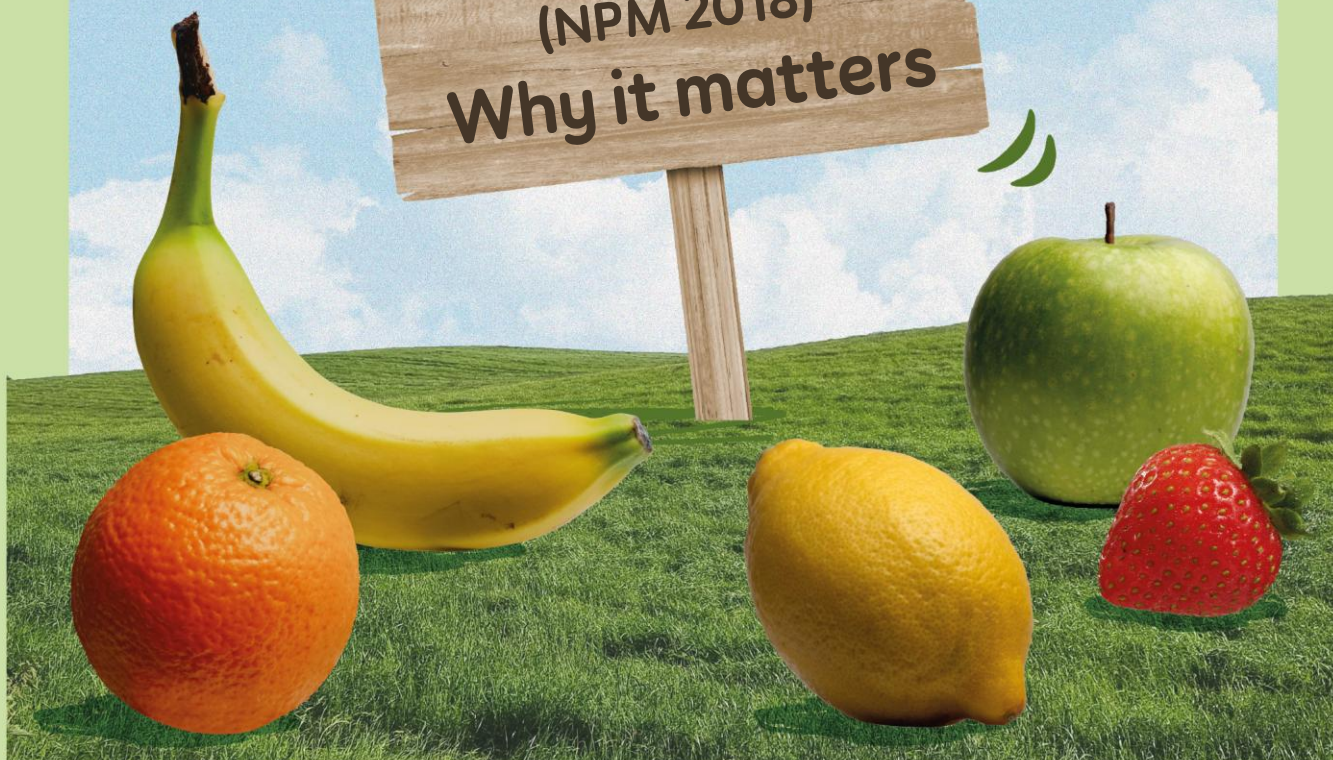


innocent®



fruit and veg for all

The UK nutrient
profiling model
(NPM 2018)
Why it matters



Our purpose

At innocent, our purpose is simple, making it easier for people to live well through the delicious goodness of fruit & veg. Everything we do is about making sure we are getting more fruit & veg into people's diets.



What's this all about?

In January 2026, the UK Government published the updated Nutrient Profiling Model (NPM 2018), the scoring system that classifies foods and drinks as "less healthy" or "healthy", based on their balance of calories, sugar, salt, fat, fibre, protein and fruit/veg content.

