

BEST NUTRITIONAL PROFILES FOR ALL

FROM THE CONCEPTION AND DESIGN OF EACH PRODUCT, WE TAKE STEPS TO CREATE IMPROVED, SUSTAINABLE OFFERINGS WITH HIGH NUTRITIONAL VALUE. TO ACHIEVE THIS, WE USE SIMPLE INGREDIENTS AND RELY ON INNOVATION AND TECHNOLOGICAL DEVELOPMENT. WE FOCUS ON ENRICHING OUR PORTFOLIO WITH KEY NUTRIENTS ESSENTIAL FOR CONSUMERS' DEVELOPMENT AND WELL-BEING, MAKING IT EASIER EVERY DAY FOR EVERYONE TO ENJOY A BALANCED DIET.



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WHAT ARE SUSTAINABLE DIETS?

According to the FAO (Food and Agriculture Organization of the United Nations), sustainable diets are those "that have a reduced environmental impact and contribute to food and nutritional security and to the health of current and future generations. Furthermore, they protect and respect biodiversity and ecosystems, are culturally acceptable, accessible, economically fair and affordable, and nutritionally adequate, safe, and healthy, and optimize natural and human resources." In other words, they are diets that seek to provide optimal nutrition for populations through food production methods that protect biodiversity and natural resources, have a positive impact on local communities and economies, and are respectful of different cultures. This is a challenge we are excited to tackle when it comes to feeding nearly 10 billion people by 2050.

OUR APPROACH: COMBATING MALNUTRITION

We combat malnutrition through sustainable food systems. Our strategies for transforming our portfolio are aligned with the World Health Organization's (WHO) recommendations for food producers and processors, as outlined in the Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013–2020.

All the initiatives we are implementing to achieve this are aligned with **4 action platforms:**

01
Positive
Nutrition

02
Clean
Labeling

03
Fortification for
Vulnerable Groups

04
Smart
Portions

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MALNUTRITION

OVER WEIGHT AND OBESITY

Nutrients to limit

MALNUTRITION

Nutrients and ingredients to be promoted

MICRONUTRIENT DEFICIENCIES

Options for vulnerable groups:
specific micronutrient deficiencies

Smart portions

Affordable and accessible options



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NUTRIENT PROFILE METHODOLOGIES AND GOVERNANCE

We assess the nutritional quality of our products using recognized methodologies and reliable traceability processes:

1. GRUPO BIMBO NUTRITIONAL GUIDELINES:

We individually measure the content of key nutrients such as added sugars, sodium, saturated fats, and trans fats (to be limited), as well as dietary fiber and plant-based proteins (to be encouraged).

This applies to 100% of our portfolio, which is divided into two broad categories based on their role in our diet: daily consumption and occasional consumption. We ensure that all our products do not exceed the maximum permitted levels of nutrients to be limited in the diet and contain the minimum levels of nutrients to be encouraged in the diet. For our daily consumption portfolio, no nutrient to be limited may exceed 15% of the daily value defined by the health authorities in each country where we operate, per labeled serving.

The evolution of our Dietary Guidelines over time:



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2. HEALTH STAR RATING SYSTEM:

We assess the nutritional quality of a product comprehensively using this methodology, which allows us to evaluate how healthy a food is in a standardized and objective manner.

The Health Star Rating (HSR) system was developed by the governments of Australia and New Zealand. It is already used in various third-party assessments and rates the nutritional profile of products on a scale of ½ to 5 stars. A rating of 3.5 stars or higher indicates that a food has “optimal nutritional quality.” This threshold is used as a target to be met across our entire range of daily food products, as well as in any strategy aimed at addressing micronutrient deficiencies in vulnerable groups.

Categories by stars

≥3.5

Products with optimal nutritional quality.

3

Products that continue to reduce critical nutrients such as sodium, added sugars, and saturated fats, while increasing fiber, whole grains, high-biological-value plant-based proteins, nuts, and seeds, among other ingredients.

≤2.5

Products primarily focused on occasional consumption. Where feasible, we will seek to improve nutritional quality while maintaining our consumers' preferences.

3. TRACEABILITY:

Ensuring compliance with ingredient specifications, recipes, and nutritional information for each product through internal and external audits, supported by a global nutritional database that allows us to comprehensively monitor the performance of our product portfolio.



To learn more about Grupo Bimbo's Nutritional Guidelines, [click here](#).



To learn more about our positive nutrition approach aligned with HSR, [click here](#).



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POSITIVE NUTRITION

We reaffirm our commitment to ensuring the optimal nutritional quality of our product portfolio by providing balanced nutritional profiles enriched with essential nutrients, such as fiber and protein, to help our consumers build more balanced diets.

