

# SAVOURY SNACKS LABELLING COMMITMENT & PORTION SIZE RECOMMENDATION

Eating small portions of foods between meals can be part of an overall balanced diet. The European savoury snacks industry is committed to providing consumers with clear and easy-to-understand nutrition information that will help them make informed choices. Already in 2010, the European Snacks Association (ESA) agreed a portion recommendation of 30g for savoury snacks and snack nuts.

## A PORTION RATIONALE OF 30G IS RECOMMENDED BY ESA

30G



Compatible with existing dietary recommendations

Reflects consumer behaviour

The vast majority of European savoury snacks manufacturers now systematically indicate the 30g portion on their packs.



ESA supports the use of Reference Intakes (RIs)<sup>1</sup> on pack.



ESA members are encouraged to inform consumers where more than one portion is included in a pack, and about the number of portions a pack contains.

Single-portion packages should be defined as those products weighing 50g or less, and that are designed to be eaten in a single occasion.



**EMPOWER CONSUMERS** to adopt a healthy, balanced diet using portion-based information

1. Also known as Guideline Daily Amounts (GDA)

## DIETARY RECOMMENDATIONS

### Energy Intake

Eating between meals should not exceed 300-400 kcal  
On the basis of a 2000 kcal diet<sup>2</sup>

Snacking = approx. 160kcal

**30g of snacks**  
= 120-170 kcal  
depending on the nature of the ingredients/preparation of the product (i.e. baked, fried, or roasted).

**30g of nuts**  
= 170-200 kcal  
depending on the nutritional differences between nuts and their preparation.

### Health Benefits

A small handful of nuts (28-30g)  
= **Maintenance of normal cholesterol**  
= **Healthy heart**



2. Average value as set by the European Food Safety Authority

## CONSUMER BEHAVIOUR

The European savoury snacks industry has a long history of providing nutrition information on a per portion basis as well as per 100g. There are considerable differences in the way savoury snacks are consumed across Europe.



→ **France & Spain**  
social occasions  
(aperitif, barbecues)

→ **UK**  
snack throughout the day

→ **Scandinavia & Germany**  
family time (watching TV, at the cinema, parties or picnics).



Despite the fact that we consume snacks in different ways, the **30g** portion rationale proposed by ESA typically reflects consumer behaviour across the EU<sup>3</sup>.

3. Comparison of the portion size and frequency of consumption of 156 foods across seven European countries: insights from the Food4ME study<sup>3</sup>; L. Kirwan et al. (2016)