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# Promoting good health through food

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One of the key topics identified in our 2023 materiality study is **Product Safety** and **Quality Standards**. Read more about Biedronka's materiality study in Chapter **About the Report**. ▶





**Justyna Szymani, PhD**  
**Director of the Private Brand Quality  
 Development and Control Department**

*Each one of us is responsible not only for our own plate, but also for our own field of influence. In the case of Biedronka, that's 5 million customers a day. The scale of our operation increases our responsibility to democratise the access to quality food. Price must not be a barrier to quality - and that is our number one priority when developing our Private Brand products. Biedronka's technologists, in close cooperation with producers, create the recipes of Private Brand products, with great attention to their nutritional profile, which must be as natural as possible - and tasty at the same time! We are very pleased that customers appreciate Biedronka's portfolio of protein, plant-based, low-carbohydrate or gluten-free products. Through voluntary labelling systems, we also want to navigate consumers towards better nutritional choices. We are committed to promoting a beneficial diet by working with producers, civil society entities such as NGOs and the academic community. This allows us to leverage different perspectives and competencies and create solutions that have a real, positive impact on our society and environment.*



**Tomasz Grzegorzczak,**  
**Director of the Perishables Quality  
 and Food Safety Department**

*We prepare our line of perishable and Private Brand products so that it meets the diverse needs and preferences of our customers. We invest in innovation to keep our product range up to date with these needs, and regularly introduce new products that meet the highest standards and expectations. We focus on both flavour and health and we take care of every stage of production – from the selection of raw materials to the presentation of the finished product on the shelf. By working closely with proven suppliers, we can offer products that are not only tasty, but also safe.*

## Key figures in 2023:

# 405

**+60% compared to 2022**

Private Brand products with  
 Nutri-Score labelling

# 8,935

**+12% compared to 2022**

food safety audits in stores

# 1,833

**- 2% compared to 2022**

Safety and Quality Audits of  
 suppliers of Private Brand and  
 perishable products

# 39

**Products**




under the Dada Baby Food  
 range




# 39



**+ 330% compared to 2022**

new products under the Go Active brand

## Biedronka's responsibility commitments for 2021–2023

Commitment	Progress in 2023	Implementation stage	Report page
<p>1. Developing products for people with special nutritional needs/preferences, such as products dedicated to vegans, vegetarians, as well as lactose- and/or gluten-free products.</p>	<p>In 2023, Biedronka offered:</p> <ul style="list-style-type: none"> <li>• 108 gluten-free products (including 7 new ones)</li> <li>• 26 lactose-free products</li> <li>• 156 products for vegans/vegetarians including perishables (13 new products).</li> </ul>	<p>100%</p> 	<p>p. 40</p>
<p>2. Ensuring that products intended for children are characterised by a nutritional profile that is better than that of the segment leader (or best-in-class).</p>	<p>In 2023, 59% of benchmark products with a fixed benchmark had a higher profile than the market one, 38% had the same profile, and 3% had a worse profile. Of the reference products included, 47% did not have a market reference point.</p>	<p>Partially achieved</p>	<p>-</p>
<p>3. Voluntary introduction of the "GMO-free" / "Produced without the use of GMO" labels for 75% of Private Brand food products that may contain genetically modified ingredients (including soybeans and corn), to help consumers make informed purchasing decisions – 55% in the 1st year / 65% in the 2nd year / 75% in the 3rd year.</p>	<p>The label was introduced on 29 eligible products (9 pp more compared to 2022)</p>	<p>100%</p> 	<p>p. 43</p>
<p>4. Continued development and implementation of programmes promoting the Mediterranean diet/ healthy eating habits – based on recommendations from nutritional experts, taking into account domestic considerations. Introduction of product labels to help consumers make informed dietary choices, alongside conducting related educational activities.</p>	<p>Biedronka published e-books "Time for..." dedicated to nutrition and a healthy lifestyle, maintained the magazine "Czas Na..." (containing recipes, devoted to nutrition and a healthy lifestyle), the magazine "Dada" (addressed to parents, focused on nutrition and a healthy lifestyle, which is the result of a cooperation between the Institute of Mother and Child and Biedronka) and published articles in external media, such as social networks. The Gang Mocniaków educational and loyalty campaign has been launched, the aim of which is to draw the attention of the young generation to the "superpowers" of food, with an emphasis on fresh products and exclusive brands of the chain. As part of the campaign, 33 educational materials were created, including 6 books for children.</p>	<p>100%</p> 	<p>p. 44</p>

