NCDs, many of which have their origin in poor diets and malnutrition, hence the importance of building healthier food systems.

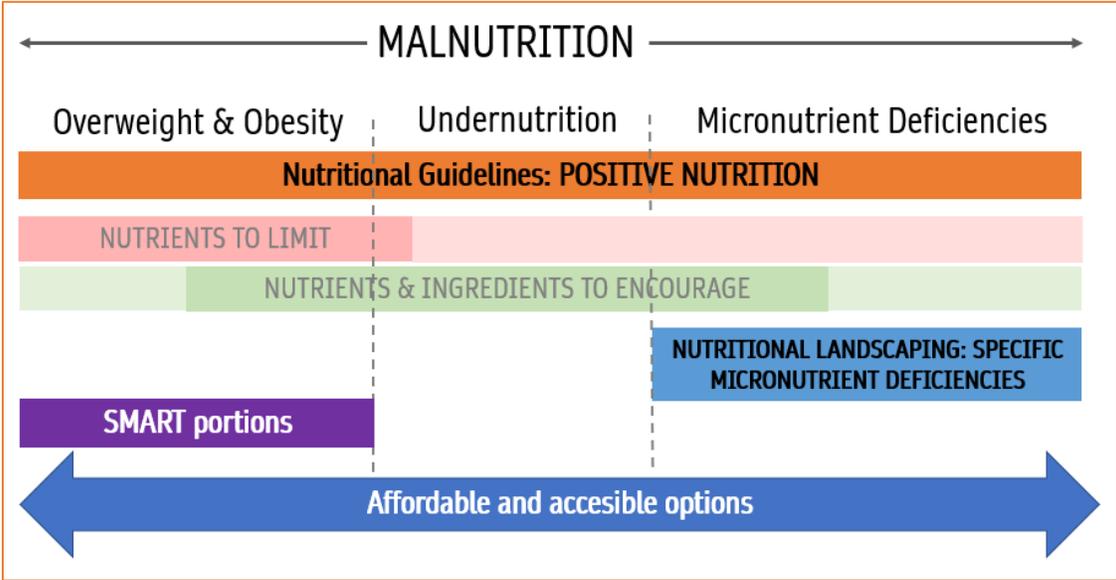
Aligned with the WHO recommendations to build better diets that have a positive impact on the reduction of malnutrition and the development of NCDs, we have established different lines of action to improve the nutritional quality of our portfolio through products that are in the taste of our consumers and that, at the same time, represent attractive options that facilitate them to adopt better lifestyles.

Among the recommendations defined by the WHO considered to improve the nutritional quality of our product offering and the construction of our GB Nutritional Guidelines, are the following:

- *Reduce the level of salt/sodium added to food (prepared or processed).*
- *Increase availability, affordability and consumption of fruit, vegetables and plant-based food.*
- *Reduce saturated fatty acids in food and replace them with unsaturated fatty acids*
- *Replace trans-fats with unsaturated fats.*
- *Reduce the content of free and added sugars in food and non-alcoholic beverages.*
- *Limit excess calorie intake, reduce portion size and energy density of foods.*
- *Develop policy measures that engage food retailers and caterers to improve the availability, affordability and acceptability of healthier food products (plant foods, including fruit and vegetables, and products with reduced content of salt/sodium, saturated fatty acids, trans-fatty acids and free sugars).*

Similarly, to address problems related to undernutrition and micronutrient deficiencies in those countries where we are present, we have established a strategy that allows us to evaluate and define where to focus our actions by developing products fortified with micronutrients targeted to vulnerable populations with nutritional deficiencies or needs.

**Our approach to address malnutrition:**



**Our ambition for 2030 is to offer simple and natural recipes with positive nutrition in all our product offering.**

**Positive Nutrition**

Our body requires a variety of nutrients to perform basic activities. Therefore, it is important to balance all the nutrients we require in our diet.

Public policies primarily restricted the content of critical nutrients, nutrients to be limited in a diet. However, there is evidence to support the concept that the lack of nutrients in a diet can have a more negative impact on health.

Consequently, we did not only focus on reducing sodium, saturated and trans fatty acids and added sugar content in our product offer. We also increased relevant nutrients in our diet such as: fiber, plant-based proteins, and micronutrients.

Positive nutrition is the nutritional balance to be achieved in our products by means of maximum levels of nutrients to be limited in the diet and evaluating the positive nutrition balance of our products through Nutrient Profiling Systems such as the HSR.

**Natural & simple recipes**

Consumers increasingly prefer easy-to-understand ingredients, with no artificial additives, preservative-free, and no artificial colors and flavors among others. Consumers believe in simple, clear, trustworthy, transparent, and authentic products.

"Natural" refers to different understandings and scopes. In this sense, our concept of natural focuses on the amount and type of ingredients and additives in our recipes, using only no-artificial ingredients. We place special emphasis on ingredients which our consumers and stakeholders have voiced a concern about due to their potential impact on the environment or the quality of the diet.

