



GLOBAL PRODUCT CATEGORIES AND NUTRITION TARGETS

LET'S MAKE
LIFE
Delicious
Kraft *Heinz*

Introduction

At Kraft Heinz, our vision is to sustainably grow by delighting more consumers globally. Delighting our consumers includes delivering great tasting food that our consumers can enjoy as part of a healthy lifestyle.

We have therefore committed to setting nutrient targets by product category that will help consumers better meet dietary guidelines by focusing on limiting nutrients of concern as a first step. Incorporating positive nutrition is also part of our nutrition strategy, with a particular focus on nutrients and food groups to encourage, portion balance, and overall nutrient density.

This document outlines the upper limits for nutrients of concern established by our Global Nutrition Group within 51 categories that represent the breadth of our global portfolio. Within each, upper limits for calories, sodium, sugar, and saturated fat have been established based on the product's typical usage and composition, while also considering taste, texture, food safety and regulatory requirements.

While these targets apply to our total global portfolio, other targets may apply based on voluntary or mandatory local guidelines or requirements. Local targets will not be more lenient than the Global Nutrition Guidelines, however.

Nutrient Daily Values*	
Energy	2000 kcal
Saturated fat	20 g
Added sugar	50 g
Sodium	2300 mg

*Nutrient Daily Values are based on recommendations published by the World Health Organization, the European Food Safety Authority, and the U.S. Institute of Medicine

**All targets are as packaged unless otherwise indicated*

***Due to variable serving sizes, country per serving targets may vary. All targets are consistent per 100g*

SAUCES/CONDIMENTS

Product subcategory	Description	Nutrient Criteria	/100g
Tomato Ketchup	All tomato ketchups, regular and flavored e.g., TK, hot TK, curry ketchup	Energy Saturated fat Total sugar Sodium	≤135 kcal ≤1g ≤25g ≤940mg
Spoonable dressings & mayonnaise	All spoonable dressings, (light) mayonnaise and emulsified sauces e.g., mayonnaise, tartar, aioli garlic and burger sauces	Energy Saturated fat Total sugar Sodium	≤670kcal ≤10g ≤13.5g ≤830mg
Pourable/salad dressings oil-based	All oil-based pourable and salad dressings e.g., Italian, Asian, Catalina, French, vinaigrette dressings	Energy Saturated fat Total sugar Sodium	≤230kcal ≤3.5g ≤16.5g ≤1165g
Pourable/salad dressings creamy or cream-based	All pourable and salad dressings with cream or a creamy texture e.g., Ranch, Caesar, yoghurt, blue cheese dressings	Energy Saturated fat Total sugar Sodium	≤450 kcal ≤6.5g ≤13.5g ≤1000mg
BBQ sauces & water-based condiments	All brown sauces and water-base sauces, regular and flavored e.g., BBQ sauce, curry mango sauce	Energy Saturated fat Total sugar Sodium	≤230cal ≤1g ≤29g ≤860mg
Mustard	All mustards (except Dijon), regular and flavored	Energy Saturated fat Total sugar Sodium	≤200kcal ≤1g ≤20g ≤1400mg
Dijon Mustard	All Dijon mustard, ground mustard blended with white wine	Energy Saturated fat Total sugar Sodium	≤200kcal ≤1g ≤20g ≤2400mg
Steak sauces, marinades & minor sauces, coatings, seasonings & salsa	Sauces and condiments with smaller serving sizes (e.g., 15-30g), breading/coatings and seasoning blends for adding flavor to other foods	Energy Saturated fat Total sugar Sodium	≤400kcal ≤1g ≤30g ≤2000mg
Soy sauce (per 100ml)	All existing soy sauce SKUs	Energy Saturated fat Total sugar Sodium	≤150kcal ≤1g ≤10g ≤7400mg
Oyster sauce & Fish sauce	All oyster sauces and fish sauces	Energy Saturated fat Total sugar Sodium	≤120kcal ≤1g ≤20g ≤4840mg