Commitment	Progress in 2023	Implementation stage	Report page
5. Eliminating food colourings other than those of natural origin from the composition of 90% of Private Brand products by 2023.	Private brands: 98%. Perishables in bakery: 100%.	Partially achieved	-
6. Eliminating flavour enhancers from the composition of 90% of Private Brand products by 2023.	Private brands: 97% Perishables: 100%	Partially achieved	-
7. Promoting healthy nutrition among seniors by democratising access to Private Brand food products which fit in with their nutritional needs.	In 2023, special products for these age groups were launched, namely the Go Active range in Poland and Portugal, whose target audience is seniors. 39 Go Active products.	Partially achieved	p. 41
8. Placing energy value labels on 100% of Private Brand alcoholic beverages	Commitment fulfilled	100% 	p. 44
9. Using a sign warning pregnant women on 100% of Private Brand alcoholic beverages.	Commitment fulfilled	100% 	p. 44
10. Using the "Don't drink and drive" sign on the labels of 100% of Private Brand alcoholic beverages.	Commitment fulfilled	100% 	p. 44
11. Nutri-Score marking on selected categories of Private Brand products.	In 2023, Biedronka expanded its Nutri-Score by another 152 products out of 20 product categories selected for categorisation, increasing the total number of items classified according to this product nutritional profile rating system to 405 (+60% compared to 2022).	Partially achieved	p. 44

Commitment	Progress in 2023	Implementation stage	Report page
12. Elimination, by the end of 2021, of glucose and fructose syrup from 100% of perishable and Private Brand products.	Glucose-fructose syrup in Private Brand products eliminated from 84% of products (12 pp more compared to 2022). 100% of bakery products do not contain glucose-fructose syrup.	Partially achieved	-
13. Reducing, on average by 10%, salt content in soups from the Jerónimo Martins factory in Poland, by the end of 2023.	The salt content of soups produced at the Soup Factory reduced by 8.1% compared to 2020.	Partially achieved	-
14. No soy lecithin in 100% of our Private Brand products by the end of 2023.	By the end of 2023, 22% of all 157 products containing soy lecithin had been reformed or discontinued. The others are in progress and have been included in the next cycle of targets for 2024-2026.	Partially achieved	-
15. Reducing the energy value, on average by 5-10% (kcal), of 5 confectionery products by the end of 2022.		Partially achieved	-
16. Reducing sugar content in non-alcoholic beverages and in nectars containing more than 5 g sugar/100 ml, on average by 5-10%, by the end of 2021 (with 2020 levels serving as the benchmark value).	Commitment fulfilled	100% 	-
17. Reducing salt content in all Polish dumplings (frozen/refrigerated), to a level of 0.9 g/100 g maximum, by the end of 2022.	Salt content of all Polish dumplings reduced by 10.1%; The average salt content on this category is 0.93 g/100 g; 7 products of the dedicated category (typical Polish dishes) were reformulated.	Partially achieved	-
18. Reducing salt content in TOP brand snacks/chips, on average by 10%, by the end of 2021 (with 2020 levels serving as the benchmark value).	Commitment fulfilled	100% 	-

Commitment	Progress in 2023	Implementation stage	Report page
19. Ensuring that TOP brand snacks/chips will not contain any monosodium glutamate (MSG) by the end of 2021.	Commitment fulfilled	100% 	-
20. Eliminating annatto dye from hard cheese (made in Poland) by the end of 2021.	Commitment fulfilled	100% 	-
21. Reduction of sugar content in Tutti homogenised cheeses by an average of 10% by the end of 2021	Commitment fulfilled	100% 	-
22. Increasing, by 10%, fibre content in cornflakes, by the end of 2022.	Commitment fulfilled	100% 	-
23. Enriching plant-based products (the so-called alternatives for animal-origin products) by adding the necessary vitamins and/or minerals.	Commitment fulfilled	100% 	-



## We have been advocating a change in the nutritional habits of Poles

At the Biedronka chain, we encourage customers to shop for healthier and more sustainable food products. For more than a decade, we have been changing the recipes of Private Brand products – reducing salt, sugar and fat content in drinks and fruit yogurts, among others. We label products to educate consumers and support them in making more informed food choices.