To define the scope of "naturalness" within our product categories, our recipes must now meet different levels of clean labeling.

In order to assess the nutritional quality of our portfolio, as well as to guide our efforts to develop the best options that reinforce our commitment to deliver products with healthier and simple recipes, we defined a nutritional standard according to different principles. (Annex 1)



## Our Commitments 2030 (public)

100% of our baking and snacks offerings will consist of simple and natural recipes with nutrition in every bite ensuring affordable options in all our points of sale.

- 100% our baking and snacks will be made using simple and natural recipes.
- 100% our baking and snacks will provide positive nutrition.
- 15% of the sales of our occasional consumption portfolio will be in the form of “controlled portions”.

## 2025 Goals (public)

100% of our daily bread, buns & breakfast offering will consist of simple and natural recipes with nutrition in every bite, ensuring affordable options in all our points of sale.

- 100% of our daily bread, buns & breakfast portfolio will be made using simple and natural recipes.
- 100% of our daily bread, buns & breakfast portfolio will provide positive nutrition.
- 90% of our daily white bread, buns & breakfast portfolio will have at least 2g fiber /100g.
- Top seller brands/products of our occasional consumption portfolio for adults must meet our published guidelines on saturated fats, trans fats, added sugars and sodium or:
  - o will offer portion control options or,
  - o will offer line extensions with positive nutrition and/or free from artificial colors & flavors.
- Launch at least 1 program per region to support vulnerable groups through accessible and affordable products with positive nutrition.

## 2022 Actions (internal)

In every country and at every point of sale, we will offer a wide variety of affordable daily consumption products with positive nutrition

- 100% of our daily consumption portfolio must meet our published guidelines on saturated fats, trans fats, sugars, and sodium.
- 100% of our daily consumption portfolio will be free from artificial colors and flavors.
- 100% of our grain specialty bread and specialty buns portfolio will provide positive nutrition.
- Define the internal portion guidance for Grupo Bimbo using international nutritional guidance.

## Glossary- Best nutritional profiles for all

1. **Affordable and accessible products:** Products with a wide distribution range (more than a trading channel with over 50% of range) and a cost per piece at least 5% under the average category.
2. **Control-portion** are those products whose presentation or format is focused on promoting moderate consumption helping consumers to choose a healthy amount of a certain product:
  - a. Occasional products targeted to adults:
    - i. Snacks and bakery products: Products with equal or less than 250 Calories, single-serve packages, individually wrapped.
3. **Grains specialty bread & buns:** breads & buns containing whole cereal flours and/or whole grains (including reconstituted whole cereal flours), if the total quantity is more than 15 parts for each 100 parts by weight of flour used.
4. **Natural & Simple recipes:** To define the scope of "naturalness" within our product categories, our recipes must now meet different levels of clean labeling.  
Daily consumption categories: Must meet "Friendly" level (less than 10 ingredients, all recognizable by the consumer)  
  
Occasional consumption categories: should be made up by simple recipes in which the number of ingredients is reduced to the lowest possible number according to the technological and sensory feasibility, regulatory compliance, and the clean label level as defined in our Nutriguides (No artificial) (tables Annex 1).
5. **Positive nutrition:** considers an improved nutritional standard in which the levels of nutrients to limit are established (saturated and trans fats, sugars and sodium) as well as for nutrients to encourage (whole grains, proteins, fiber, etc). Said levels are defined in the Nutriguides (tables Annex 1). From 2025, positive nutrition will be measured through the compliance of the HSR stars, according to the target and frequency of consumption of the product.
6. **Top seller brands/ products:** 10 products that report the highest sales at the country/region level in which they report.
7. **Vulnerable groups:** people at risk of suffering from food insecurity or malnutrition due to the presence of nutritional factors.

