

# FOOD FACT CHECKER

**BRAND:**  
**AMUL BUTTER COOKIES**



Consumption of ultra-processed food products (UPFs) has grown exponentially over the last few decades in the higher income nations. Indian data shows that it is rising too. Because the UPFs are ultra-processed and contain nutrients like high salt and sugar, their consumption drives over eating, increased obesity, diabetes, cancers etc. making these potentially unhealthy for humans. Therefore, urgent policy interventions are required to reduce the consumption.

The **Food Fact Checker** intends to present food facts to people, who can think and decide to buy or not. It is aimed at reducing the consumption of unhealthy food products from their diet. The Fact checker takes into consideration i) degree of food processing, ii) content of sugar/salt or fat and iii) whether its advertisement is misleading or not.

## TYPE OF FOOD BY PROCESSING

**Ultra-processed Food Product(NOVA\*-4)**

### KEY CONTENT

**Sugar-27gm/per 100 Gm (Added Sugar\*\*) -  
HIGH**

(WHO recommends cut off : 6gm/100 Gms for marketing/labelling purposes)

**Total Fat: 21 gm/100 gm -HIGH**

WHO cut off : 8 gm/100 gm

### TYPE OF ADVERTISING

**Misleading**

According to the Consumer Protection Act 2019\*\*\*, "misleading advertisement" in relation to any product or service, means an advertisement, which among other clauses "...(iv) deliberately conceals important information;"

**In this case advertisement of 'Amul Butter Cookies' DOES NOT provide information on sugar or fat content or its harmful impact on health.**

\*NOVA Classification: [shorturl.at/ftR04](http://shorturl.at/ftR04)

\*\* In fact total sugar may be much higher as Carb content is 56 Gms/100Gms

\*\*\* <http://egazette.nic.in/WriteReadData/2019/210422.pdf>

**THIS FOOD PRODUCT IS  
UNHEALTHY**

