



Better Nutrition

We're making mealtimes better by applying the latest nutrition and sensory science to our products, consumer guidance and advocacy for better food systems.

Material topics

Consumers and end-users

UN SDG



In this section



Our approach

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new health commitments and programmes established

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Our portfolio

95.9%

of our sales volume is in products externally classified as healthy⁸

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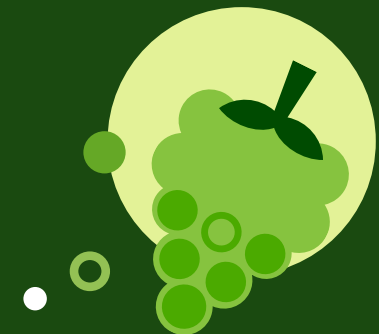


Our practices

9

years of voluntary disclosure of products by sales proportion

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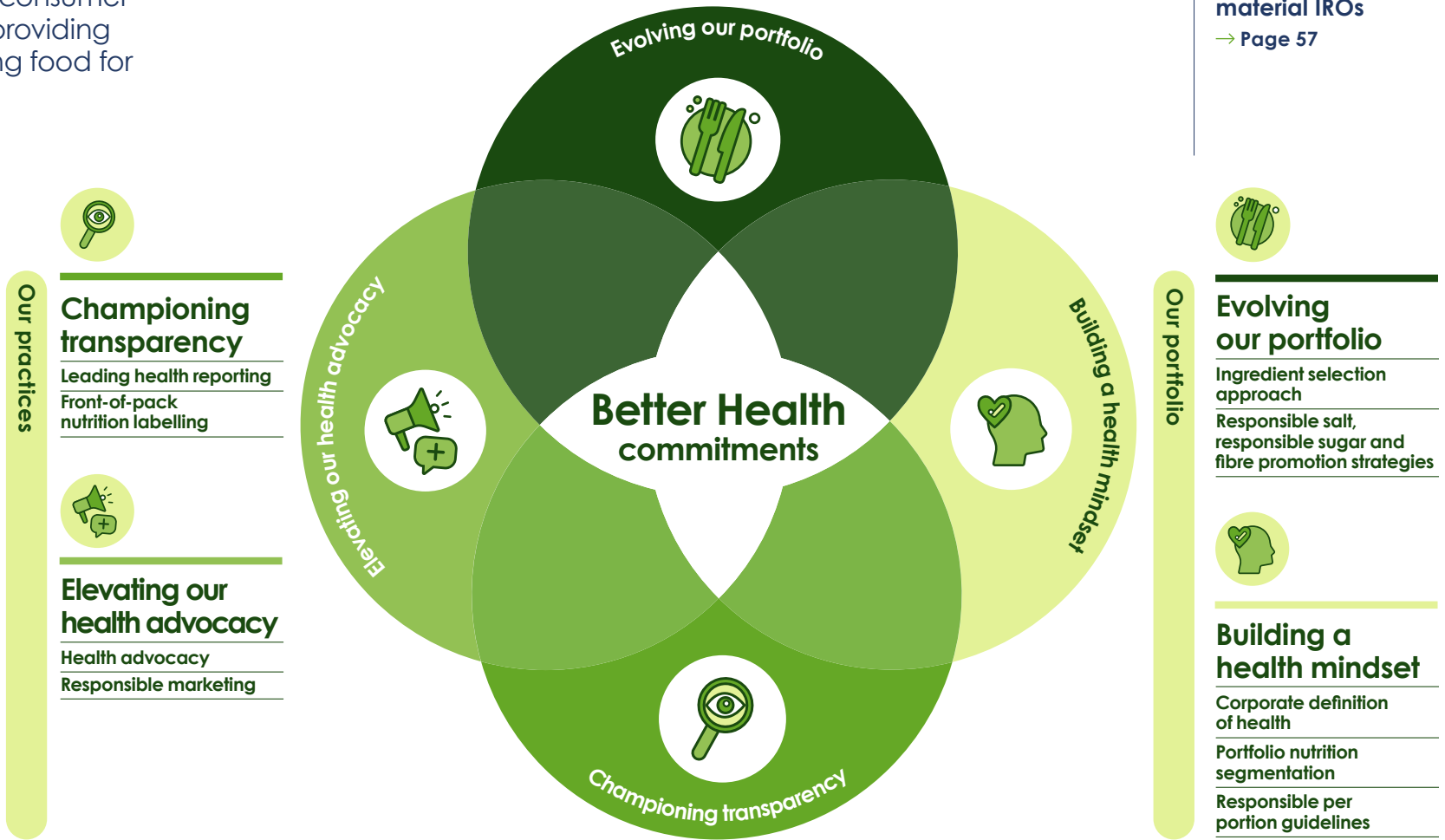
8. As defined by the UK Government's Nutrient Profiling Model, which looks at saturated fat, salt and sugar content.

