

ECR Trade Windows

2023

Recommendation for product range revisions in the Swedish grocery industry, convenience sector, and pharmacy market

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1 Background

In the autumn of 2000, ECR Sweden appointed an industry-wide working group to develop a recommendation for a model for product range revisions in the Swedish grocery industry, convenience sector and pharmacy market (referred to as industry players below). The aim was to increase customer benefit and industry efficiency.

The recommendation itself is not intended to affect the decisions made by each industry player concerning product range revisions.

Each year, the ECR Sweden Steering Committee asks the industry-wide working group to evaluate the current year's Recommendation to draft a proposal for the following year's Recommendation.

For information, ECR Sweden Steering Committee discussed and adopted, at its meeting on 14th of March 2022, the "ECR Trade windows 2023 Recommendation for product range revisions in the Swedish grocery industry, convenience sector and pharmacy market" ("**Recommendation 2023**").

2 ECR's recommendation and definitions

This Recommendation covers the product ranges available with the industry players. It divides the product range into several revision areas and contains a number of revision points ("ECR Trade windows"). The time of the product range revision point is called the "revision week". A timetable for product range revisions is also included in the Recommendation.

Revision area: ECR's recommended categorization of product ranges/trade items.

Revision point: Refers to the date a revision area can be launched or phased out.

2.1 The ECR Recommendation includes:

Both branded and private label items are covered by this Recommendation.

Covers	Does not cover
<ul style="list-style-type: none">• In-items (trade items not previously listed in a chain's/concept's product range)• Out-items (trade items that have been removed from a chain's/concept's product range)• All revision areas under Extension 4• Items that are given a new GTIN (Global Trade Item Number or GS1 Item Number)	<ul style="list-style-type: none">• Price changes• Décor/design changes• Seasonal (Temporary trade items that are not included in the planogram, e.g. seasonal items or limited edition items)

3 Relevant websites for more information

- [gs1.se](#)
- [validoo.se](#)
- [ecr.se](#)

See also links to relevant documents/guides on page 5 and 6.

4 Drafting the 2023 Recommendation

Representatives from the various revision areas were contacted to compile experiences and comments on the 2023 Recommendation.

Each group includes both retail and supplier representatives. A list of the groups involved in this process is provided in Extension 1. (This is not a complete list of all individuals involved. For more detailed information, please contact the relevant group coordinator).

Suppliers that wish to be involved in the process can contact a representative from the ECR Trade Window workgroup (see Extension 2)

5 The 2023 Recommendation

5.1 Decisions of Recommendation for 2023

- ECR Time Window 2023 will be published April 5th 2022 on [ecr.se](#).

6 Revision process, in-items/out-items – Overview

Guide to streamline product launches

ECR Sweden has published a guide on how trade and suppliers can maintain the supply chain in the event of new product launches in the grocery trade. The guide helps the parties to ensure the quality of the work with an effective launch process with respect to sourcing and service levels.

(For more info, see the link below) Only available in Swedish. <http://www.ecr.se/guide-till-effektivare-lanseringar>

The following basic timetable applies for a trade item launch. This includes administrative procedures and rules. New or outgoing items, must be notified no later than v.1 (-15 weeks).

NOTE: A red box indicates the absolute final date to complete each activity.

*) Note that if a quality assurance is not approved, it must be re-done and approved before the final date.

	Weeks before in-store launch:	-15	-14	-13	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	0
No.	Activity week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	Suppliers must notify customers and submit item information according to the implementation guide* for item notification (may exclude food information). (See link under Step 1 below)																
2	Supplier presentation for chain/concept																
3	Product range listing decision																
4	Complete trade item information including food information and the product image (marketing and planogram image) shall be sent for quality assurance*. See note. In this step, suppliers must order quality assurance in accordance with the GS1 standard (See link under Step 4 below)																
5	Trade item information & product images must be quality assured and approved in accordance with the GS1 standard																
6	Detailed product range listing decision to supplier as well as a dialogue between the chain and supplier about forecasts																
7	Quality assurance of bar code must be approved according to GS1 standard																
8	Preparation for launch/phase out																
9	Start of implementation onto store shelves																

The following text describes the steps, in accordance with above, in more detail. Reference is also made to some links that it is important to comply with for the launch to be effective.

Step 1: Week 1

The supplier notifies/registers with customer and sends in trade item information according to the implementation guide* (see link below in Swedish) for item notification.

(May exclude food Information). If complete trade item information is ready, this is sent in now. (Note! Can be done ahead of week 15).