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MEAL SAUCES

Product subcategory	Description	Nutrient criteria	/100g
Meal and pasta sauces Creamy	All meal and pasta sauces with cream and/or creamy texture; cream/cheese in name or higher in the ingredient statement. e.g., Alfredo, carbonara, 4 cheese cream sauce, vodka sauce	Energy Saturated fat Total sugar Sodium	≤150kcal ≤4g ≤3.5g ≤665mg
Meal and pasta sauces Oil-based	All meal and pasta sauces based on oil e.g., pesto sauces	Energy Saturated fat Total sugar Sodium	≤400kcal ≤8g ≤2g ≤770mg
Meal and pasta sauces Tomato-based	All tomato-based meal and pasta sauces e.g., pasta and pizza sauce, tomato frito	Energy Saturated fat Total sugar Sodium	≤80kcal ≤1g ≤7g ≤370mg
Meal sauces Gravy	All gravies and finishing sauces including liquids and powders prepared as directed	Energy Saturated fat Total sugar Sodium	≤70kcal ≤3.5g ≤2g ≤560mg
Meal sauces Asian	All Asian cooking sauces e.g., stir-fry sauces, coconut milk, satay sauce	Energy Saturated fat Total sugar Sodium	≤100kcal ≤1g ≤20g ≤680mg

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FRUIT, VEGETABLES AND LEGUMES

Product subcategory	Description	Nutrient criteria	/100g
Fruit packaged in juice or syrup	All fruit that has undergone processing e.g., canned pineapple, fruit salad and fruit puree pouches	Energy Saturated fat Total sugar Sodium	≤75 kcal ≤1g ≤12.5g ≤150mg
Beans, legumes and vegetables with sauce	All kinds of processed beans and legumes with sauce, e.g., baked beans in sauce, beans creationz, flavored legumes	Energy Saturated fat Total sugar Sodium	≤100kcal ≤1g ≤8g ≤350mg
Beans, legumes and vegetables with sauce and accompaniments	All processed beans and legumes with sauce and accompaniments like meat e.g., beans & sausage	Energy Saturated fat Total sugar Sodium	≤115kcal ≤1g ≤6g ≤350mg
Vegetables and legumes – plain or seasoned	All vegetables that have undergone processing e.g., sieved tomatoes, corn, beetroot, olives, refried beans, legumes in spring water	Energy Saturated fat Total sugar Sodium	N/A ≤1g ≤6g+ ≤150mg

+Total sugar exemption if no 'added sugar' in product

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MEALS

Product subcategory	Description	Nutrient criteria	/100g
Single-food side dishes (1 food group)	All foods, consisting of 1 food group, that are eaten as part of a meal e.g., pre-cooked noodles, potatoes, fries, taco shells	Energy Saturated fat Total sugar Sodium	≤270kcal ≤2.5g ≤2.5g+ ≤530mg
Combination foods, sides, and mini meals (≥1 food group) - See below for with cheese and/or fruit	All foods, consisting of more than 1 food group, that are eaten as part of a meal, as an accessory or 'mini meal' e.g., Mac 'n Cheese, pasta salad, hoops, meat in sauce, mini pizzas, frozen appetizers, stuffing, rice, dry pasta, dry noodles (including Honig brand), rice	Energy Saturated fat Total sugar Sodium	≤400kcal ≤5g* ≤10g+ ≤700mg***
Main dish (≥2 food group) - See below for with cheese	All foods that are considered the main part of a meal or "center-of-plate" item; Canned spaghetti e.g., Frozen meal centers, pizza	Energy Saturated fat Total sugar Sodium	≤200kcal ≤3g** ≤6g ≤340mg
Meal-type products - See below for with cheese	All chilled and frozen ready-to-eat meals that are eaten as a complete meal and all dry mixes used to make a meal. Typically contain multiple food groups in a significant quantity (Nutrition team can advise). e.g., ready meals, dry mixes, Devour meals and dinner kits	Energy Saturated fat Total sugar Sodium	≤210kcal ≤3g** ≤9g ≤320mg
Soups	All ready-to-serve canned, chilled, and frozen soups. Includes condensed and dry soups.	Energy Saturated fat Total sugar Sodium	≤100kcal ≤2g ≤6.5g ≤320mg

