rimaRetail® HFSS Solutions

MANAGING HFSS RETAIL REGULATIONS & COMPLIANCE

CONTEXT

On 27 July 2020, the UK Government published **Tackling Obesity: Empowering Adults and Children to Live Healthier Lives**.

The strategy included several measures aimed at encouraging adults to "take stock of how they live their lives" and also included a commitment to take forward actions from previous childhood obesity plans. HFSS is one of these strategic plans which restricts promotions for high fat, salt and sugar foods.

1/3 '1 in 3 children leaves primary school overweight, or obese'

NHS, 2022

The UK's proposed new HFSS regulations restrict the promotion and placement in retail stores and their online equivalents of High Fat, Salt & Sugar (HFSS) food and drink products

'Almost two-thirds of adults in England are overweight or living with obesity'

NHS, 2022

2/3

- The government Nutrient Profiling Model (NPM) is used to calculate the HFSS thresholds for food and drink products.

- NPM is based on a scoring system which balances the contribution made by beneficial nutrients with components in the food that children should eat less of.

- The overall score indicates whether food/ drink products are classified as HFSS or non-HFSS. In addition, there are guidelines to exempt certain products from HFSS

CHALLENGES

'Almost half of UK retailers aren't prepared for HFSS legislation'

GS1 UK, 2022

- Some of the information needed for accurate calculation based on the Nutrient Profile Model is not provided on the product package.

- Typically, there are several data quality issues in product information that prevent accurate calculation. Such quality issues include extraction of key attributes such as quantity of individual ingredients.

- There are multiple product categories and hierarchies in use. One of the key challenges is to map the 13 HFSS product categories to the finer granularity categorisations specified by the Food Standard Agency which includes 57 product categories and 100+ sub-categories.

- Branded products are sold by multiple retailers, and hence it is critical to have consistency in scoring to avoid confusion. In addition, many product scores could be borderline between HFSS and non-HFSS which makes accuracy even more critical

- The government has delayed the enforcement of HFSS due to the difficulties in the implementation which includes ownership, liability, frequent refinement of the rules and, at times, a lack of sufficiently specific guidelines.

Missing Data

Data Quality

Multiple Category Mapping

Consistency & Accuracy

Execution
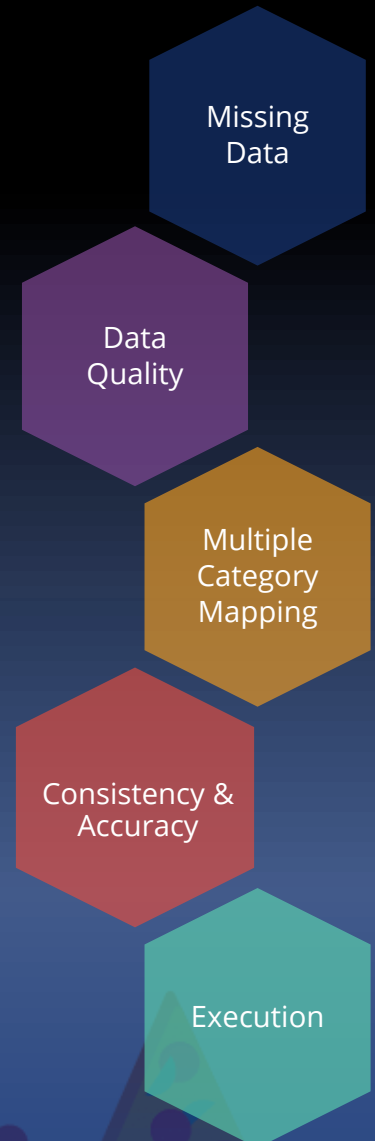
OUR APPROACH
rimaRetail® Enrichment To Power HFSS Scoring

