

31 May 2010

Rationale with regard to the Portion Size
for purposes of Nutrition Labelling

1. Background

In October 2006 Euroglaces members agreed on a European-wide typical portion size reference for Edible Ices packs that have no single portion packs or clearly recognizable pre-portioned units; these packs are mainly represented by the so-called 'scooping' ice cream packs.

2. Definition of the Portion Size

The agreed typical portion size is 100 ml (50g) [*] and was deducted pragmatically from established company practices of nutrition labelling, consumer insights and the few available national guidelines with respect to recommended portion sizes for foods.

One typical portion represents two 'scoops' of ice cream, resulting in an average volume of 100 ml.

This typical portion reference for Edible Ices products that have not been pre-packed as recognizable single portions

- is supported by the average volume of pre-packed single portions (single portion packs and multi portion packs), with the majority ranging from 50 ml to 150 ml.,
- and is also the amount reasonably expected to be consumed by an individual in a single consumption occasion as part of an overall balanced diet.

* * *

[] : In order to address the fact that the net quantity is expressed in weight in a minority of EU member states, a portion size in weight (50g) has been deducted from the leading portion size of 100 ml, assuming an average product density of 0.5 g/ml due to typical air inclusion (overrun).*