



Lion's Goodness Promise Nutrient Criteria

Adults/Kids																				
	White Milk			Dairy Bev				Cheese				≥99% juice & juice based ices (no added sugar)			<99% juice, drinks & water based ices		Fresh Dairy *excludes cream			
Per 100mL/g	Total Fat	Protein	Calcium	Total sugar	Total Fat	Protein	Calcium	Sodium	Total Fat	Protein	Calcium	Total Sugar		Vitamin C	Total Sugar		Total Sugar	Total Fat	Protein	Calcium
Best	≤2g	≥3.1g	≥100mg	≤7g	≤2g	≥3.1g	≥100mg	≤600mg	≤25g	≥22g	≥700mg	≤8.5g		≥10mg	≤5g		≤12.5g	≤2g	≥3.5g	≥100mg
Good	≤4g			≤9g	≤4g			≤710mg	≤36g			≤10g			≤9g		≤14g	≤4g		
Treat	>4g			>9g	>4g			>710mg	>36g			>10g			>9g		>14g	>4g		
AND Per serve	Energy Adults	Energy Kids	Calcium	Energy Adults	Energy Kids		Calcium	Energy Adults	Energy Kids		Calcium	Energy Adults	Energy Kids	Vitamin C	Energy Adults	Energy/serve size Kids	Energy Adults	Energy Kids		Calcium
Best	≤600kJ	≤600kJ	≥80mg	≤870kJ	≤750kJ		≥80mg	≤600kJ	≤600kJ		≥80mg	≤400kJ	≤300kJ	≥20mg	≤350kJ	≤250kJ & ≤250ml	≤770kJ	≤770kJ		≥80mg
Good	≤1100kJ	≤1100kJ		≤1300kJ	≤1100kJ			≤700kJ	≤700kJ			≤600kJ	≤500kJ		≤550kJ	≤450kJ	≤850kJ	≤850kJ		
Treat	>1100kJ	N/A*		>1300kJ	N/A*			>700kJ	N/A*			>600kJ	N/A*		>550kJ	N/A*	>850kJ	N/A*		

For a product to advance to a higher tier, the product must **meet** or **exceed** all of the higher tier's criteria.

*All of our **kids' products** will meet the '**best**' and '**good for you**' criteria by 2019.

Bonus points: A 'good' product can upgrade to 'best for you' if it meets all but one of the 'best for you' criteria and it contains a functional component at a level to support a health benefit (eg. omega-3, plant sterols, beta-glucan). Bonus points provided on a case-by case basis.