

Question for written answer E-002546/2021
to the Commission
Rule 138
Elena Lizzi (ID)

Subject: Misleading wording on the new pea-based beverage produced by Nestlé

The multinational Nestlé has announced the arrival on European markets of a beverage called 'Wunda', advertising and promoting it under the slogan 'the new pea-based milk alternative is epic in everything'¹.

The container states that it is '*plant based, not milk*', associating it with milk of animal origin and sending a misleading message to European consumers.

The Vice-President of Nestlé responsible for relations with the EU has made a video calling for a 'WUNDA-ful toast' with this beverage made with yellow split peas from Belgium and France, promoted by giving it a Nutri-score 'A'².

The dairy sector has already been severely affected by the COVID-19 pandemic and this novel food, marketed as being healthier than milk, may cause further economic damage to the sector.

Given that Nutri-score has not been approved, will the Commission:

1. promote foods that are traditionally staples of the Mediterranean and European diet;
2. come to agreements with the multinationals to ensure that they do not misrepresent their products on labels, thereby damaging vital sectors such as the dairy sector;
3. review its position on the Nutri-score system, which promotes, by giving it an 'A', a processed food made from dried pea flour with additives to reproduce the taste of milk?

¹ <https://www.nestle.com/media/news/wunda-pea-based-milk-alternative>

² https://www.linkedin.com/posts/bart-vandewaetere-69838b2_wearenestlaez-activity-6796415294819598336-conC