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PepsiCo nutrition criteria

Statement of the Problem: Consumers are looking for products with healthier nutrition profiles. To meet this need PepsiCo has developed internal nutrition profiling schemes to meet dietary intake guidelines aiming to reduce added sugars, saturated fats, and sodium in the diet and offer more positive nutrition.

Methodology & Theoretical Orientation: PepsiCo Nutrition Criteria (PNC) is PepsiCo's nutrition profiling system used to guide new product development and reformulation of existing products. While the criteria are used internally, they are based on food and nutrient recommendations from the leading external global nutrition and public health authorities including World Health Organization (WHO), Food & Agricultural Organization (FAO), US National Academy of Sciences (NAS), European Food Safety Authority (EFSA), USDA Evidence Analysis Library (EAL), and Euro diet; along with certain country-specific dietary guidelines. Based on published external recommendations, global consumption patterns, the role of given products within the diet, and the specific cohort a product is intended for rigorous criteria were developed for product categories representing PepsiCo's entire portfolio.

Findings: The PNC define maximum thresholds for nutrients to limit (sodium, saturated fat, trans fats, and added sugars); minimum levels for nutrients to encourage, nutrients that are defined as being at risk of suboptimal intake with regional population groups and minimum levels for food groups to encourage (fruits, vegetables, whole grains, low-fat dairy, nuts, seeds, legumes and pulses). Several steps were identified to ensure a stealth approach to product reformulation. Case studies regarding product development and consumer acceptance challenges will be presented.

Conclusions & Significance: PepsiCo's Performance with Purpose agenda commits us to developing a healthier portfolio through both reformulation and new product innovation. At PepsiCo these goals are guided by the robust PepsiCo Nutrition Criteria. The PNC are permitting implementation of our commitment to overall development of healthier products.

Biography

Marianne O'Shea is the Vice President of Global Nutrition Sciences for PepsiCo leading a dynamic nutrition team to develop and drive a nutrition strategy that fuels PepsiCo's innovation and portfolio transformation through nutrition science. She and her team collaborate with internal Research & Development cross functional teams and business units worldwide to implement nutrition and health science programs that capitalize on our strengths and address gaps in PepsiCo's diverse product portfolio of foods and beverages. She joined PepsiCo in 2010, prior to that she held various R&D roles within several sectors of the industry including nutritional ingredient suppliers to both food and supplement industry and originally started her career in CPG with Unilever in the Netherlands. She holds a degree in Biochemistry and a PhD in Biochemistry and Nutrition from University College Dublin and Dublin City University, respectfully.

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