Our approach

The last year was a milestone in our nutrition and health journey as we laid the foundations for a new strategy to tackle evolving consumer and industry trends, while providing consumers with great tasting food for all occasions.

As a cost-efficient staple for millions of European households, frozen food retains nutrients and makes year-round access to produce like fish, fruit and veg appealing and convenient. We elevate these benefits by proactively developing healthy and responsible product ranges, refining existing products to be healthier, being intentional in our selection of ingredients and labelling transparently.

Our new **Better Health** strategy has been developed by our Nutrition and Sensory RDQ Centre of Expertise, with input from cross-functional teams and external experts. It was formally launched this year (2026), supported by robust policies and governance systems.



Our approach

→ [Website](#)

Our nutrition material IROs

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Our approach continued

How are we doing?

95.9% ↓

of total net sales from products classified as **Healthier Meal Choices (HMC)**⁹

2024: 96.0%
2023: 93.9%

2.5% ↓

of total net sales from **nutritionally improved products**

2024: 5.0%
2023: 7.0%

Including Adriatic cluster

88.1%

of total net sales from products classified as **Healthier Meal Choices (HMC)**⁹

2024: 88.1%

2.3%

of total net sales from **nutritionally improved products**

2024: N/A

Our performance data

→ [Download](#)

Our new targets

→ [Page 62](#)

2025 performance

Across 2025, 95.9% of total net sales were from products assessed and classified as Healthier Meal Choices (HMC)⁹, and 100% of Everyday Food innovations were also HMC. In addition, 2.5% of total net sales were from nutritionally improved products (down 2.5%) owing to a focus on strategic renovation to drive product superiority.

Our **ambition** is to apply a nuanced approach to health, unlocking commercial growth and mitigating risk across the entire portfolio.



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Our new strategy enables us to lead with what consumers value most – great taste – while showcasing our health credentials in a way that helps shoppers reappraise frozen as the smart, modern choice for everyday eating.

Carly Arnold
Chief RDQ Officer

9. As defined by the UK Government's Nutrient Profiling Model, which looks at saturated fat, salt and sugar content. Both targets currently exclude our Adriatic cluster.

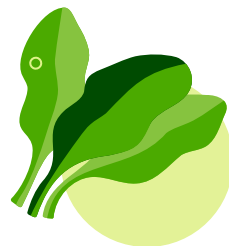
Our portfolio

As a branded leader, we are specialists in developing and manufacturing tasty and nutritious food at scale for millions of households across Europe.

Our Company-wide **Nutrition policy** and codes of practice go beyond compliance to apply high global health and nutrition recommendations. This approach enables us to create products that deliver on objective, evidence-based health and nutrition criteria. For example, our nutrient profiling methodology is based on the UK Government's **Nutrient Profiling Model** (NPM). Reflecting the evolving, complex and nuanced health landscape, we are currently transitioning to the **Health Star Rating** as our new corporate definition of health, incorporating additional lenses of **Nutri-Score** and **WHO Europe NPM** to our annual healthy sales reporting which will also retain the UK Government's NPM tool.

Our approach to ingredient selection

→ [Website](#)



Ingredient selection

Safety is our number one priority (see [page 59](#)) and our Ingredient Selection policy requires that we risk-assess every ingredient based on the latest health evidence. The policy is put into practice via a dedicated code of practice and is overseen by our Food Safety, Quality and Regulatory Governance forum.