Guide for item notification

http://www.gs1.se/globalassets/artikelinformation/artikelavisering_implementeringsguide.pdf

Guide for item delisting

<https://gs1.se/wp-content/uploads/sites/2/2022/04/guide-for-avlistning-av-produkt.pdf>

Step 2: Weeks 3 – 4

Supplier presents trade item with product sample, and product information to chain/concept.

Step 3: Weeks 5 – 8

Product range listing decision to suppliers shall be based on the information the provider presented in the item notification, provided it is approved in accordance with step 5 (see below).

Step 4: Weeks 1 – 9

Complete trade item information including food information and product image (marketing and planogram image) shall be sent for quality assurance*. In this step, suppliers must order quality assurance in accordance with GS1 standards.

Link in Swedish for more information: <https://validoo.se/service/kvalitetssakring/>

Step 5: Weeks 1 – 10

Product information, measurements and product images must be quality assured and approved in accordance with the GS1 standard.

Link in Swedish for more information: [Instruktioner för varuprov - Validoo](#)

Step 6: Weeks 9 – 11

Detailed listing message including item number to suppliers, as well as a dialogue between the chain and supplier about forecasts.

Step 7: Weeks 1 – 13

Bar code must be quality assured and approved in accordance with the GS1 standard. This should be done as soon as possible in the revision process to minimize the risk of detecting problems with the barcode late on in the process and not having time to take action before launch.

Step 8: Weeks 9 – 15

Preparation for launch or phase out of trade item and implementation of activities e.g. planogram, product acquisition, sell-in at stores, etc.

Step 9: Week 16

Start of implementation of product range change on store shelves –items in or out.

6.1 Procedure for changes in allergens

The EU Regulation on the provision of food information to consumers (EU1169/2011) requires that product information be the same for online sales as it is in physical stores. Since a product is identified by its GTIN, there is currently no other way to handle this than to change the GTIN when important ingredient changes are made.

This results in the following launch process for allergen GTIN changes:

Weeks before in-store launch:		-15	-14	-13	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	0
No.	Activity Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	Supplier sends in complete trade item information, including Food and Beverage Information.																
2	Product range listing decision																
3	Trade item information, measurements and images must be quality assured and approved according to GS1 standard.																
4	Bar code must be quality assured and approved according to GS1 standard.																
5	Preparation launch (phase in/out incl. date for product range revision)																
6	Implementation onto store shelves (at established product range revision point)																

