

The Grupo Bimbo Nutritional Profiling System





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The Grupo Bimbo Nutritional Profiling System

GB is committed to offering a variety of products aimed to satisfy the needs and tastes of our consumers, as well as to create options in compliance with the international recommendations on correct diets and healthy lifestyles.

The improvement of the nutritional profiles of our products portfolio through technology, processes and ingredients innovation, as well as improvements through enriching or fortifying the nutrients to offer products to vulnerable populations with special nutrition requirements, continues to be one of our most important lines of action within the management of our Nutrition, Health and Wellness strategy.

In order to assess the nutritional quality of our product offering and to define its increase in products that satisfy the current needs of our consumers without affecting their preferences, we developed an internal tool with a nutritional profiling system (NPS). This tool is essential in the

design of new products and is based on recommendations from International Organizations supported by scientific evidence.

Principles

The methodology to assess the nutritional profile of our products is based on the following principles:

PRINCIPLE 1:

- We evaluate our products through the assignment of base points depending on the content of the nutrients with most impact in public health, such as: fiber, proteins, vitamins and minerals, as well as fats, saturated fats, trans fatty acids, total sugars and sodium. A profile in which there is an optimum balance of all them is allocated 100 points.

PRINCIPLE 2:

- We establish control levels in some nutrients (Ex. fats, saturated fats, trans fatty acids, cholesterol and sodium). The presence of

any of these values will not allow adding points for the content of favorable elements in our products. With this parameter, we seek to focus our efforts in order to develop products with the appropriate balance, avoiding to counterbalance a product with an excess of certain nutrients by adding favorable nutrients or elements.

PRINCIPLE 3:

- We consider the addition of functional ingredients, fruit and vegetable mixtures, whole grains, fiber, proteins, milk, among other favorable elements, the elimination of additive substitutes for natural ingredients, and the portion control.
- The evaluation of these elements is made by defined portions for each category based on the local regulations and considering that each product has a different part of intake within the diet.

NPS Categories

Our nutritional profiling system is based on a point scheme that ranges from 0 to 100, which classifies products internally into 4 categories:

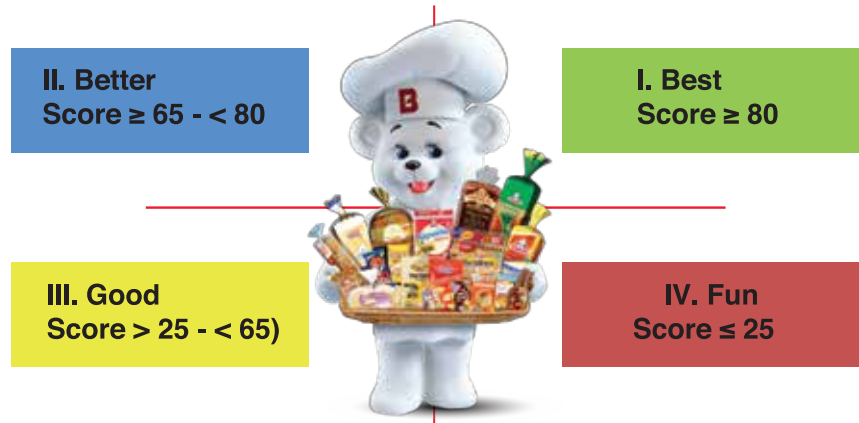
1) BEST: Represents the highest nutritional quality standard within the products categorization.

2) BETTER: Products with good nutrition quality that form part of Grupo Bimbo's healthy products offering.