Categorising ingredients

The code of practice deploys a 'traffic light' system to categorise risk levels. 'Red' ingredients and additives are those linked to proven adverse health and safety impacts and/or the strongest degree of adverse health perception (including artificial colours/flavours and flavour enhancers). 'Amber' ingredients and additives are those that may have negative health perceptions in one or more of our markets (such as natural colours/flavours, emulsifiers or dextrose). 'Green' ingredients form the basis of our product ranges and include wholefoods, healthy oils, herbs and spices.

As we acquire new brands and businesses, occasionally there will be instances where non-permitted (i.e. Red) ingredients become present in the portfolio. Here, we rapidly target strategic reformulation to ensure compliance with our Ingredient Selection policy. Throughout 2025, Red ingredients were fully removed from 69 products in our Adriatics brands.

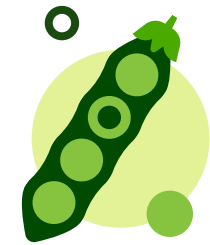
Saturated fat, salt and sugar

Our salt and sugar strategies incorporate Responsible Per Portion Guidance (RPPG), national targets

(where they exist) and local benchmarking data (see [page 29](#)). At the end of 2025, 95.9% of our net sales and 96.8% of our volume sales (both excluding Adriatics brands) were from products not High in saturated Fat, Salt or Sugar (HFSS), as defined by the UK Government NPM. Positive strategies such as the use of healthier rapeseed and sunflower oils, in addition to our Ingredient Selection categorisation, help to minimise saturated fats across our portfolio.

Ultra-processed foods (UPFs)

As evidenced on the previous page, more than 90% of our portfolio is objectively healthy, yet many products are classified as UPFs under the NOVA system, which we believe is fundamentally flawed as it treats all UPFs as a single category regardless of nutritional quality. Scientific bodies including the Scientific Advisory Committee on Nutrition (SACN) in the UK and Agence nationale de sécurité sanitaire (ANSES) in France note that evidence linking UPFs to obesity and other health risks is largely observational, inconsistent in applying NOVA and lacks clear mechanisms. The term 'UPF' is therefore too broad for effective policy, as many UPFs are nutrient dense when assessed by recognised nutritional profiling models. At a systemic level, we welcome more robust and nuanced categorisation of UPFs that factor in nutrient density and quality. We will, of course, continue monitoring UPF-related risks, but processing alone should not determine whether a food is considered healthy.



99.9%

of products free from artificial colours/flavours and flavour enhancers

2,323

equivalent tonnes of salt removed from our portfolio

Our portfolio continued

Goodness of Frozen in action

Focus on fibre

With rising awareness around gut health and consumer preferences pivoting towards plant-based foods, we are focusing on fibre in a number of ways:

1

More fibre-rich wholefoods: incorporating legumes, beans, etc. into recipes.

2

Informative labelling: voluntarily declaring fibre content per 100g and per portion, going beyond regulations.

3

'Nudge' marketing: social media and advertising to promote fibre, including campaigns such as Fibre February.

4

Systemic advocacy: working with food sector peers, organisations like [The Food Foundation](#) and initiatives like [Action on Fibre \(UK\)](#) to make fibre a more central part of the food system.



Nutri-convenience in the Nordics

As part of the Findus Frozen Takeaway range, our Nordic cluster launched two new veg meals in 2025, each providing up to 6.3g fibre per portion through veg, legumes and fruits.



Green Cuisine: Redefining meat-free

Our well-loved Green Cuisine Meat-Free Burger was relaunched across multiple markets with a recipe that is not only tastier and juicier, but also provides 6.2g fibre per patty in a convenient, delicious and familiar format.



Indulgent pizza that delivers on fibre

Our Goodfella's brand launched New York Style Takeaway pizzas as a healthier yet tasty alternative to high street takeaway options. As part of the sauce redevelopment, teams incorporated chicory root fibre so that each half pizza serving now offers around 5g of fibre.



Birds Eye: An intentional approach to fibre

In the UK, Birds Eye's new Get Real range of ready meals offers at least 8g of fibre per bowl by incorporating pulses such as chickpeas to create deliciously smooth, creamy sauces. Birds Eye has got behind The Food Foundation's 'Bang in Some Beans' campaign to double the nation's bean consumption by 2028. As an official Bean Promoter, consumers will see more beans, pulses and /or legumes in Birds Eye ranges.