6.2 Product range revision plan 2023

Also, see related links* found in the respective steps on pages 5 and 6

ECR Trade Window 2023 – Product range revision plan

Step in process	Jan	Feb	Mar	Apr	May	Aug	Sept	Sept	Oct
Revision week:	3	7	11	16	19	33	36	40	43
1. Suppliers must notify customers and submit item information according to the implementation guide* for item notification (may exclude food information).	23-Sep	21-Oct	18-Nov	06-Jan	20-Jan	31-Mar	28-Apr	26-May	16-June
	38	42	46	1	3	13	17	21	24
2. Supplier presentation for chain/concept	14-Oct	11-Nov	9-Dec	27-Jan	10-Feb	28-Apr	19-May	16-June	4-Aug
	41	45	49	4	6	17	20	24	31
3. Product range listing decision	11-Nov	09-Dec	20-Jan	24-Feb	10-Mar	26-May	16-June	11-Aug	01-Sep
	45	49	3	8	10	21	24	32	35
4. Complete trade item information including food information and the product image (marketing and planogram image) shall be sent for quality assurance*. See note. In this step, suppliers must order quality assurance in accordance with the GS1 standard	18-Nov	16-Dec	27-Jan	03-mar	17-Mar	2-June	30-June	18-Aug	08-Sep
	46	50	4	9	11	22	26	33	36
5. Trade item information & product images must be quality assured and approved in accordance with the GS1 standard	25-Nov	06-Jan	03-Feb	10-mar	24-Mar	09-June	07-July	25-Aug	15-Sep
	47	1	5	10	12	23	27	34	37
6. Detailed product range listing decision to supplier as well as a dialogue between the chain and supplier about forecasts	02-Dec	13-Jan	10-Feb	17-mar	31-Mar	16-June	04-Aug	01-Sep	22-Sep
	48	2	6	11	13	24	31	35	38
7. Bar Code must be quality assured and approved in accordance with the GS1 standard.	16-Dec	27-Jan	24-Feb	31-Mar	21-Apr	07-July	18-Aug	15-Sep	06-Oct
	50	4	8	13	16	27	33	37	40
8. Preparation for launch/phase out	09-Jan	06-Feb	06-Mar	14-Apr	01-May	07-Aug	28-Aug	25-Sep	16-Oct
	2	6	10	15	18	32	35	39	42
Revision area	Jan	Feb	Mar	Apr	May	Aug	Sept	Sept	Oct
Revision week, 2023	3	7	11	16	19	33	36	40	43
Revision date, 2023	16-Jan	13-Feb	13-Mar	17-Apr	08-May	14-Aug	04-Sep	02-Oct	23-Oct
1. Dairy		X			X		X		
2. Juice/Nectar		X					X		
3. Cheese		X			X		X		
4. Charcuterie, meat, bird and deli			X				X		
5. Chilled Vegetarian Products			X				X		
6. Chilled ready meals, meal supplements			X				X		
7. From the sea			X				X		
8. Fresh bread		X			X		X		
9. Dry biscuits, crackers, hard bread, soft buns		X					X		
10. Frozen food & Ice Cream			X					X	
11. Hot drinks and related items		X				X			
12. Cold drinks	X			X			X		
13. Snacks	X					X			
14. Confectionery		X			X		X		
15. Fruit & Berries, Desserts	X					X			
16. Cereals, muesli, porridge	X					X			
17. Canned food, soups			X					X	
18. International food	X					X			
19. Flavourings		X				X			
20. Pasta, rice, mashed potato				X					X
21. Baking & sweetening products			X					X	
22. Food hypersensitivity				X					X
23. Child care				X					X
24. Animal				X				X	
25. Laundry, cleaning, dishwashing			X				X		
26. Paper				X				X	
27. Disposable items			X			X			
28. Candles, napkins and disposable items	X					X			
29. Hair care	X					X			
30. Body care, facial care, shaving products, toiletries			X				X		
31. Oral care	X					X			
32. Intimate care		X						X	
33. Make up	X				X	X			X
34. Health	X			X			X		
35. Non-prescription drugs			X			X			
36. Tobacco	X				X			X	

Weekends, holidays, and influencing events have been taken into account. The following routine has been established to ensure that new trade items launched are included in the correct revision area:

– When a supplier introduces an entirely new trade item, the supplier may suggest a revision area to which the item should belong

7 Follow-up

The “ECR Trade windows 2023 for product range revisions in the Swedish grocery industry, convenience sector and pharmacy market” Recommendation includes a provision for monitoring and evaluating the Recommendation.

Please contact a member of the ECR Retail Demands work group if you and your company have experiences of, or comments on, the Recommendation. It is very important that everyone who has proposals, experiences, etc. (both positive and negative) be in touch. The same applies if you wish to participate in any of the reference groups

Extension 1 – Representatives from Retailers and Suppliers

(Bold in Retail = coordinator for category)

		Supplier		Retail	
1	Dairy	Tina Stugemo	ArlaFoods	Susanne Krohn	Coop
		Christian Bona	Skånemejerier	Maria Slars Paulsson	ICA
		Anders Pettersson	Norrmejerier	Erik Lingegård	Axfood
		Simon Karlsson	Valio		
2	Juice/Nectar	Sara Emanuelsson	Kiviks Musteri	Marie Llewelyn	Coop
		Christian Bona	Skånemejerier	Patrik Jarelius Persson	Axfood
		Peter Haedge	Eckes Granini	Linda af Kleen	ICA
3	Cheese	Tina Stugemo	ArlaFoods	Marie Llewelyn	Coop
		Laura Brandt Trampe	Mondelez	Helene Eriksson	ICA
		Anders Pettersson	Norrmejerier	Johan Åkesson	Axfood
		Christian Bona	Skånemejerier		
4	Charcuterie, meat, bird and deli	Per Fahrman	HKScan	Majsan Pense	Coop
		Jesper Ytterus	Atria	Peder Ahlberg	ICA
		Peter Forsell	Kronfågel		
		Jonas Västerstig	Danish Crown Foods	Fredrik Sundblad	Axfood
5	Chilled Vegetarian Products	Henrik Hägglund	Midsona (Kung Markatta)	Malena Nylin	Coop
		Jens Asp	Quorn Sverige	Amanda Ivarsson Lundgren	ICA
		Joecline Lu	Yi-Pin Soya/Nordic Green Food	Gunilla Åsard	Axfood
		Per Fahrman	HKScan		
6	Chilled ready meals, meal supplements	Anna Lind	Foodmark AB	Beatrice Pössl	Coop
		Petronella Dahlerus	Orkla Foods Sverige	Daniel Wallin	ICA
		Björn Westberg	Lantmännen Cerealia (Gooh)	Maud Brinnen	Axfood
7	From the sea	Ulrica Wahlund	Marenor	Niklas Hamlin	Coop
		Maria Håkansson	Orkla Foods Sverige	Lovisa Rothman	ICA
		Pernilla Korshag	Korshags	Markus Pettersson	Axfood
		Håkan Wing	Bröderna Hansson		
8	Fresh bread	Mattias Berggren	Pågen	Lenita Aronsson	Coop
		Robert Jungerts	Fazer Bageri	Sofia Blomstrand	ICA
		Catrine Zetterlund	Polarbröd	Tore Zander	Axfood
		Christian Ilgner	Lantmännen		
9	Dry biscuits, crackers, hard bread, soft buns	Peter Noreklint	Orkla C&S	Lenita Aronsson	Coop
		Laura Trampe	Mondelez	Martin Törnqvist	ICA
		Filip Rasmusson	Scandinavian Trading	Emilie Tenggren	Axfood
		Maria Loxvi	Wasabröd/Barilla Sverige		
		Marie Edeheim	Midsona		

