

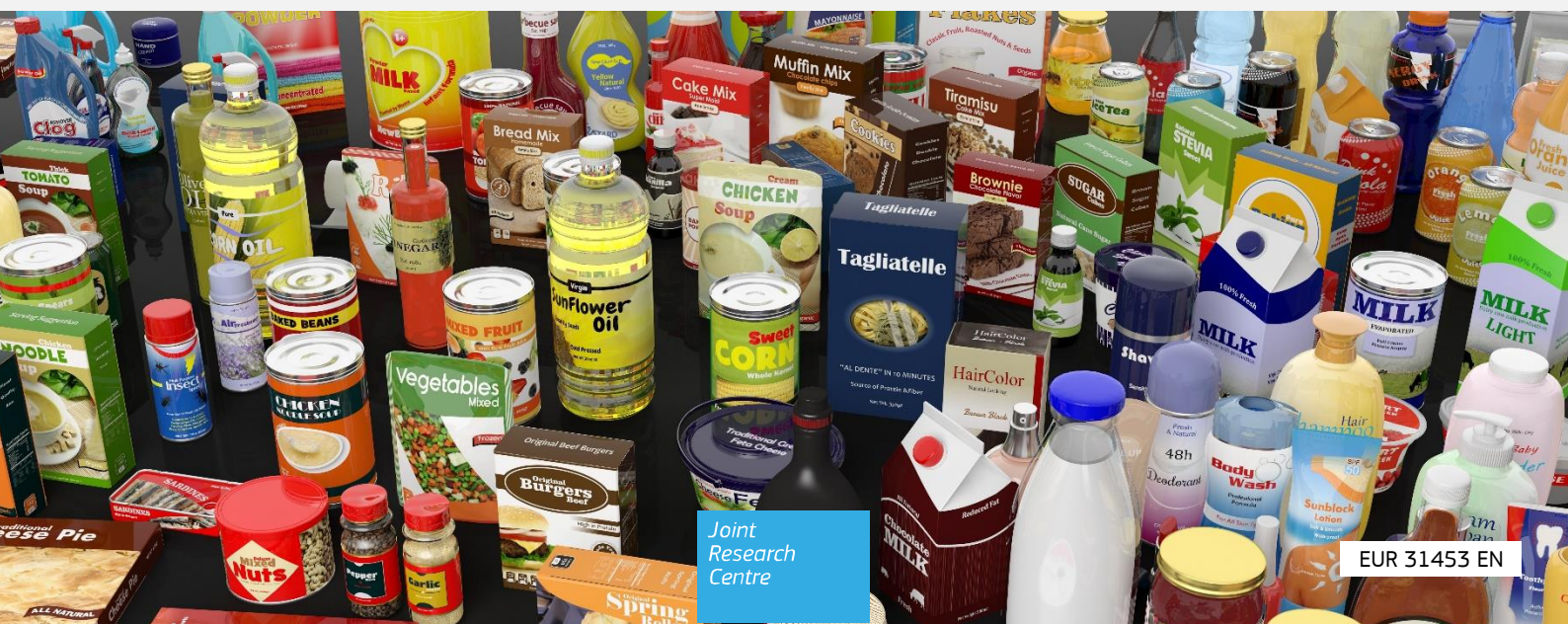


EU-wide comparison of the characteristics and presentation of branded food products (2021)

Annex 3 – Grading of similarity

Nes, K., Antonioli, F., Di Marcantonio, F., Ciaian, P.