Goodness of Frozen in action

Nutrient-dense ready meals

With growing consumer awareness of fibre intake and its benefits, we set out to create balanced meals that provide protein from real ingredients, alongside essential micronutrients, plenty of veg and naturally occurring fibre.

Developed by nutritionists, chefs and product developers, the Get Real range appeals to busy consumers looking for a nutritious meal that doesn't compromise on taste. Each is under 500 kcal while still offering more than two portions of veg, over 30g of protein, 8–11g of fibre and a source of at least ten vitamins and minerals.

All ingredients are simple and recognisable with no artificial additives or preservatives. What's more, on-pack messaging calls out the contribution to healthy muscles, strong bones and energy metabolism as a result of protein, phosphorus and vitamin B3 respectively.



Our portfolio continued

Building a health mindset

Nomad Foods' 'Love our Food' corporate value is all about offering consumers tasty, convenient, nutritious and sustainable products. Alongside intentional ingredient selection and nutritional profiling, we also segment our portfolio based on the latest international and national dietary recommendations. This provides an additional lens for our food scientists to approach product development, to ensure we provide consumers with great tasting food for all occasions.

In 2025, we prepared the groundwork to formally separate treat foods as their own category. We also reassigned certain sub-categories (as shown by * on the right).

Healthier portion guidelines

For nutritional information to be product specific, we make sure that per portion guidance is visible in our labelling and marketing (see [page 31](#)). This gives consumers a nutritional snapshot based on a typical portion, which may be more or less than 100g.

Portion guidance is based on both consumer habits and responsible nutrition. For example, a portion of Birds Eye peas is 80g as this comprises one of the 'five a day', while Goodfella's New York Style Takeaway pizzas count half a pizza as a portion based on typical consumer habits.

Everyday foods

- Ready meals & soups not containing red/pork/processed meat*
- Fish, chicken, Green Cuisine
- Veg & fruit products
- Potatoes and standard carbohydrate sides e.g. all standard prepared potato products, Yorkshire puddings



Occasional foods

- Ready meals & soups containing red/pork/processed meat)*
- Desserts, sweet bakery
- Pastry*
- Non-indulge pizza and pizza sides e.g. garlic bread, dough balls*
- Red meat and pork products
- Pies
- Small meals and snacks, e.g. Sofficini, empanadas, sausage rolls
- Indulgent potatoes and carbohydrate sides e.g., duck fat roast potatoes
- Creamy sauces & condiments*



Treat foods

- Ice cream*
- Indulge pizza (takeaway style)*



Goodness of Frozen in action

Cutting salt and sugar from Norway to the Adriatics

Findus Norway has been actively engaged in the country's Partnership for a Healthier Diet since 2016. As an active member of the initiative's salt reduction agreement, it has helped shape average salt targets across 38 food categories. In 2025, all but four of the brand's in-scope products met these targets with reformulation projects in place for the remaining products. Since 2021, we have removed 1.6 tonnes of salt from our Norwegian portfolio.

Across Europe in Croatia and Serbia, our Ledo and Frikom brands – the largest producers of ice cream in the region – have been removing calories, saturated fat and sugar from kids' ice cream products under our Created for Kids nutrition guardrails. In 2025, the last non-compliant product underwent sensory testing to reduce sugar by 10%.

Nutritionally responsible innovation extends to ice cream cakes. With all now under 200 kcal per serving, in 2025 we also worked to bring the entire range to deliver maximum 15g sugar and 5g saturated fat per serving. Through ingredient reselection and reformulation, portion optimisation and sensory testing, the iconic Birthday Cake was the last product reformulated to reduce saturated fat to compliant levels. This was a milestone as fat plays a key role in keeping the structure of ice cream cakes stable, even outside the freezer.

We found that 73% of consumer panellists preferred the healthier Birthday Cake to the original – that's the Goodness of Frozen in action!



73%

of consumer panellists preferred the healthier Birthday Cake to the original

Our portfolio continued

Goodness of Frozen in action

A health mindset at Nomad Foods

To ensure health is a key consideration to how we work at Nomad Foods, our Nutrition Training programme provides face-to-face and e-learning options for our people. Tailored to a colleague's local health landscape, training covers why nutrition matters, our Nutrition policy, strategy and targets (see [page 25](#)).

