

DIET & NUTRITION MEMBERS REPORTING

Company Name	SELECTA
Activity: <i>operator</i> <i>ingredient supplier</i> <i>machine or parts manufacturer</i> <i>payment system manufacturer</i> <i>other (please explain)</i>	<input checked="" type="checkbox"/> (double click to check box) <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Project or product name (one file per product)	Balanced Choices
Description of Project/Product <i>New product, product reformulation, wider range of products offered, sponsoring of activities, change in branding, etc</i>	Have at least 10% of the assortment of the machine that contains less fat, less sugar and less salt than average vending products to give consumers more choice for a balanced food. Products are marked with a green dot.
Project Start Date	April 2006
Project End Date	None
Countries Concerned	UK, France, Spain, CH, NL, Belgium, Germany, Austria
Public Concerned	
Location of Machines (if relevant)	<input type="checkbox"/> Public vending <input type="checkbox"/> Private vending
Number of machines concerned - Or ratio number of machines involved in the programme/ Total number of machines - Or Number of product sold / Total number of products	15.000 snack, food and cold drink machines
Sales impact	<input type="checkbox"/> very negative <input type="checkbox"/> negative <input checked="" type="checkbox"/> neutral <input type="checkbox"/> positive <input type="checkbox"/> very positive Comments :
Contact Name for EVA use (neither to be put on the website nor in the brochure)	Neutral in average Ok in UK, negative in Germany Some POS are better , some are worse
Contact Name for public questions (not mandatory) - to be published	
Picture of the product or the machine	