At the “Energy for Life” conference in November, we analysed three types of energy, including the energy we get from food. The panel “The power of nutrition and the joy of eating – How can energy from food feed us and connect us?” dealt with health-promoting changes in food products and building appropriate cooperation, communication and education for a healthy lifestyle.



More about **the conference**.



At the Jerónimo Martins Group, we feel responsible for supporting consumers so that they make purchasing decisions that are conducive to a healthy lifestyle. We promote and introduce high-value food products, paying special attention to their nutritional profile and recipe. We have a diverse range of products for consumers with special needs or preferences, such as food intolerances and allergies.



To ensure high standards, we are implementing the **Jerónimo Martins' guidelines** for the development of Private Brand and perishable products which embody the Product Quality and Safety Policy and the Nutritional Policy. These guidelines specify several requirements for stores and Distribution Centres, restrictions on colourings, preservatives and other food additives, recommended amounts of nutrients such as salt, sugar or fat, and additional rules for food product labelling. For many years, we have been working according to the principles described in the documents:



The **Product Quality and Safety Policy**<sup>1</sup>, that aims to improve compliance with the law and promote stakeholder engagement when building our brands. Our product quality and safety standards have a solid scientific basis, and we undertake specific commitments to develop more responsible products when it comes to animal testing, genetically modified organisms and microplastics, among other commitments;



The **Nutritional Policy**<sup>2</sup>, which promotes healthy lifestyles and is in line with the recommendations of the World Health Organisation (WHO) and the recommendations of local food and nutrition experts. We want to contribute to the prevention of diseases related to poor nutrition, including obesity, type 2 diabetes, osteoporosis and cardiovascular disease, so we are committed to the global fight against serious public health problems.



We have also developed detailed **nutrition guidelines for children**. According to them, our Private Brand products for children do not contain sweeteners, flavour enhancers, phosphates, glucose-fructose syrup, or flavours and colours other than those of natural origin. We do not add ingredients such as sugar and salt to our products for children under the age of two. We adjust the texture of products to the developmental stages of the child, pay special attention to the quality of the raw materials used and, where reasonable and advisable, we enrich products for the youngest children.



We realise that the elderly also have special nutritional needs, which are due, in part, to their limited appetite or weaker perception of taste and smell. As seniors need age-appropriate amounts of nutrients, minerals and vitamins, we have also developed the **"Nutritional Guidelines for Seniors"** to govern our approach in this regard.

In 2023, we streamlined our procedures and revised our guidelines for suppliers. The main changes included:


- minimising the use of acesulfame potassium (E950), phasing out sucralose (E955) and the two sweeteners; from 2024, plant-based sweeteners will be preferred;
- acceptance of suppliers certified to the FSSC 22000 standard (a food safety management system recognised by the Global Food Safety Initiative).

<sup>1</sup> <https://www.jeronimomartins.com/wp-content/uploads/01-DOCUMENTS/Responsibility/Health/EN/PRODUCT-QUALITY-AND-SAFETY-POLICY.pdf>

<sup>2</sup> <https://www.jeronimomartins.com/wp-content/uploads/01-DOCUMENTS/Responsibility/Health/EN/Nutritional-Policy.pdf>



# Food quality and safety

The safety and high quality criteria of the products we offer are guided by our **“Food Quality and Safety Policy”** , which outlines the strategy for the development of Private Brands and perishables. With the objectives set out in this document, we aim at effectively meeting changing customer expectations. Technology, science and customer expectations are constantly evolving, so we are committed to finding I would just use the expression better one time. solutions in the areas of quality, safe food and environmental protection. The policy also guarantees a high standard of security checks, traceability and response to alerts. We are constantly improving the quality and safety standards of the food products we offer through strategic, long-term partnerships with suppliers.



## BIEDRONKA STANDARDS

### Basic Quality Requirements

Basic Quality Requirements (BQR) – our in-house set of mandatory criteria related to product safety and quality applicable to all categories of perishables: fruit and vegetables, regional and bake-off bread, fresh meat, fish and eggs. For each of these product categories, we have developed specific BQR standards that are mandatory for all suppliers interested in selling their products via our chain.

An important tool in ensuring the safety and quality of our products is the **Primary Production Check List**, a set of standards that obligate primary producers of fruit and vegetables to provide information on the use of fertilisers and pesticides, proper organisation of the production site, and control of crop acreage, among other requirements.