In 2025, a new capability framework was launched on health and nutrition for Marketing teams. We also developed a Nutrition Learning Hub of bite-sized content, including a 'myth-busting' programme on nutrition in frozen food. All online resources are available for all commercial and RDQ colleagues.

We have also launched an updated fact file on veg, plant-based and potato nutrition, informing colleagues about the nutritional profiles of different veg and the specific benefits of frozen veg.

Food for a healthier future

In partnership with the global innovation network, **Innoget**, our Future Foods Lab seeks to build venture capital opportunities between Nomad Foods and startup businesses. In 2025, we leveraged the lab to tap into the health mindset of entrepreneurs, inviting them to share ideas with the potential for funding and mentoring from Nomad Foods to scale them up.

Our first challenge was about functional nutrition, responding to growing demand for food that offers genuine health benefits, while still being tasty, balanced and suited to everyday life. With a focus on ready-to-eat and ready-to-cook concepts, we were looking for solutions to challenges that our product developers face every day – from achieving nutrient density without compromising on taste to delivering protein-rich options with

sustainably sourced ingredients. We saw a great response, receiving more than 1,500 ideas, from which 400 concepts were shortlisted. Just six reached semi-final stages where ideas were pitched to a panel of Nomad Foods experts.

We've taken forward the winning ideas for further development and collaboration across 2026 and beyond.



Watch our video

→ [Website](#)



Our practices

Our **Nutrition policy** outlines our commitment to rigorous, evidenced-based disclosure on health and nutrition. This extends beyond our reporting to consumer-friendly labelling and responsible marketing that often exceeds statutory requirements and is designed to empower informed shopping choices.



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Countries are rightly talking about diet and nutritional health, but messaging is increasingly shaped by fads and misinformation. With rising rates of obesity and diet-related disease, public discourse needs to recentre on clear, understandable messaging that's evidenced in scientific fact.

Lauren Woodley
Head of Nutrition and Sensory Science

Transparent reporting

We have been voluntarily disclosing the proportion of our sales from healthy products since 2017. In 2025, we committed to reporting not only against the UK Government NPM but also three further models recognised as best practice by the **Access to Nutrition Initiative (ATNi)** and the **George Institute for Global Health: the Health Star Rating, Nutri-Score** and **WHO Europe's NPM**. Having publicly committed to ATNi to commence this enhanced disclosure in 2026, we began a data transformation project throughout 2025 to recalculate nutritional metrics for thousands of product specifications.

In the UK, we continue to champion consistent data reporting as active members of the UK's Healthier Food Reporting group – a partnership between Government, industry and nutrition experts. Our Head of Nutrition and Sensory Science sits on this group and previously sat on its forerunner, the UK Food Data Transparency Partnership's Health Working Group.

Our Nutrition policy

→ [Download](#)



Responsible marketing

Our internal Marketing policy and Responsible Marketing position statement, guides all communications, including our responsible marketing to children practices. We ensure that any claims we make are truthful, scientifically substantiated and not misleading, and fully adhere to – or go beyond – EU regulations on Nutrition and Health Claims and Food Information to Consumers (retained also in the UK).

This can be seen in our application of claims based on nutritional profile and our use of claims around fibre and protein, which interpret legislation in its broadest sense to avoid any ambiguity or misinterpretation. For example, Marketing, Nutrition and Regulatory colleagues are required to ask questions like, 'can the protein level be deemed "significant"?' or 'would I feel cheated if I bought this product expecting a meaningful amount of protein?' As described on [page 30](#), extensive training is provided to support such decision making.

Goodness of Frozen in action

Labels that cut through the complexity

We exceed legislation by voluntarily declaring fibre content in all markets, as well as front-of-pack nutrition labelling and/or reference intakes per portion where relevant.

In 2025, we continued to endorse the Nutri-Score 2.0 algorithm, an updated version of the front-of-pack nutrition labelling system used in several European countries. We also advocated for mandatory front-of-pack nutrition labelling in the UK.