# Nutritional Guidelines

**V3.0**

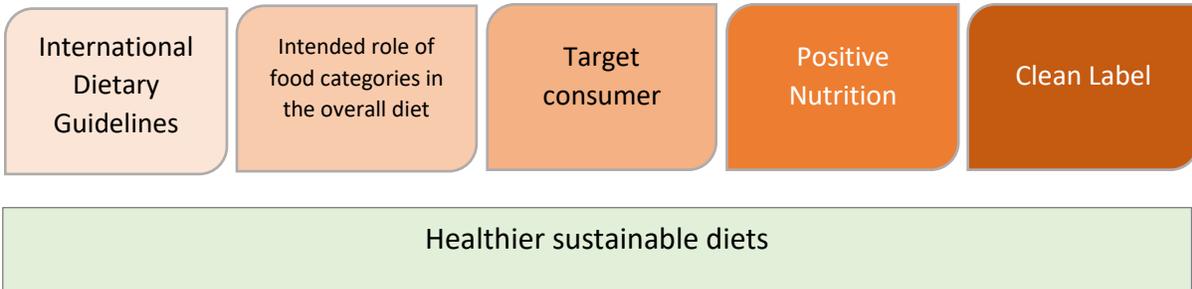
**(Annex 1)**

# Annex 1

## Nutriguides

Principles guiding the nutritional quality of our product offer

### GB Nutritional Guidelines (Nutriguides)

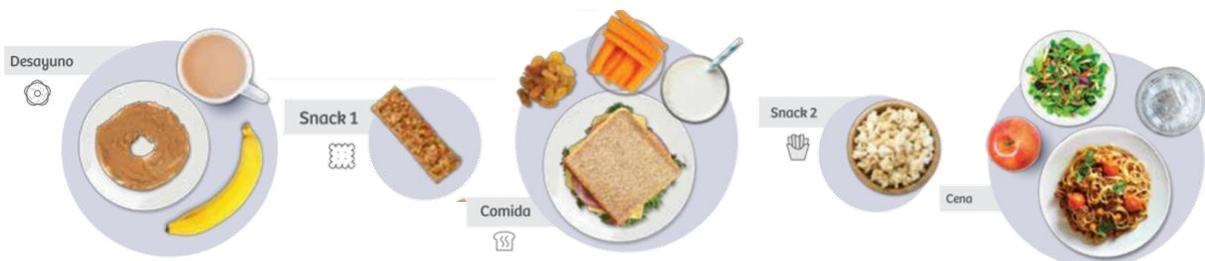


#### Principle 1: International dietary guidelines.

Locally defined dietary guidelines and food recommendations are educational tools that provide the guidance so that populations can have correct eating patterns at an individual and collective level. Dietary Guidelines consider the best scientific evidence there is in a country in terms of biological, economic and socio-cultural aspects, as well as habits and customs according to local food culture.

Guides establish consumption parameters for different food groups (fruits, vegetables, cereals, dairy products, proteins, among the most important ones) as well as the proportion to be eaten in the diet to meet daily nutritional recommendations established for the population. These recommendations consider principles such as balance, variety and safety according to taste and culture.

Having a greater understanding of the role played by our products in the different eating patterns established in the countries where we operate, allows us to build differentiated standards according to the impact they have on a daily diet.



## Principle 2: Intended role of food categories in the overall diet

All foods have an important place in our diet, those we perceive as healthier, as well as those that provide us with a moment of indulgence. The important thing is to understand that foods have different roles and times to be consumed, and some more or less frequently than others.

Foods included in our diet more frequently should consider a stricter nutritional quality, otherwise we should consume them occasionally.

In view of the foregoing, we segmented our product categories into daily consumption and occasional consumption categories.



## Principle 3: Target Consumer

In the same way that we evaluate the differences in consumption patterns, we also understand nutrient and energy requirements between children and adults are different. Consequently, product offer for each type of consumer cannot be the same. In order to develop a differentiated offer for children and adults, we consider parameters aligned with the daily requirements based on local recommendations and guidelines through the Daily Reference Values as set forth for the different target consumer.

In those countries where there are no Daily Reference Values for all or any specific nutrient, the following values will be considered:

Nutrients	VNR Adults	VNR children
Energy	2000 Cal	1700 Cal
Saturated fats	10% of total Cal [20g.]	10% of total Cal [19g.]
Trans fat	< 1% of total Cal	< 1% of total Cal
Added sugars	10% of total Cal [50g.]	10% of total Cal [42.5g.]
Sodium	2000 mg.	1700 mg.
Dietary fiber	25g.	15g.

#### **Principle 4. Positive Nutrition**

We want our portfolio to meet high standards of nutritional quality even in those products intended for indulgence. It becomes relevant to offer options that comply with international recommendations on nutrient content with greater impact on the diet, while also taking special care that our offer continues to be liked and accepted by our consumers.

Our goal is to offer positive nutrition every time our products are consumed, that is, products that do not exceed the limited content of nutrients and provide an adequate content of nutrients to be encouraged.

We know that a food by itself does not determine the quality of a diet, however, through our offer, we seek to help our consumers make better consumption decisions by means of the options we offer. In those products we intend to include on a more frequent basis into the diet, we have established stricter nutritional thresholds due to the impact they may have on it, as compared to those products to be occasionally consumed.

We consider maximum levels of nutrients to be limited such as saturated fats, trans fats, added sugars and sodium and an adequate level of fiber, proteins, vitamins and minerals for the product to be nutritionally positively balanced depending on the product categories and the target consumer to whom they are addressed.

#### **Principle 5. Clean labeling**

In addition to working on improving the nutritional quality of our recipes, we also seek to offer products with fewer and better ingredients with which our consumers are more familiar. We understand that the new consumer trends are focused on more natural foods with simpler recipes and with ingredients and nutrients our consumers may find in their pantries every day.

We have therefore drafted guidelines to develop product that meet our promise: Simpler and more natural recipes.

In order to achieve this, we have established different levels of clean labeling in our GB Clean Label Global Guidelines. We will define actions that allow us to reduce the number of ingredients to the extent that technology and consumer acceptance allow us according to them.

Each product category has a defined level of clean labeling, as well as goals over time to achieve the objectives that we have set.

Levels of clean labeling:

