

Plant-based “cream” voted Swedish Food Bluff of the Year

The product “won” the anti-prize after a landslide vote. Manufacturer Alpro says they will change how the product is marketed.

With nearly half of the 20,000 votes Alpro Cuisine Soya Whippable was awarded the Swedish anti-prize *Food Bluff of the Year 2019* (“Årets matbluff” in Swedish).

“Apparently a lot of people feel deceived by the content of this product”, says Björn Bernhardson, Deputy Chairman and Executive Member at the Swedish consumers’ organisation *Äkta vara*, who have started the anti-prize.

Despite having “soya” in its name, soybeans make up only two percent of its content. That is only a fourth of the soy content, eight percent, in the company’s own soy drinks.

Instead a full 25 percent of the product is made up of palm oil, with no mention of it on the front of the package.

“Palm oil is being criticized, primarily for environmental reasons, and many consumers avoid products containing it. I think the negative image surrounding palm oil made people feel more cheated”, says Björn Bernhardson.

In an interview with trade magazine *Fri köpenskap* a representative from Alpro in Sweden says they use certified palm oil, but also that they will listen to the criticism:

“However, this nomination shows that we should rethink our communication regarding this product. We promise to take this in and to act.”

More information on the anti-prize can be found below.

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Further information

Results of the vote

There was in total 19,100 cast, distributed as follows:

- Alpro Cuisine soya vispbar: 9,416 votes
- Skånemejerier Bara yoghurt frukt & bär hallon & jordgubb: 3,431 votes
- Pågen Brioche hamburgerbröd: 3,270 votes
- Rå Blåbär pressad råsaft: 2,019 votes
- Semper gluten free Bovete & Teff mjöl: 964 votes

Ingredients list of “winner” Alpro Cuisine soya vispbar

- Ingredients: water, vegetable oils and fats (fully hydrogenated palm kernel oil, palm oil, palm kernel oil), maltodextrin, sugar, hulled soybeans 2%, emulsifier (sucrose esters of fatty acids, lactic acid esters of mono- and diglycerides of fatty acids), sea salt, flavouring.

Presentation of the other four finalists:

- **Skånemejerier Bara yoghurt frukt & bär hallon & jordgubb**
The name translates to "only yogurt fruit & berries raspberries & strawberries". On the package it says "no added sugar". Despite this it contains only 8 percent of the berries and is sweetened with 12 percent fruit juice concentrate, resulting in a sugar level almost as high as in normal fruit yogurt.
- **Pågen Brioche hamburgerbröd**
These so called "brioche" style hamburger buns are far from real brioche. They contain none of the typical brioche ingredients butter and eggs. In fact, they are almost identical to the manufacturer's regular hamburger buns, in terms of ingredients, fat and sugar content. The only real difference is the corn meal topping instead of sesame seeds and some added butter flavouring.
- **Rå Blåbär pressad råsaft**
The trademark for this blueberry juice means "raw" in Swedish and the word "råsaft" also suggest that this product is more "raw" than other fruit juices. Despite this the juice is not raw at all. Instead it is pasteurized.
- **Semper gluten free Bovete & Teff mjöl**
Despite its name "Buckwheat & teff flour", it contains only 45 percent flour, of which 23 percent is buckwheat flour, 19 percent is rice (not mentioned on the front of the package) and only three percent is teff. The remaining 55 percent is composed of different starches, fibers and thickeners.

About the anti-prize

- The nomination of products has been open to everyone visiting the Äkta vara website aktavara.org during the whole of 2019. This year there were 162 nominations. A jury, nominated by Äkta vara, has chosen five finalists. The winner has then been selected by the general public in a vote on the Äkta vara website in the week of January 13-20, 2020.
- Food Bluff of the Year is awarded by Äkta vara. It was awarded for the first time for the year 2015. Inspiration came from a similar anti-prize awarded by the German organisation Foodwatch.

About Äkta vara

- The Swedish non-profit and non-governmental food consumer organisation and pressure group Äkta vara was founded in 2006. It runs the site www.aktavara.org with news, guides and blogs. Äkta vara has also created and launched a labelling scheme for food products providing guidance for customers wanting to avoid additives and industrial ingredients.
- The name Äkta vara literally means "Genuine (food) Product" in Swedish, but can also be translated as "Real McCoy" or "Real stuff".