The updated model includes three major changes:

- A **switch from total sugars to free sugars**, with the latter including naturally occurring sugars
- An **increase in the amount of fibre** needed to be classified as healthy
- An **updated definition of fruit**, vegetables, nuts and seeds

As a result, under NPM 2018, 100% fruit juice and smoothies would be classified as "less healthy".

So, what's the issue?

The updated model now scores free sugars and sets a tougher pass mark for drinks. Drinks made **ONLY** from crushed, blended or juiced fruit & veg, can end up classed as "less healthy". That means products that:

- contain only naturally occurring sugar from fruit & veg
- help people reach 5 A Day,
- deliver vitamin C, potassium, folate (and fibre in smoothies),
- and add very few calories...

...get caught as being classified as less healthy. **This is bananas.**





Why this matters?

Fruit & veg consumption is already at crisis levels. Less than 1 in 10 children and 1 in 5 adults in the UK are getting their 5 A Day, the lowest levels on record. At a time when so few people are reaching their 5 A Day, it's more important than ever to help people get more fruit & veg into their diet – not less.

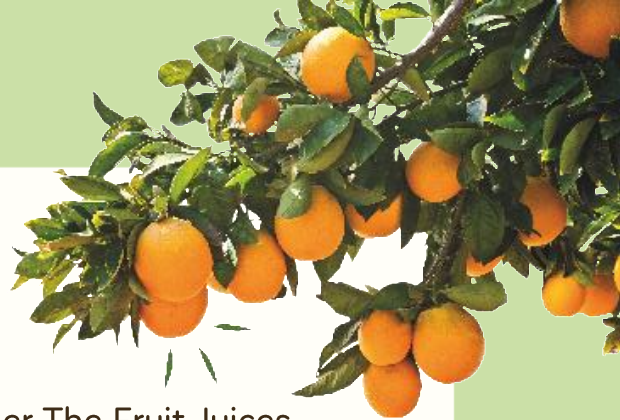
Figures from the National Diet and Nutrition Survey shows that **21.2% of adults who consume up to 150ml of fruit juice a day hit the five-a-day target, compared to just 14.6% of non-consumers.** Among adolescents, that drops to 13.3% of consumers versus 7.1% of non-consumers.

For many families, particularly those on tighter budgets, a small glass of fruit juice remains one of the practical, affordable daily sources of fruit & veg, helping them get closer to their 5 A Day.

The risk of unintended harm

Reclassifying 100% juice and smoothies as "less healthy" means:

- **Mixed messages:** Labelling these products "less healthy" despite them contributing to your 5 A Day is confusing, and 4 in 10 parents who give children fruit juice see it as an important way to deliver vitamins and minerals.
- **Pushing the nation's fruit & veg intake even lower:** Only 9% of teens now reach 5 A Day, down from around 14% a decade ago², showing the situation is getting worse, not better.
- **Low micronutrient intakes:** Fruit juice & smoothies are the number one contributor to vitamin C in UK diets.⁵ NDNS data shows that 90.3% of moderate fruit juice consumers meet the Reference Nutrient Intake for Vitamin C, compared to just 60.7% of non-consumers.² Fruit juices and smoothies also contribute, on average, 9% of folate intake, 8% of potassium intake and 2% of fibre intake across all consumers.



What the law says

100% fruit juice is tightly defined in law.⁶ Under The Fruit Juices and Fruit Nectars (England) Regulations 2013, based on the EU Fruit Juice Directive:

- you cannot add sugars, sweeteners, colours or preservatives
- products may contain only the naturally occurring sugars found in the fruit or veg themselves.

Smoothies follow the same principle.

