

## **Annex Two**

Manufacturers were informed of any discrepancies identified between the analysed and the nutritional information provided on product labels. Responses from the manufacturers are below. Some manufacturers provided additional information on nutritional analysis they had undertaken on their pizza products, this is available on request.

### **Asda:**

Pizzas are a hand assembled, multi-component product with a composite number of toppings. There will always be some process variation and to combat this Asda stipulate that nutritional labelling is calculated from a composite sample consisting of start, middle and end of a production run, a total of 3 samples.

FSA Fibre testing is by AOAC where the Asda pack claim is derived by using the Englyst method. This would mean typically that the AOAC method would give slightly higher results and this seems to be the case looking at your analysis compared to the pack copy claims. Asda have recently moved to testing by AOAC, however it would have been Englyst results at the time of sampling.

Two samples were found to be higher in Carbohydrate than their label claims and slightly outside of LACORS guidelines, we are carrying out further testing with our supplier, all previous results are within specification.

Asda Good for You Stonebaked Margherita was found to have 4.6g fat compared to 1.9% on the label and Asda 5" Cheese and Tomato Pizza had 6.30 compared to 4.5 on the label. We are currently investigating these results with our supplier and are carrying out further testing to ensure that the fat content meets the label claim. We will be happy to share these results with you as soon as they are available.

### **Green Isle Foods Ltd (Goodfella's):**

Nutritional information for Goodfellas Pizza is generated in accordance with FLR [SI 1996 no.1499] and MAFF guidelines which is the industry standard in the UK for the provision of nutritional information. Goodfellas Pizza adheres to all relevant regulations and guidelines.

A number of potential variables need to be taken into account which may provide inconsistencies in food analysis. These inconsistencies may result from the inherent variation in test results, process variation between pizzas (even within tightly controlled parameters) and variation in cooking conditions. Law Laboratories UK, undertakes all nutritional analysis on behalf of Goodfellas pizza and remains satisfied with nutritional information provided.

We encourage our consumers to review nutritional information and for this reason we provide as much information as possible to consumers which will assist them in determining dietary requirements for their daily needs. We recognise the current issues and consumer concerns with regard to public health and we are committed to working with all food related professionals in addressing these issues.

Goodfellas pizza will monitor this situation closely and will continue to co-operate fully with the Food Safety Authority in the UK.

### **Heinz Weight Watchers:**

When Heinz was alerted to potential inconsistencies between the nutrition information declared on one of our Weight Watchers from Heinz pizza varieties and a sample analysed by the FSA we immediately initiated a thorough investigation.

We obtained a duplicate sample from the same batch of the pizza tested in the FSA survey which was analysed by an independent accredited laboratory along with eight further pizza samples taken from production batches close to the sample used in the survey.

The discrepancy in the values for fibre are most likely to be due to our declared values, established by calculation, relating to Englyst fibre not AOAC as used in the survey. While Heinz appreciates that a single, universal method for fibre declaration would be ideal there is currently insufficient information on the AOAC fibre content of ingredients to calculate AOAC fibre values for all Heinz products. Furthermore, current Dietary Reference Values refer to Englyst fibre, making it difficult to relate AOAC fibre values to dietary advice for daily fibre intake in a meaningful way to consumers.

Of the nine separate analyses conducted in the samples, including the duplicate of the sample used in the FSA survey, Total Sugars did not exceed 5.8% (range 4.7% - 5.8%). Indeed, the duplicate of the sample used in the survey had the lowest Total Sugars value. We suggest that the value used in the survey for Total Sugars of our product is reviewed, possibly by reanalysis.

The figure for saturated fatty acid in the FSA survey has been confirmed by our independent analysis. This discrepancy had not been highlighted by previous and recent nutritional analysis of this product which had verified the calculated values declared on pack. We have already taken steps to modify production of the pizzas to alter the saturated fat levels to reflect those declared on pack.

### **Iceland:**

We are committed to providing our customers with clear and accurate nutrition information. We have a strict Technical Nutrition Policy which governs the specifications of all Iceland Brand products.

The testing methods to determine fibre content used by the FSA and those used for Iceland's 'on pack' information are different, therefore any comparison of results would be inappropriate. As part of our on-going commitment to salt reduction, Iceland has already begun to reformulate our entire pizza range, aiming for targets based on the Food Standards Agency Salt Model. Revised products will begin to appear in store from September this year.

We have a policy of routine testing to check typical nutrition values and to ensure the results correlate with our on pack labelling. If any anomalies are highlighted by this testing, a full investigation with our suppliers is conducted and recipe or packaging changes are made, as appropriate.

### **Pizza Express:**

In the time since the FSA drew this matter to our attention, with our manufacturer Geest, we have launched a full investigation. Interim results endorse the FSA finding that the fat content of the Margherita pizza is understated on the packaging.

Our manufacturers Geest, confirm that the back of pack nutritional values were generated, on instruction by Geest, by the analysis of whole uncooked pizzas, as sold, carried out by an independent, accredited laboratory. However, there clearly were errors in the information resulting from the original laboratory analysis.

Since the survey was carried out we have:

- Had multiple new independent analyses of this range carried out by another accredited laboratory
- Reviewed and, where necessary, initiated changes in back of pack information
- Commissioned additional testing by Campden and Chorleywood Food Research Association to cross-check results
- Instigated with our manufacturer Geest, a review of manufacturing and testing procedures

PizzaExpress and Geest take this matter very seriously. Whilst we make no nutritional claim we recognise the importance of providing accurate information to consumers.

### **Sainsbury's:**

All of the Sainsbury's fresh pizzas tested by the Food Standards Agency are individually hand topped and therefore some small variation occurs. Sainsbury's believes the analysis of a single pizza is inappropriate and additional analyses should have been carried out to ensure that the survey is scientifically robust for the nutritional analysis of complex foodstuffs such as pizzas. We are also concerned at the length of time taken from sample purchase to publication of this report. The Food Standards Agency is aware that Sainsbury's is actively engaged in a 3-year salt minimisation programme and that pizzas are one of the areas that underpin our commitment to the FSA on salt levels. Since the FSA's samples were purchased a number of products have been reformulated and the Food Standards Agency's data is therefore out of date.

### **Somerfield and Kwik Save:**

For all of the pizzas in this survey. All of the toppings are deposited onto the pizza by hand. The tomato sauce is generally scooped onto the pizza base and then spread. The grated cheese is sprinkled onto the base and any other ingredients are placed by hand either to a count (e.g. dried tomatoes) or visual weight.

Each component has a target weight and then a tolerance. The deposit weights have tolerances ranging from +/- 2g up to as much as +/- 5g depending on what ingredient it is. The weights are checked every half an hour to ensure they are within specification.

The results of this survey have highlighted that if the components are at opposite ends of the tolerance the variation in nutritional data can fall outside of the agreed range. As a result of your findings we are working closely with suppliers to reduce tolerances allowed for depositing the topping, which in turn will reduce the variation we have seen on the nutritional results.