

Proposed on-pack consumer messages on dosage control of phytosterols for multi-serve low-fat cream cheese

- Competitive spreading landscape
 - All margarines/spreading spreads are in larger value tubs
 - Flora Proactiv
 - Logicol
 - Nuttelex Environment
- Dosage control for low-fat cream cheese
 - Communication on pack as per Logicol
 - Use two tablespoons per day or
 - 2 slices bread or 4 crackers

