

NielsenIQ Brandbank – HFSS Solution

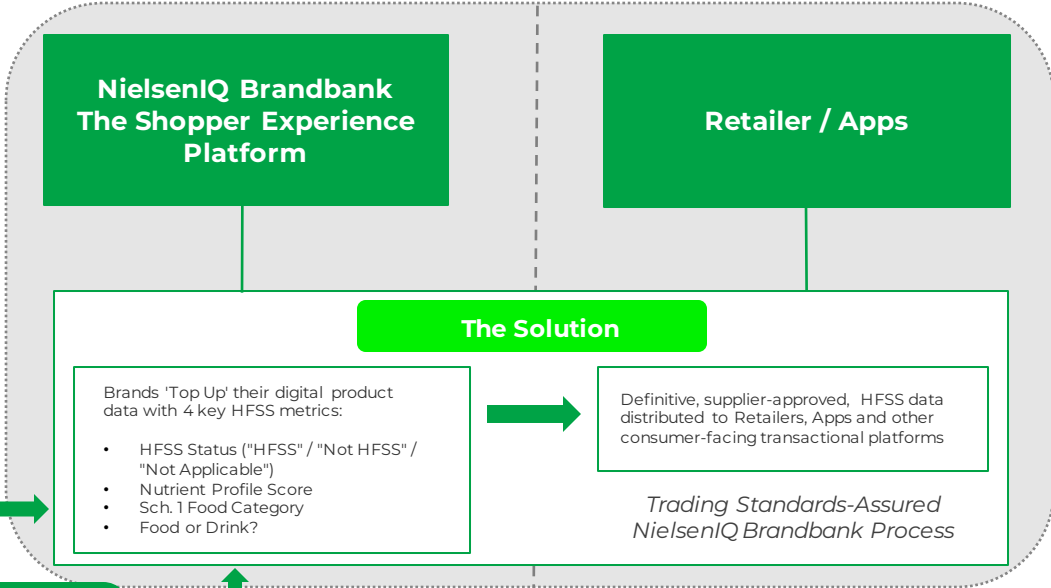
Manufacturer / Supplier

The Challenge

Retailers require definitive HFSS statuses/Nutrient Profile Scores for branded products in order to comply with **The Food (Promotion and Placement) (England) Regulations 2021**.

Manufacturer/Supplier faces two problems:

- How to reliably and efficiently communicate HFSS Statuses/Nutrient Profile Scores to all retailers...
- ...or perhaps even, how to calculate a reliable Nutrient Profile Score?



fdf Nutrient Profile Calculator

Available to FDF Members