10	Frozen food & Ice Cream	Linus Alm	SIA Glass	Oskar Lundgren	Coop
		Felix Muntzing	Triumfglass	Ida Blidsell	ICA
		Per Fahrman	HKScan	Kalle Hägglund	Axfood
		Anna Häggström	Orkla Foods Sverige	Mattias Eriksson	Reitan
		Lotta Elmér	Atria		
		Pernilla Kjellgaard	Findus		
		Peter Forsell	Kronfågel		
11	Hot drinks and related items	Henrik Dieden	Ekaterra	Tini Sunmark	Coop
		Lundh, Filip	Jacobs Douwe Egberts	Christina Sjö Dahl	ICA
		Patrik Gustafsson	Löfbergs	Anna Hägglund	Axfood
		Fredrik Revera	Arvid Nordquist		
12	Cold drinks	Jessica Lundmark	Carlsberg	Tini Sunmark	Coop
		Annika Tjernström	Coca-Cola Europacific Partners	Björn Tilly	ICA
		Meghan Hill	Red Bull		
		Fredrik Axné	Spendrups	Niklas Erngård	Axfood
		Henrik Rosén	Vitamin well	Mattias Eriksson	Reitan
13	Snacks	Pia Greverius	Estrella	Natalie Lindekrans	Axfood
		Jenny Antonsbacke	Orkla Confectionery & Snacks	Loretta Bexelius	ICA
		Joseph Bautista	Svenska lantchips	Krister Grudd	Coop
		Katarina Berggren	Brynild Gruppen		
14	Confectionery	Carlos Duron	Mars Sverige	Natalie Tökke Essén	Axfood
		Niclas Barck	Mondelez Sverige AB	Erica Axelsson	Axfood
		Anders Malmström	Cloetta Sverige AB	Daniel Högberg	Coop
		Joakim Theorén	Fazer Konfektyr	Carolina Hägg-Kastman	ICA
		Jenny Antonsbacke	Orkla Confectionery & Snacks		
15	Fruit & Berries, Desserts	Joachim Hansson	Arvid Nordquist	Anna Hägglund	Axfood
		Petronella Dahlerus	Orkla Foods	Loretta Bexelius	ICA
		Andreas Nordbeck	Ferrero/Nutella	Pernilla Georgsson	Coop
16	Cereals, muesli, porridge	Eric Holmström	Lantmännen Cerealia AXA	Hannah Lindberg	Axfood
		Cecilia Cronqvist	Abdon Foods (fd Finax)	Matilda Näslund	ICA
		Fredrik Revera	Arvid Nordquist	Jessica Rane	Coop
		Karla Luz	Orkla Foods Sverige		
17	Canned food (meat, fish, seafood, vegetables, ready meals), soups	Bo-Arne Nilsson	Orkla Foods Sverige	Anna Hägglund	Axfood
		Emil Olsson	Di Luca	Hanna Stenquist	ICA
		Martina Severin	Unilever Sverige AB	Oskar Lundgren	Coop
		Peter Freby	Granoloro/ Matric		
		Benny Hjalmarsson	Arvid Nordquist		
		Sandra Persson	The GB Foods		