The fruit & veg goodness inside

A 150 ml serving of 100% fruit juice & smoothie **counts as 1 of your 5 A Day.**⁷

Our drinks are made from crushed and blended fruit & veg, naturally providing:

- vitamin C, supporting immune function
- potassium, helping maintain healthy blood pressure
- folate, supporting cell growth
- fibre (for smoothies), supporting gut health

Fruit juice delivers around 30% of the vitamin C in UK diets⁵ while providing only ~1–2% of calorie intake.³

What people think (& do)

From a recent study this year, public opinion is consistent across age, region and income:⁸

- 76% believe 100% fruit juices should be classified as healthy
- 82% consider 100% fruit juice & smoothies part of a healthy diet
- 81% believe smoothies should be classified as non-HFSS
- 84% say smoothies help them reach 5 A Day
- Around $\frac{1}{3}$ of consumers drink 100% juice or smoothies specifically to get a portion of fruit & veg, including lower-income families.



Our simple ask for policy makers



Government has consulted on how the NPM 2018 should be applied to existing advertising and promotions restrictions.⁹ While the Government has confirmed that fruit juices with no added sugar will remain out of scope, the classification of our products as "less healthy" under the 2018 NPM creates real risks for the future.

We ask government that 100% fruit juice & smoothies continue to be classified as healthy.

This could be done by:

1) Amend the 2018 NPM to classify 100% fruit juices as healthy

The 2018 NPM should be adjusted to avoid classifying completely natural products — that contain essential micronutrients, minerals and vitamins including vitamin C, potassium and folate — as "less healthy".

2) Keep 100% fruit juice & smoothies out of scope of restrictions

Ensure that 100% fruit juice and smoothies remain out of scope of HFSS restrictions, both now and in the future, to avoid confusion and dietary harm.

A final word from our Nicki

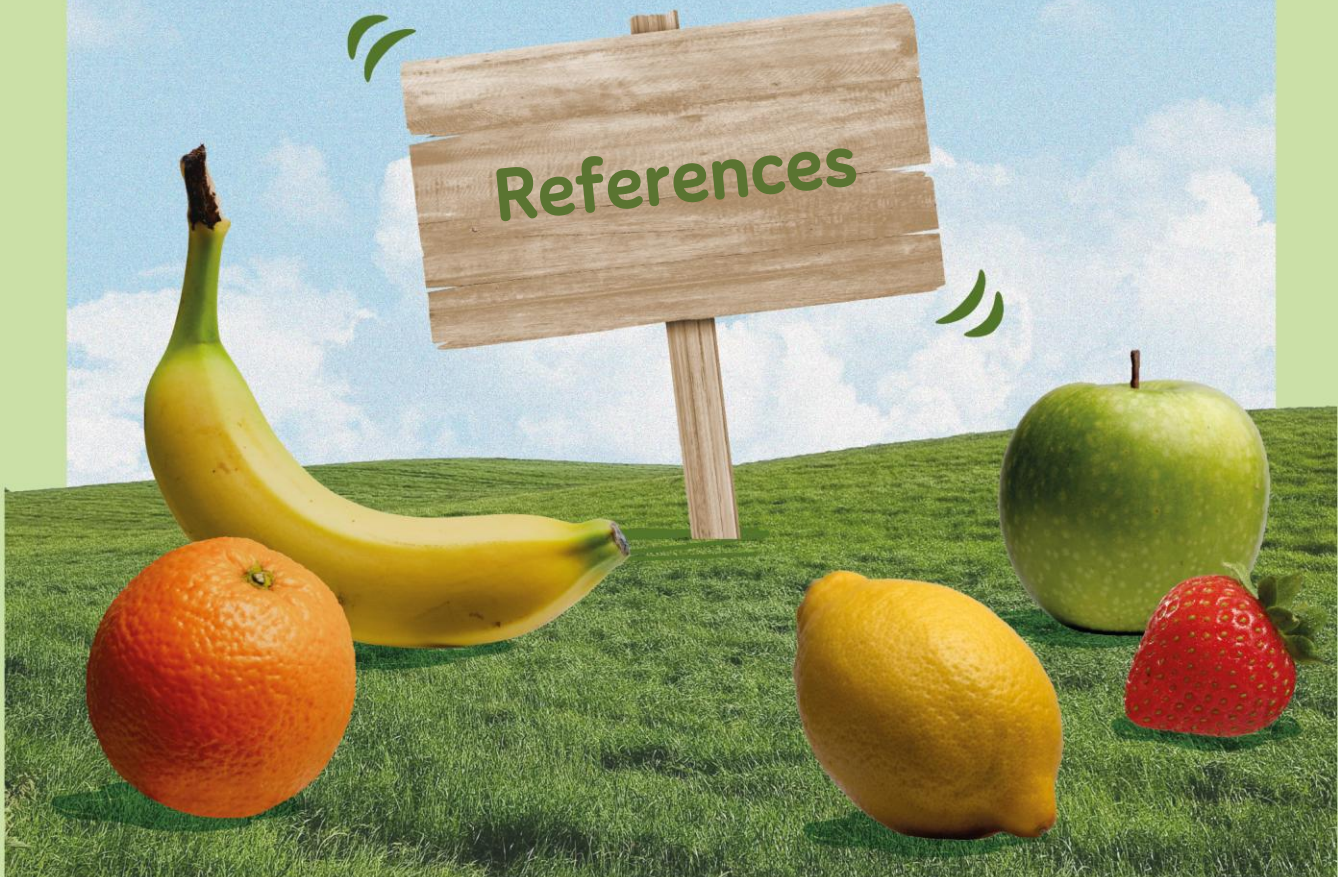
"We support any initiative that will improve the nation's health, but the recently published 2018 Nutrient Profiling Model will only add yet another layer of complexity and confusion for consumers and businesses. It will classify 100% fruit juices and smoothies, made from crushed and squeezed fruit & veg, as 'less healthy'. At a time when fewer than 1 in 5 adults and 1 in 10 children are getting their 5-A-Day, we should be doing everything we can to help everyone get more fruit & veg into their diets, not less."