2023



Joint
Research
Centre

EUR 31453 EN

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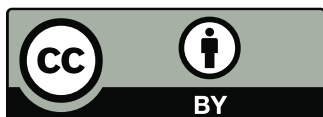
JRC131303

EUR 31453 EN

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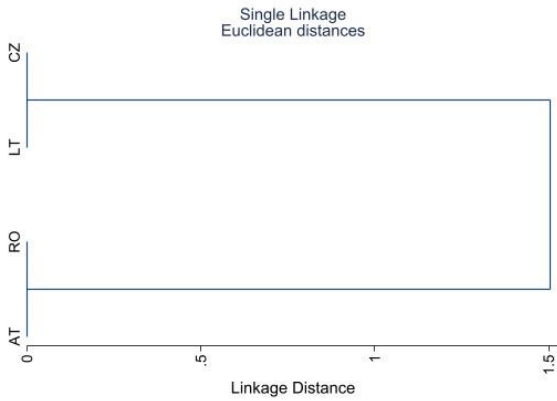
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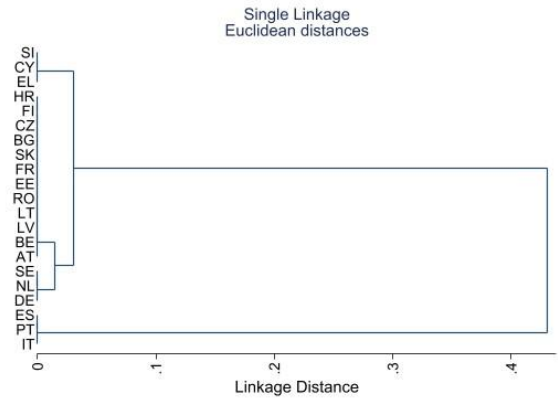
This annex provides graphical representations – dendrograms – of the product-specific hierarchical cluster analysis. Vertical lines joining products indicate that the products are similar and belong to the same group, and the linkage distance along the horizontal axis at which clusters are joined indicates the (dis)similarity of the products. For example, in the first figure, two clusters indicate the similarities between the national versions of Almette cheese spread (cluster 1: Austria, Romania; cluster 2: Czechia, Lithuania). For Alpro Soya Original, four clusters are defined (cluster 1: Spain, Italy, Portugal; cluster 2: Germany, the Netherlands, Sweden; cluster 3: Austria, Belgium, Bulgaria, Czechia, Estonia, France, Croatia, Latvia, Lithuania, Romania, Slovakia, Finland; and cluster 4: Greece, Cyprus, Slovenia). Note that the linkage distance in the figures cannot be compared across tested products or with the results reported in the previous testing campaign because they are based on different underlying data (e.g. number of versions, number of Member States).

Almette cheese spread



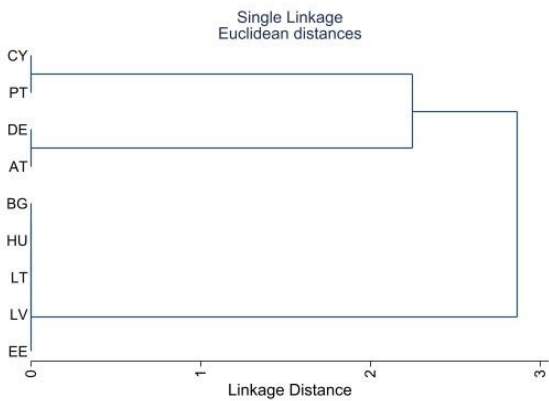
Similarity of national variants (based on nutrition declaration)

Alpro Soya Original



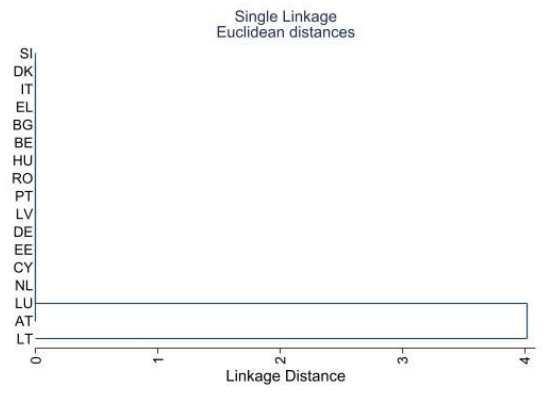
Similarity of national variants (based on nutrition declaration and QUID)