18	International food	Mariane Heydari	Santa Maria	Anna Hägglund	Axfood
		Susanna Sjögren	Haugengruppen	Sara Fors	ICA
		Nicolas Lahache	Arvid Nordqvist	Adis Ganovic	Coop
		Niklas Törnblad	General Mills		
		Sandra Persson	The GB Foods		
19	Flavourings	Karla Luz	Orkla Foods Sverige	Hannah Lindberg	Axfood
		Jenny Reithner	O'Kavli	Jessica Rane	Coop
		Johan Hedman	Unilever Sverige AB	Anita Hultstrand	ICA
		Marianne Heydari	Paulig		
		Sandra Persson	The GB Foods		
20	Pasta, rice, mashed potato	Eric Holmström	Lantmännen Cerealia	Hannah Lindberg	Axfood
		Anders Hansson	Mars Sverige	Adis Ganovic	Coop
		Åsa Hermansson	Barilla	Sara Fors	ICA
		Samuel Jonsson	Garofalo		
		Niklas Strömberg	Di Luca		
21	Baking & sweetening products	Fredrik Gahm	Dr Oetker	Hannah Lindberg	Axfood
		Eric Holmström	Lantmännen Cerealia	Adis Ganovic	Coop
				Mathilda Näslund	ICA
22	Food hypersensitivity	Rolf Krügel	Semper	Hannah Lindberg	Axfood
		Åsa Hermansson	Barilla	Pernilla Georgsson	Coop
		Joachim Hansson	Arvid Nordqvist	Anita Hultstrand	ICA
23	Child care	Jenny Hillman	Essity Hygiene and Health	Maria Kypengren	Axfood
		Marie Koch	Nestlé Sverige AB	Marie Erlandsson Åsberg	Coop
		Benny Hjalmarsson	Arvid Nordqvist	Mathilda Näslund	ICA
24	Animal	Anton Milemo	Mars Sverige	Johanna Wennerholm	Axfood
		Thomas Malm	Doggy Ab	Anna Grauers	Coop
		Anton Sjöberg	Nestlé Purina Pet Care	Christian Andersson	ICA
		Anders Nilsson	Dogman		
25	Laundry, cleaning, dishwashing	Magnus Gjerulf	Orkla Care	Linda Eriksson	ICA
		Birk Sallander Falk	Unilever Sverige AB	Marie Erlandsson Åsberg	Coop
		Benny Hjalmarsson	Arvid Nordquist	Helena Björklund	Axfood
26	Paper	Atle Kirkeby	Metsä Tissue	Christian Andersson	ICA
		Lars Elfqvist	Sofidel	Maria Laufeld	Coop
		Jenny Hillman	Essity Hygiene and Health	Helena Björklund	Axfood
		Alexander Thomsson	Melitta Scandinavia AB		
27	Disposable items	Johannes Steneros	Bolsius	Christian Andersson	ICA
		Jenny Hedersjö	Liljeholmens	Susanne Irme	Coop
		Linda Forssander	DUNI	Anna Grauers	Coop
		Alexander Thomsson	Melitta	Elvira Heed	Axfood

28	Candles, napkins and disposable items	Handled in the same reference group as Disposable Items and by the same reference group members			
29	Hair care	Adam Rundström	Henkel Norden AB	Ewa Törnqvist	ICA
		Mats Edin	L'Oréal AB	Liselotte Wärme	Axfood
		Linnea Timlin	Unilever Sverige AB	Pernilla Gerorgsson	Coop
30	Body care, facial care, shaving products, toiletries	Mats Edin	L'Oréal AB	Ewa Törnqvist	ICA
		Linnea Timlin	Unilever Sverige AB	Maria Jinghall	Coop
		Daniel Eliasson	Beiersdorf	Liselotte Wärme	Axfood
		Rasmus Ek Hallenberg	Orkla Care		
31	Oral care	Caroline Norback	Procter&Gamble	Max Schultz	ICA
		Christer Kihlberg	GSK	Maria Jinghall	Coop
		Thomas Spiegelberg	Colgate Palmolive AB	Liselotte Wärme/Maria Talback	Axfood
		Lisa Mehlqvist	Unilever Sverige AB		
		Rasmus Ek	Orkla Care		
32	Intimate care	Carin Jungholm	Procter&Gamble	Lina Hamlin	ICA
		Michaela Lundberg	Essity Hygiene and Health	Pernilla Gerorgsson	Coop
				Liselotte Wärme	Axfood
33	Make up	Mats Edin	L'Oréal AB	Ewa Törnqvist	ICA
		Celia Fischer	IsaDora	Liselotte Wärme	Axfood
		Sabina Soysuren	E.Saether AB	Pernilla Georgsson	Coop
		Mårten Johansson	Depend		
34	Health	Henrik Rosén	Vitamin Well	Max Schultz	ICA
		Tobias Lindblad	Midsona	Anna Grauers	Coop
		Magnus Gjerulf	Orkla Care	Josephine Nilsson Lewander	Axfood
		Johan Broander	BioSalma		
35	Non-prescription drugs	Johan Lagerlöf	J&J / McNeil	Max Schultz	ICA
		Anders Alm	GSK Consumer Healthcare	Charlotte Åsard	Axfood
				Marie Erlandsson Åsberg	Coop
36	Tobacco	Peter Cook	Philip Morris	Martin Rogemark	ICA
		Alexander Waldenskiöld	British American Tobacco	Roger Halvarsson & Sara Graan	Axfood
		Mathias Jansson	Japan Tobacco International	Daniel Högberg	Coop
		Caroline Herou	Swedish Match	Anna Mardirossian	Preem