+Add 2g

of total sugar for items with fruit (Combination Foods)

+Total sugar exemption if 'no added sugar' in product

*Add 2g/ saturated fat for items with cheese (Combination Foods)

**Add 1g/ saturated fat for items with cheese (Meal & Main Dish)

***Add 100 mg sodium for products as packaged, which would require preparation with additional ingredients, such as milk, butter, water etc. (Combination)

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BEVERAGES[†]

Product subcategory	Description	Nutrient criteria	/100g
Refreshment beverages (<50% juice)	All refreshment beverages containing less than 50% fruit juice e.g., most Capri Suns, Kool-Aid -- 'ready to drink'	Energy Saturated fat Total sugar Sodium	≤50kcal N/A <9.5g N/A
Cordials	Liquid or powder concentrates reconstituted with water – <i>excludes N. America</i>	Energy Saturated fat Total sugar Sodium	≤40kcal N/A <8g N/A
Fruit and Vegetable Juice (≥50% juice)	All fruit juices containing at least 50% fruit juice e.g., orange juice, Capri Sun 100% Juice, tomato juice -- 'ready to drink'	Energy Saturated fat Total Sugar Sodium	≤90kcal N/A 12g N/A
Specialty beverages	All non-juice beverages e.g., flavored coffee, iced coffee, smoothies, hot chocolate	Energy Saturated fat Total sugar Sodium	≤50kcal ≤1.5g ≤4g NA
Fruit nectars	Made with fruit juice, puree, and sugar e.g., apricot nectar	Energy Saturated fat Total sugar Sodium	≤70kcal N/A ≤14g NA
Powdered and Liquid Concentrate Drink Mixes (New)	All powdered/concentrated drink beverages which are reconstituted with water e.g., Crystal Light, Mio, Kool-Aid, Tang, Country Time	Energy Saturated fat Total sugar Sodium	≤375kcal N/A ≤75g N/A

[†]Exception: conversion 100g/100mL (depending on market)

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CHEESE

Product subcategory	Description	Nutrient criteria	/100g
Processed cheese	All processed cheese e.g., recipe, cheese dips, processed cheese slices and shreds.	Energy Saturated fat Total sugar Sodium	≤460kcal ≤19 ≤12 ≤1730
Natural cheese	All-natural cheese: brick, shredded, sliced, plant based.	Energy Saturated fat Total sugar Sodium	≤665kcal ≤23.5g N/A ≤1200mg
Cream cheese	All cream cheese: brick, tub, whipped, plant based	Energy Saturated fat Total sugar Sodium	≤430kcal ≤22g ≤17g ≤800mg
Cottage/soft cheese	All cottage and soft cheeses e.g., Ricotta, Blue, Gorgonzola	Energy Saturated fat Total sugar Sodium	≤120kcal ≤3 ≤9g ≤375mg
Grated cheese	All grated cheeses e.g., parmesan, Romano, asiago, and blends	Energy Saturated fat Total sugar Sodium	≤500kcal ≤30g 1g ≤2000mg
Sour cream & sour cream- based dips	All sour cream and sour cream-based dips	Energy Saturated fat Total sugar Sodium	≤335kcal ≤12g ≤8.5g ≤735mg

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MEAT

Product subcategory	Description	Nutrient criteria	/100g
Cooked bacon	All cooked bacon e.g., Pork and turkey bacon slices, bits	Energy Saturated fat Total sugar Sodium	≤625 kcal ≤19g ≤16g ≤3000 mg
Dried meat	All dried meat e.g., salami, pepperoni	Energy Saturated fat Total sugar Sodium	≤460 kcal ≤11g ≤9g <1710 mg
Meat and meat substitutes (strips, nuggets, and patties)	All meat and meat substitutes (including plant based) e.g., chicken/chicken strips, veggie burgers, chicken/chicken nuggets	Energy Saturated fat Total sugar Sodium	<210 kcal <2.5g <6g <680 mg
Processed meats & poultry	All processed meats and poultry e.g., luncheon/deli meats, hot dogs, liver sausage	Energy Saturated fat Total sugar Sodium	<370 kcal <13g <5g <1270 mg