Nicki Garland, UK & I MD of innocent drinks





1. Department of Health and Social Care (2026) Nutrient profiling model 2018. GOV.UK. Published 27 January 2026. Available at: <https://www.gov.uk/government/publications/nutrient-profiling-model-2018>
2. National Diet and Nutrition Survey: Results from Years 9 to 11 (2016 to 2019). Public Health England and the Food Standards Agency. Published 11 December 2020. Available at: <https://www.gov.uk/government/statistics/ndns-results-from-years-9-to-11-2016-to-2017-and-2018-to-2019>
3. Gibson, S. (2013). Fruit juice consumption in the National Diet and Nutrition Survey (NDNS 2008–2010): associations with diet quality and indices of obesity and health. Proceedings of the Nutrition Society, 71(OCE3), E232.
4. The Grocer (2026) The new demon drink? Trends in juices and smoothies 2026. Available at: <https://www.thegrocer.co.uk/category-reports/the-new-demon-drink-trends-in-juices-and-smoothies-2026/715671.article>
5. Royle, E., Hill, A., Ruxton, C.H.S. & Kerr, M.A. (2025) Vitamin C intakes and key contributors in the UK population: preliminary results from the National Diet and Nutrition Survey years 9–11 (2016–2019). Proceedings of the Nutrition Society, 84(OCE3): E249.
6. Legislation.gov.uk (2013). The Fruit Juices and Fruit Nectars (England) Regulations 2013 (SI 2013/2775). Available at: <https://www.legislation.gov.uk/uksi/2013/2775/contents>
7. NHS (2024). 5 A Day: what counts? Available at: <https://www.nhs.uk/live-well/eat-well/5-a-day/5-a-day-what-counts/>
8. 2026 Juices & smoothies Usage & Attitudes study conducted by NielsenIQ Consumer Behaviour & Insights UK, commissioned by innocent drinks.
9. Department of Health and Social Care (2026) Consultation on applying the 2018 NPM to advertising and promotions restrictions. GOV.UK. Consultation closes 17 June 2026.



References