## BIEDRONKA STANDARDS

### Renewal of ISO 22000:2018 certification

In 2023, we confirmed the compliance of our management systems food safety::

- A monitoring audit confirmed the system's compliance at 16 distribution centres and Biedronka's head office related to the storage and distribution of food products and the development of Private Brand food products,
- FSSC 22000 v.5.1 (which includes ISO 22000:2018) for the soup factory in Poland with regard to ready-to-eat after heating and individually packaged products.

## Safety and quality audits

All Private Brand and perishable suppliers are audited to verify compliance with our standards. We also conduct regular inspections at our stores and distribution centres.

We assess, among other things:

- HACCP requirements, including critical points,
- reception and storage checks,
- personnel hygiene,
- glass policy,
- buildings,
- equipment,

- pest control,
- washing and cleaning,
- waste management.

Inspections and audits are key to selecting and monitoring suppliers of fresh products and Private Brands, as well as the development of existing suppliers.

### Audits of suppliers

Audit frequency is defined based on criteria that determine the performance of the supplier, taking into account:

- the level of perishability of the product and/or the history of risk assessments per supplier;
- the results of analytical checks, rejections and complaints;
- the previous audit results;
- the existence of food safety system certification, under the schemes approved by the Global Food Safety Initiative.

We also conduct unannounced quality inspections at suppliers' facilities.



In 2023, we conducted

**1,045**

unannounced inspections of perishables suppliers (+10% compared to 2022).

**432**

audits to suppliers of Private Brand food and non-food products (+11% compared to 2022).

**1,401**

audits and inspections of perishables suppliers (-5% compared to 2022).

A slight reduction in the number of audits in the perishables category is due to improvements in the results of earlier audits, which consequently required a lower frequency of verification audits in 2023.

A summary of the inspections and audits conducted at our suppliers' facilities is provided in the table below.

Audit type	2022	2023	D 2023/2022
Audits of perishables suppliers (preliminary, verification and follow up)	539	356	-34%
Unannounced inspections to perishables suppliers	941	1 045	+11,0%
Audits of Private Brand product suppliers (food and non-food)	390	432	+11,0%

## Food safety

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### Assessing the impact of relevant product and service categories on health and safety

To ensure the highest standards of quality and safety, we also regularly conduct audits at our stores and distribution centres. External audits took place at 34 stores, up 21% from 28 in 2022. In 2023, we audited distribution centres in accordance with the ISO 22000 standard. They were audited by both internal and external auditors, who inspected facilities, equipment and procedures. The number of external audits at distribution centres decreased by nearly 67%, as some audits scheduled for early 2023 were conducted in late 2022.

In 2023, a total of 6,842 audits and 146 re-audits of food safety in stores were performed. We also carried out 1,796 food safety audits at Meat Stands, 102 re-audits and 18 inspections of the orange juicing process in stores. Detailed information is shown in the table below.

In addition, as every year, we conducted laboratory tests of Private Brand and perishable products. With the aim of ensuring the highest quality and hygiene, we also performed 133,618 microbiological tests in stores, including 121,919 tests of samples taken from appliances and equipment, 9,480 swabs from staff's hands, 334 tests of products (orange juice and roast chicken) and 1,885 tests of water samples.

We continue the **mandatory audits to logistics partners**, which they must undergo according to the BQR standard, at least once a year. We conducted a total of seven audits, in which we considered the level of risk associated with criteria such as hygiene, food safety and other quality aspects (specified in this chapter).

## Food safety audits

Audit type	Number of audits in 2023
In-store food safety audits	6,842
In-store food safety re-audits	146
Food safety audits at Meat Stands	1,796
Food safety re-audits at Meat Stands	102
Food safety audits at BIEK facilities	31
In-store audits of the orange juicing process	18
Laboratory tests of Private Brand products (food and non-food)	20,833
Laboratory tests of perishable products	6,402

We ensure good quality of our products delivered with the use of the Glovo system as part of the Biedronka Express service. Twice a year, a standard audit of BIEK facilities, i.e. micro distribution centres working with Biedronka Express, takes place, during which we meet with project supervisors to find out what comments they have and what challenges they face, as well as to check the status of the implementation of post-audit recommendations. In 2023, we carried out 31 quality and food safety audits at BIEK facilities and 20 mystery purchases.