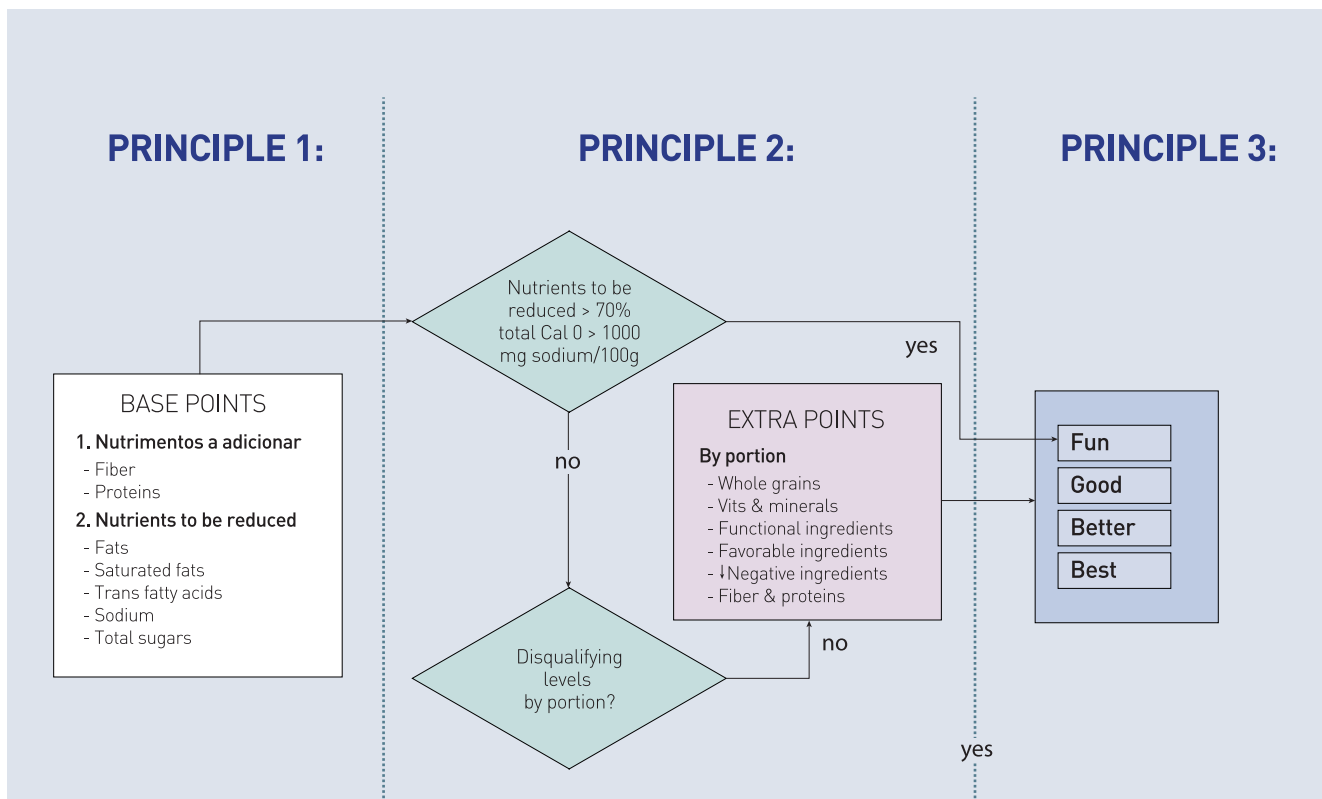
3) GOOD): Products that require an improvement in their nutritional features.

4) FUN): Products with the lowest score within the

products portfolio, with a defined identity and which are focused on a specific moment for consumption.



SUMMARY



Glossary

Fat: Any of a group of natural esters of glycerol and various fatty fats are made of long chains of carbon atoms. Fatty acids and are the main constituents of animal and vegetable fat.

Fiber: Polysaccharides in Food that are neither digested or absorbed by the human small intestine.

Functional ingredient: Any ingredient with numerous challenges. These could improve cognition, enhance athletic performance, boost energy, aid in weight loss or address other health-related conditions- are the innovative area in the food industry.

Minerals: Any of a class of substances occurring in nature usually comprising inorganic substances that are essential to be functioning of the human body and are obtained from foods.

Negative ingredient: Any ingredient recommended to reduce or remove in the formula to improve nutritional benefits in the product.

Protein: Linear polymer built from about 20 amino

acids. A protein has several functions. It may serve as a structural material, as enzymes, transporters, antibodies regulators of gene expression.

Saturated Fatty Acids: Long chains of carbon atoms linked by double bonds. Double bonds can react with hydrogen to form single bonds. Most animal fats are saturated.

Sodium: Is a chemical element and alkali metal. The most important application is table salt present in a food product.

Trans Fatty Acid: Unsaturated fat that occur in small amounts in nature. All unsaturated fatty acids with partial hydrogenation of the unsaturated fat converts some of the cis double bonds into trans fats double bonds by on isomerization reaction.

Whole grains: Are the entire seed of a plant. A grain is considered to be a whole grain as long as all three original parts- the bran, germ and endosperm- are still present in the same proportions as when the grain was growing in the fields.

Vitamins: Any of a group of organic substances essential in small quantities to normal metabolism, found in minute amounts in natural foodstuffs or sometimes produced synthetically.

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