Extension 2 - ECR Sweden's Working Group

(Contact details are available for those responsible for the respective areas of revision)

Representative	Company	
Johanna Tael	ICA Sverige AB	johanna.tael@ica.se
Stefan Sjölund	Axfood/Dagab Inköp och Logistik	stefan.sjolund@dagab.se
Daniel Högberg	Coop Sverige AB	daniel.hogberg@coop.se
Carina Båtelsson	OKQ8	
Tina Stugemo	Arla Foods	
Per Fahrman	HK Scan	
Ludvig Persson	Unilever	
Annika Tjernström	Coca Cola Europacific Partners	
Christian Bona	Skånemejerier	
Christopher Flemström	Lantmännen Ceralia	
Hilda Björkman	Mondelez Sverige AB	
Daniel Mathiasson	Pågen	
Anna Häggström	Orkla	
Ebba Kärrlander	GS1	ebba.karrlander@gs1.se

Coop is responsible for the revision area	1-12
Axfood is responsible for the revision area	13-24
ICA is responsible for the revision area	26-36

Extension 3 – ECR Retail Demand Steering group

Linda Edlund (ordförande)	Essity Hygiene and Health
Cecilia Tjeder	ICA Sverige
Stefan Sjölund	Dagab Inköp och Logistik
Beatrice Pössl	Coop Sverige
Ants Kippar	Red Bull Sweden
Daniel Mathiasson	Pågen
Eva Junevad	Di Luca Di Luca
Christian Bona	Skånemejerier
Ylva Heivert	SvDH
Mathias Dittrich	DLF
Mattias Rosenlund	GS1
Ebba Kärrlander	GS1

Extension 4 - List of items per revision area

Yellow marking: a change made for ECR 2023

1 Dairy

cottage cheese/quark	processed sour milk	Iced coffee
chilled desserts	cooking fat	milk and milkshake
yoghurt	dairy-free/vegetarian products	
eggs	Cream products	

2 Juice/Nektar

ready to drink fruit/berry drinks	ready to drink nectar	ready to drink fruit juice
ready to drink smoothie	vegetable juice	concentrated fruit/berry drinks
concentrated fruit juice	concentrated nectar	Chilled Kombucha
Shots chilled	Shots not chilled	

3 Cheese

all cheese products	fondue cheeses	whey spread
hard and soft cheeses	grated and sliced cheese	cream cheese
dessert cheeses	cooking cheese	chilled cheese-based snacks
Deli cheeses		

4 Charcuterie, meat, poultry, deli

Charcuterie		
ground meat products	smoked and salted	sausage
joints, blood pudding	pre-fried components	fresh components
Spreadable meat and Deli meat		
air-dried sausage	Pickled products in the deli counter	beer sausages & snacks not chilled
Fresh poultry, including grilled chicken		
Fresh meat		

* The manual range is submitted under each segment

5 Chilled Vegetarian products

Chilled vegetarian spread	Chilled vegetarian components	Chilled Food & dessert vegan cheese
veggie cheese (whole, sliced, spreadable)	patties	grated vegan cheese
vegetarian pate	patties (round)	vegetarian cooking cheeses
vegetarian ham	bites	vegetarian dessert cheese
vegetarian sausage spread	falafel	
Vegetarian minced products	burger	Vegetarian sauces
(ex.soja,oats)	schnitzel	
	sausage	Other vegetarian proteins
Chilled tofu- and tempeh products	base for stew/casserole	(alternative to animal raw materials)

