

HUL looks to raise nutrition metrics across brands

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India's top packaged goods company Hindustan Unilever Ltd (HUL) on Wednesday said it was committed to reducing food wastage and pledged to improved nutritional content of its packaged food products in line with the initiative of its parent Unilever's "Future Foods" programme, wherein the firm promises to help consumers transition towards a healthier diet and limit the impact of food chain on the environment.

Under the target for its foods and refreshment business worldwide, Unilever said it plans to double the number of



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products delivering positive nutrition—or products containing impactful amount of vegetables, fruits, proteins or micronutrients such as vitamins, zinc, iron and iodine—by 2025. Besides, it will continue

to slash calories, salt and sugar levels across all products, and halve food waste in Unilever's direct operations from factory to shelf by 2025.

"85% of Unilever's Foods portfolio will support a diet

providing a maximum of 5g of salt intake a day by 2022. In packaged ice cream, 95% of products will contain no more than 22g of sugar and 250 kcal per serving by 2025," it added.

HUL said it has also set a target to achieve €1 billion in annual sales from its plant-based meat and dairy alternatives business in other markets.

The commitment is significant for India, which is among Unilever's top markets for food and refreshments. Its merger of GlaxoSmithKline Consumer Healthcare Ltd (GSKCH) has added brand Horlicks to HUL's portfolio and set the company on track for cornering a greater share of the country's packaged food and beverages market. HUL's brands account for an

estimated 25% of all food advertising on television. It also sells brands such as Knorr soups, Kwalita Wall's ice-creams.

In India, the company's new nutrition portfolio, including Horlicks, Boost, mayonnaise brand Hellmann's, besides Kissan, Knorr and Brooke Bond Red Label, will lead the fresh commitments through innovations and communication, said Sudhir Sitapati, executive director, foods and refreshment, HUL. HUL also seeks to address nutrition deficiencies. "India has a disproportionately high prevalence of health issues like wasting and stunting, anaemia and diarrhoea caused by unbalanced nutrition and an unhygienic environment," said Sitapati.