More information at [www.biek.pl](http://www.biek.pl)



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**Total number of incidents of non-compliance with regulations and/or voluntary codes concerning the health and safety impacts of products and services at each stage of the life cycle**

We regularly monitor the quality and safety of the products we offer and withdraw from sale products that may pose a risk to consumers or that do not meet the standards we have adopted. We use a three-level scale to classify incidents of non-compliance :

- I** **Level I** – critical situations in which ingredients of a given product may have an impact on safety and, consequently, on public health.
- II** **Level II** – situations in which the ingredients of a given product may negatively impact customer opinions and safety.
- III** **Level III** – improper product labels.

Analyses, tests, inspections and audits carried out in the area of product quality and safety measures are the foundation of our efforts to ensure the highest standards at every stage of production and distribution. Through systematic checks and inspections, cooperation with external auditors and our own internal procedures, we are able to quickly identify and eliminate potential risks, while ensuring compliance with applicable regulations and meeting our customers' expectations.

Audit type	Level I		Level II		Level III		Total	
	2022	2023	2022	2023	2022	2023	2022	2023
Private Brands	4	5	59	56	52	10	115	71
Perishables	1	0	2 <sup>1</sup>	1	0	0	3 <sup>1</sup>	1

<sup>1</sup> Adjusted values



**BIEDRONKA STANDARDS**

In June 2023, we organised a Food Safety Day for store employees to raise awareness about food safety. More **than 3,300 people** took part in the event, which was an important step in promoting knowledge and practices aimed at ensuring food safety, both at work and in private life.

**Freshness culture**

We want to offer our customers the highest quality products that preserve their freshness and taste. That is why we take a number of measures to keep the freshness of our products at the highest level – from ensuring proper storage conditions to carefully selecting suppliers. All new stores hires undergo two days of preliminary **“Freshness Expert” training**, during which they learn the general rules of working with different categories of perishable products. Those interested can deepen their knowledge during presentations, tastings and further training sessions, where they learn how to handle fruit, vegetables, bakery products, as well as meat and fish – how to properly store and display them in stores.

In 2023, the preliminary “Freshness Expert” training was completed by

**13,796 people.**



## BIEDRONKA STANDARDS

### Perishables operations at distribution centres

We are perfecting our processes at distribution centres to continually improve product quality and freshness standards. We inspect in detail perishable products, i.e. meat, fish, fruit, vegetables, eggs and pastry. We regularly conduct in-house training sessions on product categories and food safety procedures, and ensure temperature control when receiving refrigerated products. We check fresh fruit and vegetable stocks daily and coordinate the ISO 22000 system at our distribution centres.

Three online training for employees on direct delivery of strawberries from local producers to stores were held in May 2023. The first meeting was attended by 190 people, including Perishable Sales Managers and operations and sales managers. Educational materials on raspberries and blackberries were also distributed as part of the training.

## Products meeting special nutritional needs and preferences



We are constantly looking for new ways to diversify our offerings with products from these categories that are highly nutritious, tasty, but also outstanding in composition and to democratise the access to them.

## Vegetarian and vegan products

At Biedronka, we regularly increase the range of products for people who have eliminated meat and animal products from their diet or limited their consumption. GoVege is our Private Brand under which high-quality, well-balanced plant-based products are offered at affordable prices. The GoVege range includes, among others, burgers, pastes, hummuses, drinks and desserts, intended for vegans and/or vegetarians, as well as all those who want to diversify their diet with tasty plant-based products.



In 2023, we launched 13 new products suitable for vegans and/or vegetarians, mainly in the GoVege brand, bringing the total to

# 156

such products that went on sale in 2023.



Products suitable for vegetarians/vegans– more than 150 products labelled as suitable for vegans and/or vegetarians, mostly under the GoVege brand.

## Products with no added sugar

We are limiting the amount of sugar added to Private Brand products, including beverages, yogurts and products for children and teenagers. We also have products without added sugar, designated with a special label so buyers can make an informed choice.

In response to the growing demand for products that fit into a healthy lifestyle, we have launched new Fruvita yogurts without added sugar. The following are available: Fruvita Pure with a simple composition containing only natural yogurt and fruit, Fruvita Skyr – a drinkable Icelandic-type yogurt, or Go Active protein cheese with skyr cultures.