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SNACKS

Product subcategory	Description	Nutrient criteria	/ 100g
Bars, cookies & biscuits	All forms of baked or formed bars, biscuits, and cookies	Energy Saturated fat Total sugar Sodium	≤430kcal ≤9g ≤34g ≤570mg
Confections & chocolate	All kinds of confections and chocolate e.g., marshmallows, caramels, sweetened chocolate, chocolate bread toppings	Energy Saturated fat Total sugar Sodium	≤600kcal ≤16g ≤72g NA
Spoonable sweet snacks	All single serve spoonable snacks e.g., Ready to Eat pudding, gelatin	Energy Saturated fat Total sugar Sodium	≤200kcal ≤2g ≤18g ≤230mg
Nuts, nut butters & seeds	All nuts (salted, unsalted and with/without seasoning), nut butters and seeds	Energy Saturated fat Total Sugar Sodium	≤665kcal ≤12g ≤27g ≤660g
Salted snacks	All salted snacks e.g., chips, crisps, Corn nuts	Energy Saturated fat Total sugar Sodium	≤500kcal ≤3.3g ≤3.3g ≤1165mg
Snack combinations Savory	All snacks consisting of at least 2 savory components e.g., P3, pretzels and cheese dip, crackers and dip	Energy Saturated fat Total sugar Sodium	≤440kcal ≤12g ≤9g ≤790mg
Snack combinations Sweet	All snacks consisting of at least 2 sweet components e.g. cottage cheese with fruit, granola rounds, Kraft Trios, some P3's (with fruit or clusters)	Energy Saturated fat Total sugar Sodium	≤360kcal ≤10g ≤29g ≤350mg
Dry Packaged Gelatin Dessert (New)	All Dry packaged Gelatins e.g., Jell-O Gelatin reconstituted with water	Energy Saturated fat Total sugar Sodium	≤350kcal ≤2g ≤82g ≤450mg* *Sugar Free exempt

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OTHER

Product subcategory	Description	Nutrient criteria	/100g
Dips and hummus	All non-sour cream-based dips, hummus and spreads	Energy Saturated fat Total sugar Sodium	335mg 7g 10g 570mg
Sweet bread toppings	All kinds of sweet bread toppings e.g., jam, marmalade, chocolate bread toppings are excluded- See 'Confections & Chocolate' category	Energy Saturated fat Total sugar Sodium	≤350kcal ≤1g NA ≤125mg
Relish and chutney	Mixture of vegetables used as a condiment (relish = pickled)	Energy Saturated fat Total sugar Sodium	≤100kcal ≤1g ≤20g ≤1000mg
Pickles	Cucumbers pickled in brine or vinegar; sliced, whole, flavored, etc.	Energy Saturated fat Total sugar Sodium	≤170 kcal ≤1g ≤25g ≤1535 mg
Desserts	All kinds of desserts and multi-serve cakes e.g., cheesecake, pies, whipped topping, jellies, dry instant/cook & serve puddings, flavored toppings, creamed rice	Energy Saturated fat Total sugar Sodium	≤740kcal ≤11g ≤74g ≤1100mg
Fermented Bean Curd (China)	All fermented bean curds, flavored and regular	Energy Saturated fat Total sugar Sodium	≤145kcal ≤3g ≤2g ≤3100mg

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PRODUCT CATEGORIES WITHOUT GUIDELINES

Product subcategory	Description	
Salt		Exclude
Pepper		Compliant
Herbs and spices		Compliant
Yeast		Compliant
Tea		Compliant
Coffee		Compliant
Baking ingredients		Compliant
Vinegar		Compliant
Oil		Compliant
Medical food		Exclude
Pet food		Exclude
Infant		Exclude
KHI ingredients		Exclude

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