Our Enrichment Services are delivered across channels and touchpoints to allow your customers to *Shop the Way they Want*, using our extensive health, lifestyle and sustainability data.
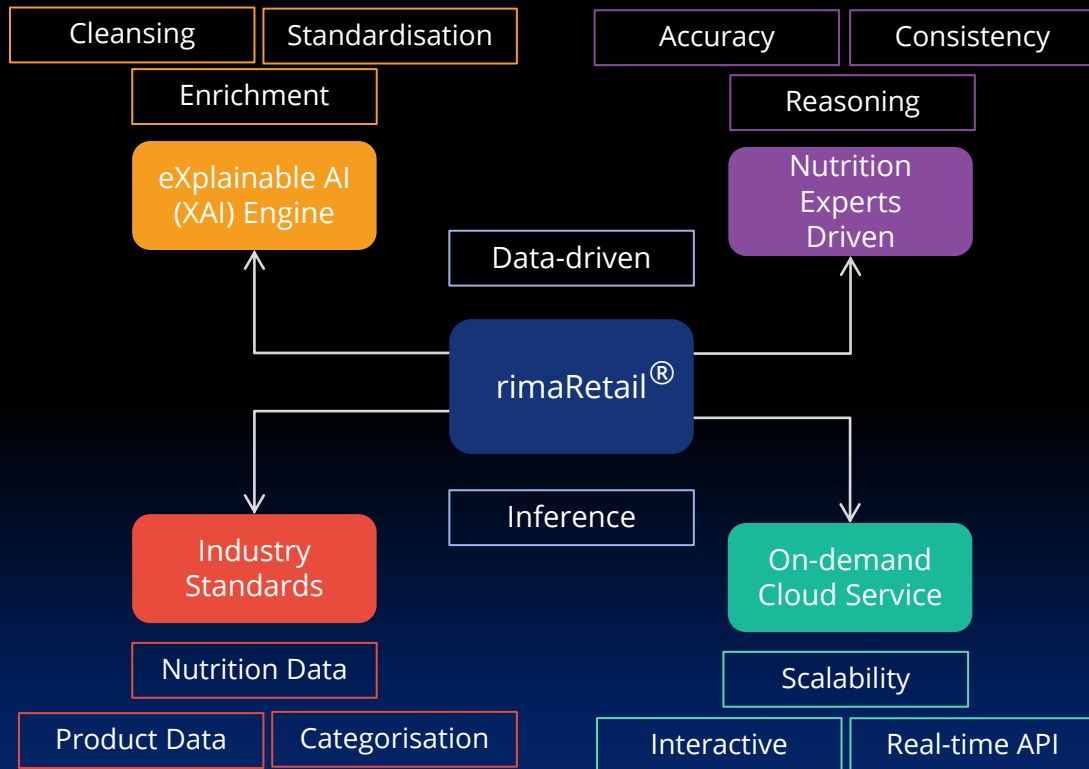
- At the heart of the rimaRetail® HFSS Calculator is an eXplainable AI (XAI) engine which is used by a team of nutritionist Subject Matter Experts who are accountable for the accurate interpretation of the HFSS guidelines

- rimaRetail® is based on an on-demand SaaS model with the ability to deliver the scoring interactively via a real-time interface. The service is based on a Declarative Data-driven Model which makes it seamless in adapting to changes in the regulations

- rimaRetail® promotes the use of data standards and national nutritional databases to deliver an open and collaborative solution.

THE BENEFITS & DIFFERENTIATION
rimaRetail® HFSS Calculator

- Accurate, consistent and scalable HFSS scoring
    - Built-in data cleansing, structuring and enrichment capabilities
    - Rules defined and driven by nutritionist experts
    - Integrates to national micro-nutrient database to address missing data

- Collaborative solution
    - Automate mapping to industry-standard product categorisation
    - Calculation is based on a data-driven model with seamless configuration and implementation
    - Reasoning Transparency to define the logic used in the classification of HFSS, non-HFSS and HFSS-exempt

- Strong track-record
    - Over 20 years experience in data inference and data management solutions
    - Working with global food retail leaders
    - Extensive Customer-Centric Retailing experience

COCA COLA 6X330ML

Per 330Ml

Energy	Fat	Saturates	Sugars	Salt
582KJ 139kcal	0g	0g	35g	0g
7%	<1%	<1%	39%	<1%

Typical values per 100ml : Energy 176KJ/42kcal
Reference intake of an average adult (8,400kJ/2,000kcal)

HFSS — Overall score 10

ARLA FIBRE RASPBERRY YOGURT 150G

Per 150G

Energy	Fat	Saturates	Sugars	Salt
490KJ 117kcal	1.9g	1.2g	15g	0.2g
6%	3%	6%	17%	3%

Typical values per 100g : Energy 326KJ/78kcal
Reference intake of an average adult (8,400kJ/2,000kcal)

NON HFSS — Overall score 0

DIET COKE 330 ML

Per 330Ml

Energy	Fat	Saturates	Sugars	Salt
4KJ 1kcal	0g	0g	0g	0g
<1%	<1%	<1%	<1%	<1%

Typical values per 100ml : Energy 17KJ/4kcal
Reference intake of an average adult (8,400kJ/2,000kcal)

HFSS EXEMPT

Make an impact on your customers' lives,
contact us for a demo now.

ABOUT

IVIS GROUP

We are a Customer-Centric retail solution provider.

We empower clients through a combination of SaaS Product Enrichment & Cleansing Services and patented technology solutions.

This drives higher sales, profitability and greater brand penetration globally for the likes of Tesco, Marks & Spencer and Carphone Warehouse.

rimaRetail® is a unique suite of real-time and dynamic services driving the customer journey by transforming base product data into rich lifestyle information using a combination of XAI technology and extensive retail ontology.

Sonetto® delivers international award-winning product experience and promotions management across physical and digital channels through patented technology that automates merchandising and enrichment to personalise the customer shopping journey.

(Cm)²® Customer-Centric Maturity Model is a customer-centric proven methodology delivering a strategic consulting and operational business change framework to transform retailers and brand owners into Customer Centric businesses.

IVIS Group enables retailers to deliver the vision of **Identity Retailing "*Shopping the Way Customers Want*"** through making the transition from "**Product Retailing**" to "**Retailing as a Continuous Dialogue**".

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Identity Retailing Partners

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