## INDUSTRY ENGAGEMENT

### Creation of educational materials

In January 2023, with the GoVege brand, we were the main partner of the “Roślinne Wyzwanie – Misja Oszczędzanie” (Plant-based Challenge – Savings Mission) campaign organised by the RoślinnieJemy website. As part of the campaign, we prepared a daily newsletter for participants, in which for 31 days we provided valuable tips on frugal plant-based diets, 7-day menus, as well as lots of inspiration. This year, nearly 7,000 people decided to take the challenge, a record to date.

## Gluten- and lactose-free products

For people on a gluten-free diet, we offer 108 products available on a permanent or temporary basis, which carry a dedicated label. We are licensed by Polskie Stowarzyszenie Osób z Celiakią i na Diecie Bezglutenowej (Polish Coeliac Society) to use the crossed grain logo on products. This is a guarantee that the product is gluten-free and that the production facility operates in accordance with the standard of AO ECS – the Association of European Coeliac Societies, thus avoiding any cross-contamination with other raw materials.

### In 2023:

we obtained certification for seven new products – a total of **108** products were marked with this icon

we were also offering **26** lactose-free products, all with the “lactose-free product” label.

## Go Active products

The Go Active brand was created for physically active people who often have an increased demand for particular nutrients. The line includes, among other things, protein products and/or products that provide a source of selected vitamins and minerals. They facilitate the proper composition of the diet, help maintain normal energy metabolism and reduce feelings of fatigue and tiredness.



In 2023, we introduced

# 39

new Go Active products.



As part of our Go Active brand, we created a series of products in cooperation with the Polish Football Association. The line includes isotonic drinks, energy gels and vitamin water. Products in the series carry the distinctive logo of the Polish national team.



# Improving the formulation and nutritional value of products

The process of reformulation, i.e. improving the composition and nutritional value allows, inter alia, the amount of salt, sugar or fats (including saturated fats) used in products to be reduced in such a way that customers remain satisfied with their taste.

We prioritise products that:

- are consumed mainly by children,
- contain high amounts of salt, sugar, fat, saturated fatty acids,
- are consumed in large quantities, meaning that a change in their composition may have a greater positive impact on public health,
- may be perceived as healthy, but their nutritional profile needs to be adjusted,
- do not contain sufficient amounts of fibre,
- contain ingredients which may cause allergic reactions.

We are guided in our efforts by the results of research, recommendations of the National Public Health Institute of the Polish Hygiene Institution – National Research Institute, and advice of nutritional experts.



We have made changes to the Kraina Mięś Select products. The meat content of sausage from this product line increased by 13 p.p. (from 80% to 93%). We have also removed all the functional additives used in its formulation, such as oat and wheat fibre, flavours, vinegar powder, tapioca starch.

## Private Brand product reformulation processes completed in 2023:

reformulation	2022		2023	
	Number of reformulation cases	Tonnes	Number of reformulation cases	Tonnes
Sugar reduction	36	549.8	4	28.1
Fat reduction	9	181.2	2	39.7
Salt reduction	13	45.3	7	21.1
Saturated fat reduction	8	28.1	2	15.9
<b>Total</b>	<b>66</b>	<b>804.4</b>	<b>15</b>	<b>104.8</b>

Depending on the product, reformulation can mean increasing or decreasing the amount of a particular ingredient. In 2023, we continued the programme to enrich food with fibre. The programme covered 2 products. The total amount of fibre added was nearly 47 tonnes.

# Education through packaging

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## Requirements for product and service information and labelling

On the packaging – in addition to mandatory, legally required information such as composition or nutritional value in 100 g/ml – to help customers make more informed purchasing decisions, we also provide:



"GMO-free" labelling on plant products consisting mainly of corn and/or soy (more than 50% of net weight) – in 2023, this label was used on 100% (9 p.p. more than in 2022) of the 29 eligible products.



Icons on lactose-free and gluten-free products.



Specific symbols according to Polish regulations for vegan and vegetarian products.



Icons on products that are sources of Omega-3 fatty acids!



"No added sugar"/"no sugar" label on 32 products.



The 'Wybiegaj To!' (Run for It) label provides information on the physical activity needed to burn the calories contained in a portion of popular snacks. For example, it was featured on 33 new products in 2023, including TOP brand chips.



The "1 of Your 5 a Day" portions of fruit and vegetables per day - label referring to the recommended daily quantity of fruit and vegetables, which appeared on four new products.



The "Zalecana Dzienna Porcja Orzechów" (A Handful of Nuts) label to encourage consumers to eat nuts, which are important for maintaining a balanced diet.