6 Chilled pre-prepared meals and meal complements

Ready-to-eat single portion meal	Sandwiches & Wraps	Wet salads (potato salad, etc.)
Ready-to-eat multiple portion meal	Chilled sauces & dressings	Ready meals in bulk
Soups	Horseradish tube	
Quiches	Potato gratin	
Pizza	Roll pack (porridge, pea soup, etc.)	
Crepes & pancakes	Dough products (pizza kit)	
"Kroppkakor"	Fresh pasta	
Sushi	Cheesecake	
Ready-to-eat sallads	Pot bases	

7 From the sea

smoked and pickled fish	lake products	fresh fish atmos/vacad
herring/anchovy	caviar /seafood paté	Swedish "lutfisk"
chilled fish and shellfish components	Fresh/chilled seafood	

8 Fresh bread

loaf	sausage/hamburger buns	light bread whole
store-baked	soft flatbread	Bread pastries
bakeoff bread	dark portion	bake-off pastries
dark bread whole		
Light portion		

9 Dry biscuits, crackers, hard bread, soft buns

crispbread	rusks	croustades
Rice, corn, lentil, chickpea cakes	wafers	chocolate buns
flat bread	meringues	wafers
dry biscuits	gingerbread cookies	cookies
digestives	biscuits	crisps
	Foam products	confectionery
	pastries	cake bases

10 Frozen food & Ice Cream

Frozen food		
pre-prepared food	shellfish	Frozen meat/poultry
vegetables	potatoes	vegetarian
fish	bakery products	fruit/berries
Ice Cream		
Single pack	Household ice cream	
ice cream bigpack/multipack	ice cream cake	Frozen gluten fri

11 Hot drinks and related items

coffee ground	coffee capsules	Coffee whole beans
instant coffee	tea (bags and bulk)	Drinking chocolate powder
instant coffee, flavored	herbal tea	instant tea (powder)
coffee and tea filers	coffee accessories	

12 Cold drinks

beer	functional beverages	essences
soft drinks	syrup	ready to drink iced tea
water	non-carbonated drinks	cider
non-alcoholic wine		

13 Snacks, natural nuts, dried fruit

nuts	crisps/potato chips	cheese puffs
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pretzels	popcorn	natural snacks
bars	natural nuts	dried fruit *
Traditional forms (e.g. peanut rings, sombreros, stars, potatocrews)		
Functional snacks (e.g. lens chips, chickpea chips, quinoachips)		
muesli bars (products intended as a snack, please note that so-called "health bars" do not belong to this revision area)		
*) revision area determined by consumption point		

14 Confectionery

chocolate products	throat pastilles	biscuit bars
sugar confectionery	chewing gum	pieces of chocolate
gift boxes	pick 'n' mix	confectionery bars

15 Fruit and berries, desserts

preserved fruit (in jars, tins, plastic packaging)	blueberry soups	preserves
dried dessert mixes	creams	marmalade
compotes	custard	apple sauce
fruit soups	chocolate pudding (dry desserts)	jelly
rosehip soup	Chocolate spread	Peanutbutter
Ice cream accessories	glassrån/våffla	
Ice cream sauces	Ice cream sprinkles	

16 Cereals, muesli, porridge

cereals	müsli	granola
grains	Adult porridge	Grain products*
*) revision area selected on the basis of consumption instances		

17 Canned food (meat, fish, seafood, vegetables, ready meals), soups and dry legumes

Canned meat products		
meatballs	casserole	canned meat products
Minced meat sauce	ravioli	sausages
Minced meat mix	chilli con carne	
Canned fish and seafood		
fish balls	tuna	sardines
mussels	mackerel	
Canned vegetables		
peas	potatoes in glass jars	pickles
olives	pickled onions	fried cabbage
beetroot	Sauerkraut	cabbage
cucumbers	canned mushrooms	cucumber relish
red cabbage	marinated garlic	lasagne mix
sun-dried tomatoes	canned tomatoes	canned salsa
canned beans	other canned vegetables	corn
Dried beans	dried peas	dried lenses
Capers*		
Dry legumes		
seeds	Chia seeds	hemp seeds
Meal-time solutions		
meal kits	meal-time mixes	sausage meat mix
lasagne mix	vegetarian ready meals	instant noodles*
food in cup		
Soups		
liquid soups (tins/jars)	dried soups	

*) revision area selected on the basis of occasion consumption and **placement in planogram**

18 International food

International food concepts, e.g. Mexican and Asian cuisine as well as items from, primarily, the Balkans, North Africa, Poland and the Middle East.