Where appropriate, we adopt nationally recognised schemes to flag healthier choices.

Each grilled burger (94g) contains

Energy	Fat	Saturated fat	Sugars	Salt
924kJ / 220kcal	13g	5.9g	0.8g	0.7g
11%	19%	30%	<1%	12%

of an adult's reference intake
Typical values (as sold) per 100g: Energy 966kJ / 230kcal

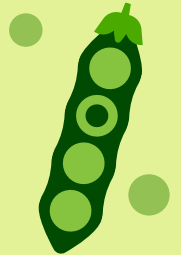
Our practices continued

Our advocacy in 2025

Attended the UK Government's Veg Policy Roundtable and contributed to the Food and Drink Federation's advocacy around the importance of veg.



Presented at the Food Matters Live event series, showcasing frozen as an enabler of access to healthier and more sustainable diets.



Participated in a webinar with The Grocer magazine and Vyr, bringing together retail, manufacturing and NGOs.

Joined Ideas Fest at FoodDrinkEurope to debate 'shaping a healthier European food system'.



Our Head of Nutrition and Sensory Science, Lauren Woodley, presented to stewardship investors at the UK Investor Coalition on Food Policy.



Lauren Woodley spoke at the British Frozen Food Federation Business Conference about the Goodness of Frozen alongside academic experts.

Advocated for health SDGs at the Nutrition for Growth Summit.

Attended the Labour Party Conference panel with the Obesity Health Alliance, advocating for mandatory healthy sales reporting.



The Nomad Foods Podcast

Episode #2:
Good food and good policy as a recipe for better public health

Smashed myths with our **Frozen in Focus** report and talked 'good food and good policy' on the **Nomad Foods Podcast**.

Our practices continued

Goodness of Frozen in action

Recipe for a Life Well Fed

In 2025, we launched a new consumer brand campaign, Recipe for a Life Well Fed. With simple, motivational cues about the great taste, natural goodness, health benefits, balance and everyday nourishment of frozen food, the campaign brings our science-led commitments to life and supports our mission to help people eat a little more goodness every day.

The campaign featured some of our most iconic products – from our omega-filled fish fingers and vitamin-rich peas to protein-packed chicken

nuggets. We show the nutritional benefits in ways that resonate with households, reframing frozen food from a convenient fallback to a trusted, nutritious and balanced way to feed yourself and your family.

Ultimately, Recipe for a Life Well Fed serves as a manifesto for modern mealtimes: celebrating taste, nourishment, connection and the role frozen food plays in making healthier eating easier, more inspiring and more accessible for all.



Towards systemic change

Meeting the needs of Europe's changing demographics for great tasting, healthy foods that are convenient, accessible and sustainable is a monumental challenge – and one that we do not tackle in isolation. Working with industry peers, governments and expert organisations, we are proud to be part of an ecosystem committed to making healthy food more accessible and appealing.

We see our role as evidencing the positive contribution that frozen food makes as part of a wider food system. We emphasise this through our consumer communications and in active political engagement across our jurisdictions. For example, in Europe we continue to call for mandatory front-of pack nutrition labelling, while in the UK we advocate for common metrics through the

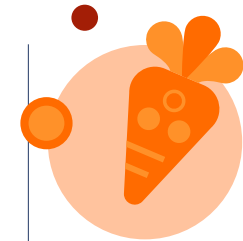
Healthier Food Reporting initiative as well as through media and direct political engagement.

Looking ahead

Having set ambitious 2030 targets (see [page 62](#)), we will integrate our new **Better Health** strategy within the business with key performance indicators (KPIs) and processes that drive and monitor progress.

We are focused on creating foods that deliver on taste plus health through our innovation, renovation and sensory activities. We will focus particularly on opportunities to boost fibre and maximise wholefoods through our ingredient selection approach.

Finally, we will continue to elevate our health advocacy across Europe and the UK.



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We have a generational opportunity to create a healthier, more sustainable and just food system. This starts with challenging the narrative around frozen and convenience foods being inherently unhealthy ultra-processed foods. And for this, we need regulation that levels the playing field for all food industry stakeholders, stimulating science-based meaningful change.

Lauren Woodley
Head of Nutrition and Sensory Science

