



Portion GUIDELINES

Grupo Bimbo

PORTION SIZE GUIDELINES- GRUPO BIMBO

CLEAR PORTIONS TO NOURISH A BETTER WORLD

The portion size of the food we eat as part of our diet has become increasingly relevant in recent years as part of an attempt at finding solutions to fight overweight and obesity at the same time we get to continue enjoying certain type of products.

Portion content and size, number of portions, and frequency of consumption are some of the issues under the spotlight for food and nutrition experts, governments and the food industry around the world. This because of a common agreement on two facts:

1.- Portion size has an important influence on the amount of food ingested. Since there is no doubt about the influence portion size has, knowledge and management of said portions are crucial for controlling the daily energy intake and nutrients, as well as for the uptake of a healthy lifestyle at all levels and demographic groups.

2.- Portion sizes available and ingested have increased slowly but steadily in recent decades, which has derived in an increase of the energy we consume and, consequently, has become a driver of the increasing overweight and obesity rates, as well as food waste.

Food portions tend to be a powerful tool to share information on nutrition with consumers, to empower them to make better decisions and to raise awareness on the impact food has in their diet based on actual serving sizes. Knowing more about the portions we eat in each meal helps us create better and more varied diets where all foods are included in the right portions and at the right times. On one hand, there are those products which consumption should be boosted and be included in bigger and more frequent portions such as fruit, vegetables, plant-based proteins, and cereals (mostly whole grains). On the other hand, there are those products perfect for a moment of indulgence such as confectionery products, salty snacks, and products, with a high content of added sugars; these should be part of our diet in smaller portions and less frequently.

Our internal guidelines on portions aim at:

- Providing information on the actual consumption of our products through a serving size guide which enables them to make informed decisions about what they eat.
- Setting parameters to determine the characteristics of our products with portion control which will allow our consumers to enjoy their favorite products with less calories.

According to these objectives, our guidelines are divided in two main sections:



SERVING SIZE GUIDE:

A clear communication of what the real portion size of our product categories is enables our consumers to understand their nutritional impact resulting in the following benefits:



Foster sensible consumption

helping them design and enjoy better diets in which all foods are eaten in the right portions and moments.



Offer transparency

regarding the real nutritional impact of our products in a meal.



Help reduce food waste

by sharing friendly information on the portion to eat.

Technical and regulatory criteria to set a portion size guide.

There are two approaches to define food portion sizes:



PHYSIOLOGICAL APPROACH

This approach takes the nutritional needs of a specific population as its starting point; experts apply that knowledge to decide how much of each foodstuff is the right amount to eat. This is what is known as recommended portion or portion size.



STATISTICAL APPROACH

This approach uses estimations of what most of the population consumes regularly, commonly applying national regulatory frameworks. For example, the current legal definition in Colombia (Ruling 333 of 2011) states that "[...] a portion can be understood as the amount of food normally eaten at once[...]" The portion obtained with this approach is commonly known as serving size.

For this guide, the second approach will be applied, meaning serving size (statistical approach), which implies we will consider the portion people actually eat of a product at one specific moment. This in order to develop our own portion design and presentation strategies, as well as communication strategies to share the information about said portions and, in doing so, benefit our consumers.

Serving portions are defined based on the reference amounts set forth for each product category.

PRINCIPLES OF GB PORTION GUIDE:

A clear communication of what the real serving size of our product categories is enables our consumers to understand their nutritional impact resulting in the following benefits:



Commitment to our consumers' nutrition and wellbeing.



Transparency of the information offered regarding portions.



Creation of a strategy applying state-of-the-art scientific knowledge on the matter.



Strict compliance with standards and regulations on portions and nutrition facts.



Easiness of the decision-making process regarding portions and meals.

GUIDELINES:

- 1.- We fully comply with applicable local regulations on portions.
- 2.- In those countries where it is not determined how or what portion sizes that are to be stated on the packaging, the criteria set forth in the these guidelines will be followed.

Product categorization based on their consumption

Daily Consumption
Bread
Bakery
Tortillas and Flat Bread
English Muffins
Bagels

Occasional Consumption
Cakes
Cupcakes
Crackers and Cookies
Sweet Bread
Cereal Bars With or W/o Filling
Salty Snacks
Bread Crumbs
Toasted Bread
Tostadas
Tortilla Chips
Pizza Crust

Setting internal reference amounts to determine serving sizes.

