



TO ADOPT THE NEW HEALTH STAR RATING SYSTEM

Lion is proud to be adopting the Health Star Rating system across our portfolio, along with additional information on energy, over the next four years – starting with our largest categories, milk and juice.

This will be supported by education information to help consumers make better and more informed product choices.

The new food labelling system, developed collaboratively by industry, government and health organisations, is similar to energy ratings used on white goods and aims to give consumers 'at-a-glance' nutritional information by indicating the overall healthiness of a product.

Based on our consumer research, and as part of our commitment to providing consumers with simple, clear and transparent product information, Lion will adopt the Health Star Rating along with additional information on energy – including energy per 100g/mL, energy per serve/pack, and the percentage daily intake for energy.

We believe this retains and builds on the cut-through achieved by the Australian Food and Grocery Council's Daily Intake Guide over the past several years, as well as delivering more at-a-glance information for interested consumers.

Within two years we will have the HSR system on a significant proportion of our portfolio, with 100% adoption by 2018.

Adopting best practice front of pack labelling is part of our Goodness Project commitments, which aim to bring more natural goodness to every Australian, every day. We hope this initiative will help encourage more Australians to enjoy the goodness of dairy and juice as part of a balanced diet, and increase their nutritional literacy and ability to make healthier choices.

Our labelling changes will be supplemented by other on and off-pack education initiatives to help consumers make more informed product choices.

To learn more about the broader Goodness Project commitments and Lion consumer research on front of pack labelling, visit the Lion website: www.lionco.com

HEALTH STAR RATING FREQUENTLY ASKED QUESTIONS

Q. WHAT IS THE HEALTH STAR RATING?

A. The Health Star Rating is the Government's new voluntary front of pack food labelling system. It aims to give consumers 'at-a-glance' nutritional information on the overall healthiness of a product – allowing comparisons between products.

It was developed collaboratively between government, consumer groups, industry and health organisations.

Products receive a rating of half to five stars – with five stars being best – based on their nutrient profile (per 100g/mL). In addition, energy and other key nutrients (e.g. saturated fat, sugar, sodium), as well as one positive nutrient (e.g. calcium), may feature per 100g/mL or per serve/pack (dependent on whether the product is sold as an individual pack or bulk pack).

The HSR system came into effect in June 2014, with a five year implementation period.

Q. HOW IS THE HEALTH STAR RATING CALCULATED?

A. The Health Star Rating provides products with a rating of half to five stars – with five stars being best. This rating is based on the nutrient profile of a product, per 100g or mL. The Health Star Rating assesses energy, saturated fat, total sugars, sodium, protein, dietary fibre, fruit vegetables nuts and legumes, and for some products calcium.

Q. WHY IS LION ADOPTING THE HEALTH STAR RATING ON PRODUCTS?

A. Adopting best practice front of pack labelling is part of our Goodness Project commitments and we are pleased to be able to help deliver this consumer education tool to the community. We hope this initiative will help more Australians to enjoy the goodness of dairy and juice as part of a balanced diet and increase their nutritional literacy.

The first of Lions products to display the Health Star Rating will be in supermarket in January 2015.

HEALTH STAR RATING FREQUENTLY ASKED QUESTIONS CONTINUED

Q. WHY DON'T YOU HAVE THE STAR RATING ON ALL OF YOUR PRODUCTS NOW?

A. By 2018, Lion commits to having 100% of our products across the dairy and drinks portfolio in Australia and New Zealand, with the Health Star Rating front of pack labelling information. This includes the Health Star Rating, energy per 100g/mL, energy per serve/pack, and energy as a percentage of an adult's average daily intake (label space permitting).

It will take time to roll the Health Star Rating out across our entire portfolio of products so we are starting with our largest categories, milk and juice. The first of Lions products to display the Health Star Rating will be in supermarkets in January 2015.

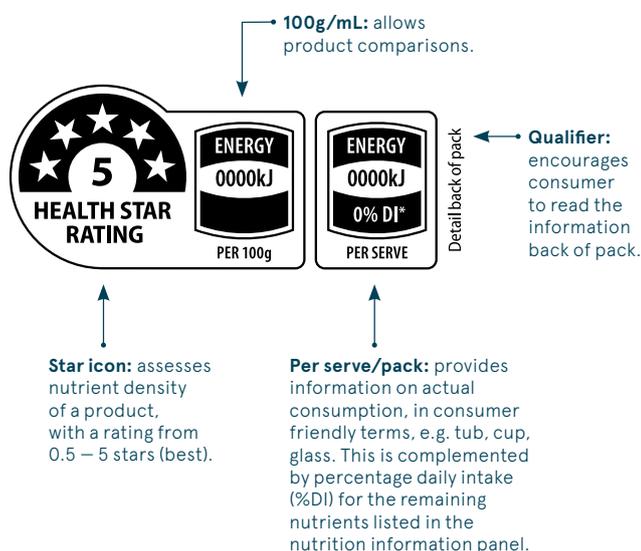
Q. HOW DO I INTERPRET THE HEALTH STAR RATING INFORMATION ON LION PRODUCTS?

A. The recommended front of pack labelling for Lion's products is the Health Star Rating, energy per 100g/mL, energy per serve/pack, and energy as a percentage of an adult's average daily intake.

Depending on the label space, more or less information may appear. The Health Star Rating is the minimum, but can expand through to the full suite of the Health Star Rating, energy and nutrient icons (e.g. saturated fat, sugar, sodium).

The percentage daily intake information will remain in the nutrition information panel on the back of pack, to further help guide consumers intake.

What consumers will see on Lion products:



Q. IS THIS DIFFERENT TO THE STANDARD GOVERNMENT HEALTH STAR RATING FRONT OF PACK LABELLING INFORMATION?

A. Yes.

Lion undertook both qualitative and quantitative consumer research to understand what information consumers look for both on and off-pack, and how they use it – to inform their food and beverage choices .

Based on our consumer research, and as part of our commitment to providing consumers with simple, clear and transparent product information, Lion will adopt the Health Star Rating along with additional information on energy – including energy per 100g/mL, energy per serve/pack, and the percentage daily intake for energy.

We believe this retains and builds on the cut-through achieved by the Australian Food and Grocery Council's Daily Intake Guide over the past several years, as well as delivering more at-a-glance information for interested consumers.

Q. I HAVE HEARD THERE MAY BE SOME ANOMALIES FOR CERTAIN FOODS – WHAT DOES THIS MEAN?

A. The Health Star Rating was in development for a number of years, modelled off the criteria for allowing health claims on products.

There are some products or categories that may still not get a fair rating – aligned with the recommendations from the Australian Dietary Guidelines. The dairy industry believes this is the case for 'core' dairy foods – milk, cheese, yogurt and custard. As a result, we are working with the Health Star Rating Front of Pack Labelling Advisory Committee, asking for all 'core' dairy foods to receive a minimum 3-star rating.

Q. WHY DOES JUICE GET A HEALTH STAR RATING OF 5?

A. The Health Star Rating assesses a product based on its nutrient profile, considering the energy, saturated fat, sugar and sodium content – along with positive nutrients such as fruit, vegetables, nuts, legumes, fibre and protein. As juice is almost 100% fruit, it receives a high Health Star Rating of five.

Q. WHERE DO I GO FOR FURTHER INFORMATION?

A. A new government Health Star Rating website has been launched: www.healthstarrating.gov.au