For non-food products, the "Vegan Friendly" label, which was added to 21 new products

Since 2021, we have been labelling selected Private Brand products with the Nutri-Score system<sup>3</sup>, to make it easier for consumers to compare products in the same category and help them make informed nutritional choices.

In 2023, we have placed the Nutri-Score label on 152 more products from 20 selected categories, bringing the total number of products classified according to this system to

# 405,

a 60% increase compared to 2022.



The alcoholic beverages we sell have labelling that includes three key pieces of information: calorie count (now on 100% of products, an increase of 3 p.p. compared to 2022), warnings for pregnant women (now also on 100% of products, an increase of 5 p.p.) and responsible driving information (also on 100% of products, meaning an increase of 5 p.p.).

<sup>3</sup> Nutri-Score is a food labelling system for prepackaged foods in the form of a simple code consisting of five letters (A to E), and their corresponding colours (from dark green to red). "A" denotes products with a higher nutritional value, while "E" denotes those products which are to be consumed in smaller quantities or less frequently. Read more at: <https://www.wirtualnemedi.pl/artykul/biedronka-nutri-score>

## Cooperating to promote healthy eating habits

We promote healthy eating habits through cooperation that brings together different sectors and allows us to reach a wide audience more effectively. We participate in numerous conferences and industry initiatives on health and nutrition and are committed to educating consumers and promoting healthy lifestyles. We want to support customers in making good food choices, provide information on what to pay attention to when composing meals and the benefits of good products.



### CARING FOR OUR CUSTOMERS

#### Mocniaki Gang

Mocniaki Gang is a loyalty campaign promoting the power of good food choices. The campaign ran from August to December 2023. The aim of the campaign was to promote a balanced diet for children, which should include products from five important categories included in the food pyramid: fruit and vegetables, grains, products that are a source of protein, good fats and products that provide adequate hydration. We divided our 11 "superheroes" (food products) into five categories corresponding to the types of food whilst showing those less valuable and, in the opinion of many people, tastier ones. The "superheroes" task was to show which foods should be dietary staples and which should be avoided or eaten only occasionally. 33 educational materials were prepared as part of the loyalty campaign, including six children's books. More on the campaign at <https://gangmocniakow.pl/pl>

1

As a Partner of the second edition of **the Nutri-Score educational campaign for informed food** choices, we encouraged consumers to make informed food decisions with the help of Nutri-Score labelling. The label is present on an increasing number of our food products. In addition to Biedronka, the initiators of the campaign included other leading retail chains and food producers, as well as the Consumer Federation, which altogether formalised the Nutri-Score Coalition, a cooperation agreement between several retailers and food producers that use the voluntary Nutri-Score label on the packaging of their products (such as Biedronka, Carrefour, Auchan, Żabka, Nestlé and Danone)

2

We were the main sponsor of the **30<sup>th</sup> edition of the Polish Red Cross and Biedronka Health Olympics**, which promotes healthy eating habits and a healthy lifestyle among young people. We invited all primary and secondary schools in Poland to participate in the Polish Red Cross and Biedronka Health Olympics. In the 30<sup>th</sup> edition, 17,894 students from 1,311 schools took part. In addition, during the campaign, our employees had the chance to test their knowledge of healthy eating with a specially prepared quiz, in which over 400 employees participated.

For more information on the Health Olympics and Biedronka's other activities in the area of social responsibility, please see Chapter **Supporting surrounding communities.** ▶

## Quality of non-food products

We care about the highest quality of our non-food products, and this is why we work closely with reputable testing, certification and inspection bodies. Our products are evaluated by several esteemed organisations, including Polskie Towarzystwo Alergologiczne (Polish Society of Allergology), Polskie Towarzystwo Chorób Atopowych (Polish Society of Atopic Diseases), Polskie Towarzystwo Ginekologów i Położników (Polish Society of Gynaecologists and Obstetricians), Instytut Matki i Dziecka (Institute of Mother and Child) and Narodowy Instytut Zdrowia Publicznego (National Public Health Institute). In addition, we also cooperate with international certification partners – TÜV Rheinland, DEKRA, Intertek and Oeko-Tex.

