

The Co-op aims to help parents trying to control additives in their children's diet - listed below are names and E numbers of MSG and all the colours banned by the Co-op - keep this card handy as a reference guide when shopping.

### Additives removed from Co-op Brand products

Additive Name	E Number	Additive Name	E Number
Tartrazine	<b>E102</b>	Indigo Carmine	<b>E132</b>
Quinoline Yellow	<b>E104</b>	Brilliant Blue FCF	<b>E133</b>
Sunset Yellow	<b>E110</b>	Green S	<b>E142</b>
Cochineal, Carmines & Carminic acid	<b>E120</b>	Brilliant Black	<b>E151</b>
Carmoisine	<b>E122</b>	Brown FK	<b>E154</b>
Amaranth	<b>E123</b>	Brown HT	<b>E155</b>
Ponceau 4R	<b>E124</b>	Aluminium	<b>E173</b>
Erythrosine	<b>E127</b>	Silver	<b>E174</b>
Red 2G	<b>E128</b>	Gold	<b>E175</b>
Allura Red	<b>E129</b>	Litholrubine	<b>E180</b>
Patent Blue V	<b>E131</b>	Monosodium Glutamate	<b>E621</b>

For further information, please contact our Customer Relations Team by telephone on **0800 0686 727**, or by mini-com on **0800 0686 717**, or visit our website **www.co-op.co.uk**

# We've removed MSG and colours of concern from our own brand products



## The Co-op and Additives

The Co-op has become the first supermarket group to ban a range of commonly used colours and monosodium glutamate (MSG) in all its own label food.





All Co-op brand products now have no added MSG flavour enhancer and are free from an additional 12 colours - none of which we believe are necessary in food and all of which should be avoided by children and those sensitive to additives according to the Hyperactive Children's Support Group (HACSG). This brings the total number of colours banned by the Co-op to 21.

Food safety has always been a top priority at the Co-op and we've been putting customers first for over 160 years.

Independent research has been carried out on behalf of the Co-op and 629 parents of children aged 0-16 years were interviewed. The research helped to establish the real concerns that parents have about food issues and additives and as a consumer-owned retailer, we have a responsibility to take action.



## We discovered:

-  A third (33%) of parents link their children's diet to hyperactivity, naughtiness, anger and lack of concentration
-  73% of parents believe that artificial additives that may have an adverse affect on health should be restricted or banned from use in all foods
-  On learning of possible links between MSG and food intolerance, 75% of parents say they may at least re-think their food purchasing for children
-  Almost half of parents wanted information on additives to be available in their supermarket

Through the ban and the provision of information such as this, the Co-op is acting to address these concerns.



After looking at our entire range, we've reformulated foods, replacing these additives with alternatives. For example, all Co-op brand crisps are free from added MSG, Tartrazine and Green S have been removed from both mushy and processed peas and we've also changed many sweets, including Wine Gums and Fruit Pastilles, which no longer contain Quinoline Yellow, Carmoisine and Green S.

Co-op		cyan
A6 leaflet ADDITIVES		magenta
112-86	04/08/05	yellow
ARTWORK v6		black