



**ALDI UK & Ireland**  
Fruit & Vegetable Labelling Policy



## Position Statement

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ALDI UK is part of the ALDI SOUTH Group.

“Sustainability is one of the most relevant and pressing topics of our time. How sustainable we act now will influence our planet and the lives of future generations. At the ALDI SOUTH Group, responsibility is one of our core values and we need to act quickly and change the way we do business. By addressing pressing social and environmental problems, we can use our scale and influence to have the greatest impact on people and nature.”

*(Source: ALDI and Sustainability)*

## Background

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Fruit and Vegetables are an excellent source of vitamins, minerals and fibre and contribute to a healthy, balanced diet and evidence shows that there are significant health benefits of eating at least 5 portions of fruit and vegetables each day.

ALDI are committed to supporting customers in consuming more Fruit and Vegetables and recognise the importance of displaying the 5-a-day logo on relevant products.

## Scope

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This policy applies to all applicable ALDI own label pre-packaged produce and ALDI own label composite foods and drinks.

## Policy

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- (a) **For produce only:** It is an ALDI requirement that the 5-a-day logo must be displayed on all relevant own-label produce.
- (b) **For composite foods and drinks only:** It is not a requirement for composite products to display the 5-a-day logo, however if the logo is being used, products must meet the below 4 principles:
- I. There is at least one portion of fruit and vegetables in a portion of the product.
  - II. There is an appropriate variety of fruit and vegetables in a portion of the product (if more than one portion is declared).
  - III. The disqualifying criteria are not exceeded.
  - IV. Portion sizes of the product are appropriate.

### **Calculating the number of portions of fruit and vegetables in a product:**

In the definitions section of this document, guidance outlines how a portion is defined. More information on what counts towards 5-a-day can be found on the [NHS website](#).

### **Variety of fruit and vegetables in a portion:**

Some formats of fruits and vegetables may only contribute a maximum of one portion regardless of the quantity present. A portion may consist of a mixture of fruit and vegetable varieties, provided there is an appropriate fresh weight equivalent.

### **Disqualifying Criteria:**

The composite product must not exceed the saturated fat, salt and sugar thresholds listed in the definitions section.

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### Appropriate portion sizes:

The portion size of the product should be appropriate for that specific food and should be an applicable portion size for adults or children over 11.

## Definitions

### A portion of Fruit & Vegetables:

The number of portions of fruit and/or vegetables in a product can be determined using the below table.

Fruit and Vegetable Format	Weight or Volume	Conditions
Fresh, canned, or frozen fruit and vegetables	80g	Any combination of fruit and vegetables of this format can be used to add to 80g.
Dried fruit	30g	A maximum of one portion of fruit or vegetables may be counted.
100% fruit juice or vegetable juice	150ml	A maximum of one portion of fruit or vegetables may be counted.
100% concentrated fruit or vegetable puree	Equivalent of 80g fresh weight according to BP information (as this is based on the concentration of the puree).	A maximum of one portion of fruit or vegetables may be counted.
100% smoothie prepared from crushed fruit/veg only or a mixture of juice and pulp	Either: <ul style="list-style-type: none"><li>• 150ml of 100% juice AND 80g crushed fruit/veg or pulp.</li><li>• 160g crushed fruit/veg or pulp.</li><li>• 80g crushed fruit/veg or pulp AND a combination of crushed fruit/veg or pulp and juice equivalent to a portion.</li></ul>	
Pureed non-concentrated fruit or vegetables	80g	A maximum of one portion of fruit or vegetables may be counted.
Cooked, reconstituted pulses	80g	A maximum of one portion of fruit or vegetables may be counted.
Dried Pulses	40g	A maximum of one portion of fruit or vegetables may be counted.
Freeze-dried fruit or vegetables	80g fresh equivalent based on BP information.	A maximum of one portion of fruit or vegetables may be counted.

**Pulp:** The fibrous byproduct leftover after extracting the juice from fresh fruits and vegetables.

**Puree:** A thick smooth sauce/paste produced from crushed, ground, pressed, blended, or sieved fruits and vegetables.

**Concentrated Puree:** A concentrated version of a regular puree e.g. double concentrate tomato puree.

## Disqualifying Criteria:

For a composite product to adhere to the disqualifying criteria, the nutritional values of the product must not exceed the values in the table below. Note that the product should be checked against the 100g values unless one portion is greater than 100g or 150ml in which case the per portion values should be used. As sold values should be used unless the product requires reconstitution before it is eaten in which case as consumed values should be used.

		Saturated Fat	Salt	Total Sugars*
<b>Food</b>	Per 100g	<5g	<1.5g	<22.5g
	Per Portion (>100g)	<6g	<1.8g	<27g
<b>Drink</b>	Per 100ml	<2.5g	<0.75g	<11.25g
	Per Portion (>150ml)	<3g	<0.9g	<13.5g

\*Except where all sugars are from fruit and/or vegetables.

## The logo to feature on pack is:



FRESH PRODUCE ONLY



EVERYTHING ELSE

Where the number one can be changed to any whole number if the calculated number of portions of fruit and vegetables meets this number (round **down** where whole portions are not calculated).

**Requirement:** Where policies are stated as a requirement, the policy must be met for it to be compliant with the policy. If it is not met, a major (red rated) non-compliance will be raised and sent to the Buying Team. 'Clearance to Supply' (CTS) will not be issued.

**Aspiration:** Where policies are stated as an aspiration, ALDI would like to work towards achieving this in the future, but it is not classified as a non-compliance to the overall policy.

**Recommended:** It is preferable that this policy is met. If it is not met, a minor (amber rated) non-compliance will be raised and sent to the Buying Team. CTS will still be issued.

**Composite food or drink:** Foods and drinks comprised of two or more ingredients, at least one of which is a food that is not a fruit or vegetable (water is not included as an ingredient).