ELIMINATING TRANS FATS

Our standards regarding industrial trans fat content and the use of partially hydrogenated oils and fats are aligned with those of the World Health Organization (WHO). We have guidelines and policies in place to ensure and maintain compliance with these standards. We also work with our suppliers to drive innovation in all our raw materials related to this commitment.

FOCUSED ON DIETARY FIBER

In most countries, dietary fiber intake falls short of recommended levels, which is why it is important to promote its consumption through a varied and appealing diet, making it easy and affordable to incorporate into daily meals. We are placing dietary fiber at the center of our daily nutrition portfolio, as adequate amounts help prevent chronic degenerative diseases and support numerous bodily functions.

CLEAN LABELING

We create simple, natural recipes using everyday ingredients that our customers recognize and trust.

Technological advancements and innovation help us create better products using simpler recipes, with fewer and higher-quality ingredients, in line with our consumers' preference for more natural foods. In this way, we develop a range of foods made with ingredients that consumers can easily recognize and even find in their own pantries.

Our daily consumption portfolio—that is, the range of products designed to be included more frequently in consumers' diets (such as breads, pastries, English muffins and bagels) must contain fewer than 10–15 ingredients per recipe, and all ingredients must be recognizable to our consumers.

We always use safe ingredients in our products that are approved by the health authorities in the countries where we operate, without compromising on taste or our consumers' preferences. However, we understand that there are ingredients that raise concerns among our stakeholders.

As a result, we have removed ingredients such as high-fructose corn syrup, partially hydrogenated fats and oils, azodicarbonamide, caramel III and IV, and artificial flavors and colors from our daily consumer product portfolio. We are also transitioning to the use of natural preservatives and phasing out emulsifiers.



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FORTIFICATION FOR VULNERABLE GROUPS

We are committed to making better nutrition accessible to everyone. That is why we develop affordable, nutritionally sound options designed to support the most vulnerable groups and help bridge the gaps in their micronutrient needs.

Malnutrition encompasses more than just malnourishment, over weight, and obesity. It also includes deficiencies in micronutrients that are essential for population development, particularly among vulnerable groups such as children, pregnant women, and older adults. In total, an estimated two billion people worldwide suffer from vitamin and mineral deficiencies, particularly in vitamin A, iodine, iron, and zinc.

Most of these people live in low-income countries and often suffer from deficiencies in more than one micronutrient. Diet is the primary source of these nutrients, and fortifying staple foods such as bread can help combat these deficiencies in these groups, as bread is easily accessible, versatile, and culturally accepted.

As part of our mission to bring delicious and nutritious food to everyone, we have a specific methodology for evaluating micronutrient fortification programs through guidelines designed to develop options that can address nutritional deficiencies in vulnerable groups.



To learn more about Micronutrient Fortification, [click here.](#)



Our core principles include the following:

We consider the **CODEX Alimentarius' General Principles for the Addition of Essential Nutrients to Foods** (CXG 9-1987), the WHO/FAO Guidelines for the Fortification of Foods with Micronutrients, and local nutrition surveys conducted by government and health authorities.

We implement **micronutrient fortification initiatives** only for products with an HSR rating of 3.5 stars or higher within our daily consumption portfolio.

We prioritize our **micronutrient fortification** efforts in those countries with the highest scores on the Global Hunger Index where we operate.



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SMART PORTIONS

We develop energy-control options within our occasional product portfolio to promote mindful consumption in indulgent categories.



We promote mindful and responsible indulgence, where everyone can enjoy their favorite foods at the right time and in the right portion. We support our consumers with clear information about portion sizes, so they can make informed decisions and develop a healthier, more balanced relationship with food.

We aim to develop a unique offering in the market that allows us to provide you with your preferred products in portion-controlled sizes. This highly effective strategy helps consumers get used to smaller portions and encourages them to include all food groups in their diet. In this way, we support them in adopting a more mindful approach to eating without sacrificing flavor or moments of indulgence.

To determine the characteristics of the portion control offering, we consider:

1. **The recommended times to eat are during** snacks or between meals.
2. **The suggested energy intake for each meal, based on five meals:** breakfast, lunch, dinner, and two snacks throughout the day.

Based on these characteristics, we have determined the following:

- **Children's offerings:** Products in single-serving portions, individually packaged, with 200 calories or fewer per serving.
- **Adult offerings:** Single-serving products individually packaged with 250 calories or fewer per serving.

In addition to portion control, our options are designed to suit different tastes and occasions:

- **Options with no artificial colors or flavors.**
- **Options with improved nutritional** quality without sacrificing taste.
- **Options with significant reductions (25% or more)** in certain nutrients such as added sugars, sodium, or saturated fat.

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To learn more about our Smart Portion Guidelines, [click here.](#)

