

## MEMORANDUM OF MEETING

**Date:** May 24, 2004

**Participants:** *Unilever United States, Inc./Kleinfeld, Kaplan and Becker, LLP*: Douglas Balentine, Nancy Schnell, Dan Dwyer, David Blanchard

*FDA*: Kathy Ellwood, Felicia Satchell, Shellee Anderson, James Hoadley, and Ritu Nalubola from ONPLDS; Clark Nardinelli, Steven Bradbard, and Laura Konda from OSAS; Heather Bañuelos from OCC

**Venue:** FDA, Center for Food Safety and Applied Nutrition  
5100 Paint Branch Parkway  
College Park, MD 20740

**Re:** Unilever petition on nutrient content claims for carbohydrate content of foods

### **Background:**

On April 16, 2004, Unilever United States, Inc. submitted to ONPLDS a petition to seek approval of nutrient content claims characterizing the level of carbohydrates in food, including "carbohydrate free," "low carbohydrate," "reduced carbohydrate," "excellent source of carbohydrate," and "good source of carbohydrate."

### **Summary of discussions:**

Unilever provided an overview of their petition, including 1) Unilever's consumer studies and published consumer data to suggest that consumers are interested in limiting carbohydrate intake, but do not find information currently provided on labels useful; 2) a summary of the scientific and regulatory bases for Unilever's proposed definitions of "free," "low," "reduced," "less," "excellent source," and "good source" claims for carbohydrate content of foods, which take into account the caloric contribution of different types of carbohydrates; and 3) a summary of Unilever's recommended definition and appropriate labeling statements related to "net" carbohydrate content of foods.

In light of the current inconsistent uses of carbohydrate claims in the marketplace and because of the urgency of obesity as a public health problem, Unilever requested that FDA authorize these claims as soon as possible in an Interim Final Rule.

FDA stated that the petition is currently under review within the agency. FDA requested that Unilever provide more information about their consumer studies.

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