We want to keep the quality of children's clothes and accessories as high as possible, which is why we continue to cooperate with the Institute of Mother and Child, which provides evaluations before we launch our products on the market. Currently, 19 of our products (including DADA nappies) carry the Golden Logo of the Institute of Mother and Child. These are the only nappies available on the market that have been developed in close cooperation with the Institute's experts. Specialists are involved in the process of designing the product and in introducing any improvements thereto. In 2023, four issues of "DADA & Rodzina" magazine aimed at parents were published, which we also publish in cooperation with the Institute of Mother and Child.

Increasing the lifespan of products is an important part of our sustainability efforts, which we are gradually expanding to other categories. We are proactive and stay ahead of regulation – we take action before it is required by law. We operate in a variety of categories, from electronics to clothing, to ensure that our products last longer and are more satisfying to use.

## Number of Private Brand products with sustainability certification

Certification	2022	2023
 Polish Society of Allergology	2	2
 Institute of Mother and Child	151 have a positive opinion and 19 carry the golden logo	162 have a positive opinion, and 19 carry the golden logo
 Children's Memorial Health Institute	3	6
 Polish Society of Gynaecologists and Obstetricians	15	16
 National Public Health Institute of the Polish Hygiene Institution	32	32
 Polish Society of Atopic Diseases	1	1



In 2021, we extended the warranty on all DC-powered products to three years, and in 2023 we extended the warranty to include sports products and garden accessories (7for7 and Gardenic brands).



In 2023, we introduced 21 new cosmetic products with the "Vegan friendly" logo.



We also started a labelling project for washing products to educate our customers and draw attention to water conservation when using them. We introduced the "Save water" icon on 16 products.



In 2023, we continued to introduce textile products made from sustainably sourced cotton with BCI and GOTS certifications, which, in addition to confirming the source of the raw material, also impose human rights requirements. All textile products are certified to Oeko-tex Standard 100, which confirms the absence of harmful substances, i.e. chemical compounds, pesticides and substances that can cause allergies. For the past two years, for products in the home textiles category, we have been extending the Oeko-tex requirement to include Oeko-tex Made in Green, which confirms that the product has been produced in an environmentally friendly manner, taking into account safe and socially responsible working conditions. In total, 243 products were labelled with the above-mentioned certificates.

# Biedronka's sustainability commitments for 2024-2026

- Reinforce the offer of food alternatives such as vegan, plant-based, low carbohydrates, fat and salt, low sugar content/sugar-free, lactose-free, gluten-free and/or for consumers over 50 years old.
  - Ensure that products targeted for children have higher, or at least equal, nutritional profile than the benchmark (or best in class), according to the country of operation.
  - Carry out at least one annual programme to promote healthy eating habits (based on the recommendations of local experts).
  - Promote literacy for product labelling.
  - Ensure the Nutri-Score labelling is applied on 100% of Private Brand food launches in selected categories.
  - Guarantee the absence of glucose-fructose syrup in at least 90% of Private Brand products by the end of 2026.
  - Remove soy lecithin in at least 50% of Private Brand products with that ingredient until the end of 2026.
  - Ensure whenever possible, by the end of 2026, that wholegrains are the main ingredient in breakfast cereals (with the exception of corn-based cereals).
  - Ensure that, by 2026, 100% of our Private Brand food portfolio does not contain acesulfame and develop alternatives, together with suppliers, to replace aspartame with natural sweeteners.
- Reinforce the relevance of the offer of Private Brand cosmetic products without ingredients of animal origin, for consumers with specific preferences.
  - Ensure that at least 95% of the Private Brand regular assortment of personal hygiene products is microplastic-free.
  - Reinforce the relevance of the offer of Private Brand cosmetic products containing at least 90% of natural ingredients in their composition (in line with ISO 16128).
  - Develop Private Brand detergents that have, simultaneously, natural fragrances in their ingredients, are preservatives-free and are Ecolabel certified.
  - Introduce the 'Eat fish twice a week' labelling for 100% of fresh fish references in selected processed Private Brand references and specialised perishables by 2026.
  - Seek to ensure, on an annual basis, that the number of recalls of food products with potential risk to public health (level I severity), the cause of which is attributable to the Jerónimo Martins Companies, is zero. In the event of the occurrence of cases of level I severity, and in line with Jerónimo Martins' Product Quality and Safety Policy, ensure by all available means that the collection of food products in stores and Distribution Centres is 100% effective.
  - Maintaining the number of ISO 22000-certified locations (16 distribution centres in 2023) and ensuring that the new Distribution Centres to be opened in the 2024-2026 period are certified within two years of starting operations.