Based on the statistical evidence obtained on servings used by different countries where GB is present, as well as the regulatory frameworks of countries where reference amounts are used to determine serving sizes, the following GB internal reference amounts have been set for each product category.

Daily consumption		
Category	Reference amount	Rudimentary Measure
Bread	Always refers to two slices	Slice
Bakery	50g	Piece
Tortillas Corn tortillas Wheat tortillas	30g	Piece
English Muffins	55g	Piece
Bagels	85g	Piece



Occasional consumption		
Category	Reference amount	Rudimentary Measure
Cakes	40g	Fraction
Cupcakes	40g	Piece
Crackers and Cookies	30g	Piece
Sweet bread	50g	Piece
Bars Without Filling/Coating	30g	Piece
Bars With Filling/Coating	40g	Piece
Salty snacks	30g	Cup or piece
Bread Crumbs	30g	Cup
Toasted bread	30g	Piece
Tostadas	12g	Piece
Tortilla chips	30g	Piece
Pizza Crust	55g	Piece
Spreads	40g	Tablespoonful

Setting a serving size based on the type of presentation

The previously mentioned reference amounts will be used to determine the serving size of the product, the number of servings per package and its presentation (for one, to share, family size).







Types of packaging presentation. It will be defined according to the following rules:

For One	Net content < 2000/o reference amount
To Share	Net content 2: 2000/o < 3000/o reference amount
Family Size	Net content 2: 3000/o reference amount
Multipacks	Containers prepackaged in-house

Serving Size. Once the type of presentation has been established, the serving size will be determined according to the following:

Presentation	Serving Size
For One	Portion= net content
To Share	Portion = net content or number of pieces/slices/cups/ tablespoonfuls closer to the reference amount. Option 1 or 2 to be determined for each business unit based on local consumption.
Family Size	Containers prepackaged in-house
Multiempaques	Internal prepackaged containers

Example of the implementation of guidelines:

  <p>Individual Presentation</p> <p>Net weight: 51g (< 200%)</p> <p>Portion= 51g</p>	  <p>Sharing Presentation</p> <p>Net weight: 85g (> 200% <300%)</p> <p>Portion = 4 cookies (34g) or 85g</p>	  <p>Family presentation</p> <p>Net weight: 170g (>300%)</p> <p>Portion = 4 cookies</p>
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Portion Control Offer

Introduction






Smart Portions, Better Diets

In addition to the importance of clearly stating on our packages what the serving size of our categories is, we aim at creating differentiated products in the market which allow our consumers to choose the products they like in controlled portions.

Portion control is a very efficient strategy to help consumers normalize an intake of smaller portions and include all food groups while they limit their energy intake. This is of great help to support them build better diets through mindful eating without giving up taste or the chance to indulge themselves.

Features of our portion-control offer:






Our goal is to offer portion-controlled products with the following characteristics:

PORTIONS				
S	M	A	R	T
 <p>Special Occasions to celebrate, share or enjoy your favorite food promoting moderate consumption.</p>	 <p>Mindful to consciously enjoy those foods we love and the process of including them in our diet. Through individually packaged options we can control what we eat.</p>	 <p>Aligned with healthy lifestyles for a guilt-free moment of indulgence through calorie-controlled options.</p>	 <p>Ready to eat to snack anywhere with options in individual packages that allow you to enjoy the moment while limiting calories.</p>	 <p>Tasty with delicious options, full of flavor and appealing to the senses.</p>

The following was considered when establishing the characteristics of the products with portion control:

- 1.- The recommended moment to eat them including snacks or in-between meals.
- 2.- Recommended energy intake for each meal was taken into consideration considering five meals: breakfast, lunch, dinner and two snacks in between along the day.

3. On the basis of the above mentioned, the following was defined:

	"SMART" Portion		"SMART" Portion	
				
Breakfast	Snack	Lunch	Snack	Dinner
25% (+/-5%)	15% (+/-5%)	30% (+/-5%)	15% (+/-5%)	15% (+/-5%)
Total caloric intake	Total caloric intake	Total caloric intake	Total caloric intake	Ingesta calórica total*
* According to the age group: Adults (Approx. 2000-2500 kcal) Children 1700 kcal				

4. For children, the following criteria will be considered for products with portion control:

I. Snacks and bakery goods

Products with 200 kcal or less per portion. Single portion individually wrapped.

5.-For adults:

I. Snacks and bakery goods

Products with 250 kcal or less per portion. Single portion individually wrapped.



