

KNORR Butterfly > PROMISE ICONS to be used with claims always

BRIEFED FOR GER										BRIEFED FOR IT	
INGREDIENTS		INGREDIENTS		SPICES		SUGAR/ FAT/ GLUTEN		PROTEIN/ FIBER/ OTHERS		OTHERS	
FOP	BOP	FOP	BOP	FOP	BOP	FOP	BOP	FOP	BOP	FOP	BOP
<div><div><div></div><div>Without flavor enhancing additives</div></div><div><div></div><div>Without colorants and without preservatives. Acc. to law</div></div></div> <div>100% NATURAL INGREDIENTS</div>		<div><div></div></div>	<div>WITH SUNDRIED TOMATOES</div>	<div><div></div></div>	<div>WITH AROMATIC MUSTARD SEEDS</div>	<div><div></div></div>	<div>WITHOUT ADDED SUGAR</div>	<div><div></div></div>	<div>SOURCE OF PROTEIN</div>	<div><div></div></div>	<div>MSG FREE MSG</div>
TBD		<div><div></div></div>	<div>WITH SUNDRIED WHEAT</div>	<div><div></div></div>	<div>WITH AROMATIC SPICES</div>	<div><div></div></div>	<div>LOW IN SUGAR</div>	<div><div></div></div>	<div>++</div> <div>preferred icon to use for Protein ↗ (used in Italy)</div> <div>RICH IN PROTEIN</div>	<div><div></div></div>	<div><div></div></div> <div>WITHOUT COLORANTS</div>
COMBINED VERSION		<div><div></div></div>	<div>WITH SUNDRIED PEPPER</div>	<div><div></div></div>	<div>WITH AROMATIC HERBS</div>	<div><div></div></div>	<div>REDUCED IN SUGAR</div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div> <div>CONTAINS FIBER</div>	<div><div></div></div> <div>WITHOUT FLAVOUR ENHANCING ADDITIVES</div>
01A	<div><div></div><div>Without colorants & without preservatives acc. to legal</div></div>	<div><div></div></div>				<div><div></div></div>	<div>SUGAR FREE</div>	<div><div></div></div>	<div><div></div></div> <div>RICH IN FIBER</div>	<div><div></div></div> <div>100% PASTA ITALIANA</div>	
01B		<div><div></div></div>	<div>WITH SUSTAINABLY GROWN ONIONS</div>			<div><div></div></div>	<div>LOW IN FAT</div>	<div><div></div></div>	<div><div></div></div>		<div>used icon in Italy ↗</div>
01C		<div><div></div></div>	<div>WITH LOTS OF VEGETABLES</div>			<div><div></div></div>	<div>LOW IN SATURATED FAT</div>	<div><div></div></div>	<div><div></div></div> <div>BALANCED FAMILY DISH</div>	TBD	
01D	<div><div></div><div>Without colorants & without preservatives acc. to legal</div></div>	<div><div></div></div>	<div>DEHYDRATED WITH CARE</div>			<div><div></div></div>	<div>GLUTEN FREE</div>	<div><div></div></div>	<div><div></div></div> <div>PARTNERSHIP FOR SUSTAINABILITY</div>	<div><div></div></div>	<div><div></div></div> <div>LOREM IPSUM</div>
01E	<div><div></div><div>Without colorants & without preservatives acc. to legal</div></div>	<div>used icon in Italy ↗</div>								<div><div></div></div>	<div><div></div></div> <div>LOREM IPSUM</div>