

METRO health and nutrition policy

Purpose:

Health and nutrition within society expectations are heterogeneous. Society and their social systems are facing major challenges due to overeating and unbalanced diets associated with unhealthy lifestyles. In particular, excess weight and obesity are risk factors for increasing rates of chronic diseases (e.g. type 2 diabetes, cardiovascular diseases) and affect both adults and children. On the other hand, a growing number of consumers are following a lifestyle which is characterised by health awareness, health care and sustainable consumption. These consumers are more interested in what they eat, where the food comes from and the way it was produced – vegetarians or vegans, for instance. Meanwhile, some other customers must watch their diet because they suffer from food allergies or intolerances.

Responding to all these developments is one of the biggest global challenges for the international community. METRO is part of this community and can make a contribution to solutions of these global challenges– for our professional customers in wholesale, end-consumers and for our own employees.

Scope:

METRO is convinced that a holistic approach is needed, covering the product range, communication and promoting a healthier lifestyle to people.

The METRO health and nutrition policy with emphasis on food provides a framework for the food-driven sales lines of METRO (METRO Cash & Carry and Real). Concrete projects and specific measures will be implemented by the sales lines independently and depending also on the relevance of the issue in the country.

Fields of activity:

Therefore, METRO is focusing on the following fields of activity:

- In terms of a vegan and vegetarian diet or a healthier lifestyle with reduced amounts of fat, sugar and/or salt: Our sales lines offer a wide range of affordable and nutritional foods and beverages which respond to the increased dietary requirements of customers and employees and for healthier lifestyle. This is done by regularly reviewing our product portfolio and developing product innovations, e.g. product reformulation.
- Our sales lines provide their customers with nutrition information and details of allergens or lactose-/gluten-free products, etc. to enable them to make an informed buying decision. Information on allergens or lactose-/gluten-free recipes is communicated on the products themselves as well as at the point of sale and on the Internet.



- Our sales lines promote and provide information about a healthy lifestyle, nutrition, foods and ingredients as well as physical activity and special diets, e.g. for vegetarians and vegans or allergy sufferers. This is done, for example, through an info hotline, leaflets, brochures, the Internet or information campaigns.

METRO will make this health and nutrition policy publicly available and will provide information on the progress made in the METRO Corporate Responsibility Report.