19 Flavouring

soya/soy sauce	mustard	spices
stock	ketchup	BBQ spice mixes & BBQ oils
dressing	saucers (liquid & dried)	marinades (liquid & dried)
salt	fried onions	wine vinegar
mayonnaise	stock cubes	cooking oil
vinegar	cooking wine	colouring soya
chili sauce	tomato puré	capers*
*) revision area selected on the basis of consumption instances		

20 Pasta, rice, mash, semolina

rice	all dried pasta	mashed potatoes
express rice	other pasta (bean pasta, lens pasta ect)	mashed turnip
instant rice	grits	pesto
aromatic rice	instant noodles*	pasta sauce
boiled rice	rice sauce	minced meat sauce
*) revision area selected on the basis of consumption instances		

21 Baking & sweetening products

honey (liquid & solid)	almond paste	cocoa
pizza mixes	marzipan	flour
bread mixes	nougat	cake mixes
potato flour	baking chocolate	waffle mixes
fibre	bran	baking sprinkles
vanilla sugar	crushed grains	cake garnishes
baking soda	candy colourings	flaked coconut*
nut kernels	flavourings	breadcrumbs
sweet almonds	gelatine	dry yeast
nut cream	products for sweetening coffee and tea	powdered milk
liquid sweeteners (not coffee or tea sweetening products)	sweetening (granulated sugar, powdered sugar, brown sugar, icing sugar)	powdered cream
preserving products (citric acid, ascorbic acid, sodium benzoate, paraffin)		
*) revision area selected on the basis of consumption instances		

22 Food Hypersensitivity

Dry groceries, not chilled and/or frozen products that have positive attributes for various forms of food intolerance. Products must be "Sämr-certified" (approved by the Swedish Food Agency, Livsmedelsverket, for special nutritional purposes).

(vacuum-packed bread free from gluten)

23 Child **and baby**

baby food: (of baby food quality): jars, gruel, porridge, pouches/sachets and children snacks	skincare, child ointments (pregnancy oil, nipple cream)	dummies/pacifiers, bottles, cutlery etc.
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nappies/diapers	wet wipes and napkin wipes	breast-feeding cups
child drinks	milk formula , supplementary nutriments	baby snacks
baby toys		

24 Animal

pet food	pet accessories	
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25 Laundry, cleaning, dishwashing

soap	cleaning agents	oven cleaners
laundry soaps/detergents	general purpose cleaning agents	furniture cleaning agents
fabric softeners	window cleaning agents	dishwashing and cleaning cloths
stain removers		dishwasher rinsing agents
dishwashing agents	manual dishwashing products	machine dishwashing products
Cleaning products	Fragrance products (fragrance blocks, fragrance sticks, fragrance spray, etc.)	Scented candle

26 Paper

absorbent paper	kitchen roll/paper towels	toilet paper
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27 Consumable items:

Disposable food containers	Freeze- and plastic Bags, Foil	Baking items
Light sources	Batteries	

28 Candles, napkins and disposable items

Candles	Napkins	Paper tablecloths
Disposable items	Fragrance sticks	scented candles

29 Hair care

shampoo	conditioner	hair colouring/dyes
styling	hair accessories	Hair repair mask

30 Body care, facial care, shaving products, toiletries

body care	facial care	razor blades
foam bath	lip balm	razors
deodorants	hand creams	hair removal
soap	sun creams	insect repellents
shower gel	tissues, wet wipes	foot care
lotions	condoms	beard care products
cotton wool/balls, cotton wool buds/cotton swabs	shaving accessories	hand disinfection
wound care	Face mask	

31 Oral care

oral hygiene	mouthwash	
tooth brushes	gap cleaning	
toothpaste	electrical dental care	

32 Intimate care

sanitary pads	panty liners	incontinence products
tampons	menstrual cup	Intimate care (intimate soap and wet wipes)

33 Make up & Perfumes

Make up	Fragrance for men	Fragrance for women
Cosmetic accessories	Bath accessories	

34 Health, weight loss products

meal replacements for weight control*		herbal medication
Supplements	TVBL(Swedish) (Traditional Herbal Medicine)*	Protein shakes
vitamins and minerals	total diet replacements for weight control*	food for athletes*
*) see the complete definition on the NFA's website, www.livsmedelsverket.se		

35 Non-prescription drugs

Over-the-counter drugs (OTC)		
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36 Tobacco

cigarettes	lighters	accessories (cigarette tubes, filters,
Cigarill	Cigars	
Swedish moist snuff (snus)	other tobacco	matches
tobacco-free / nicotine-free products	e-cigarettes	Tobacco Heat Products (THP)
Nicotine portions		