Bahlsen Leibniz Minis chocolate biscuits



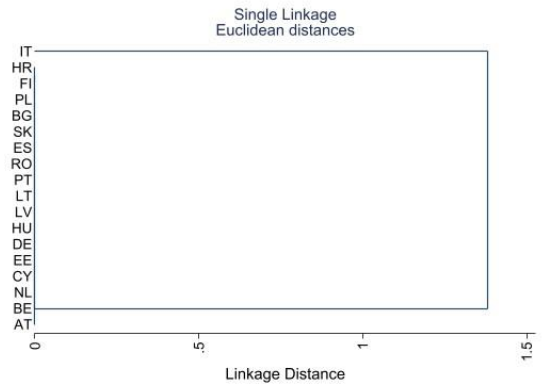
Similarity of national variants (based on nutrition declaration)

Bahlsen Leibniz Zoo Original



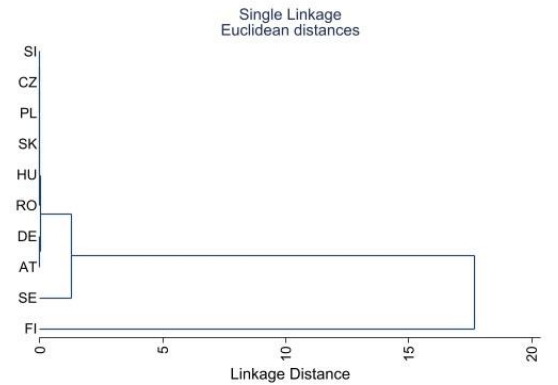
Similarity of national variants (based on nutrition declaration)

Barilla bolognese



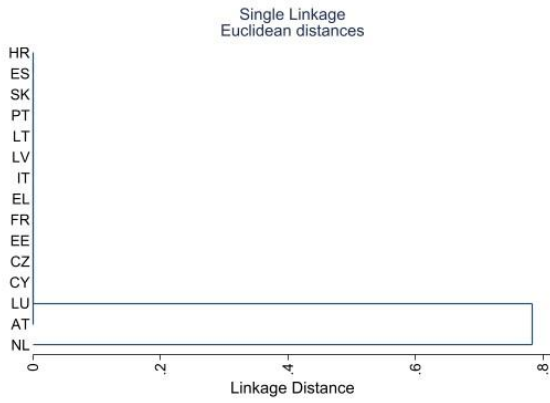
Similarity of national variants (based on nutrition declaration)

Becel Flora Gold



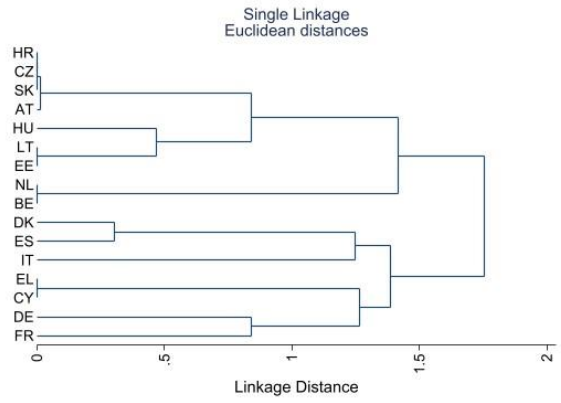
Similarity of national variants (based on nutrition declaration)

Boudelle corn



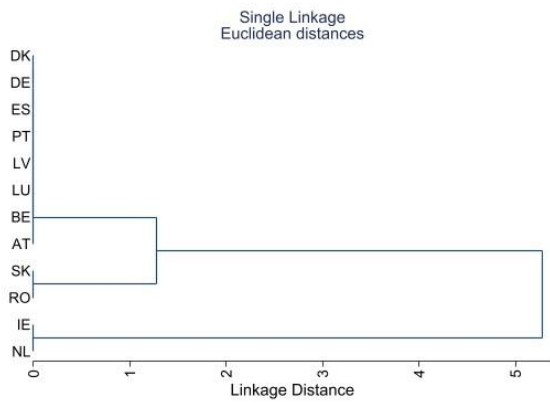
Similarity of national variants (based on nutrition declaration)

Bonduelle peas and carrots



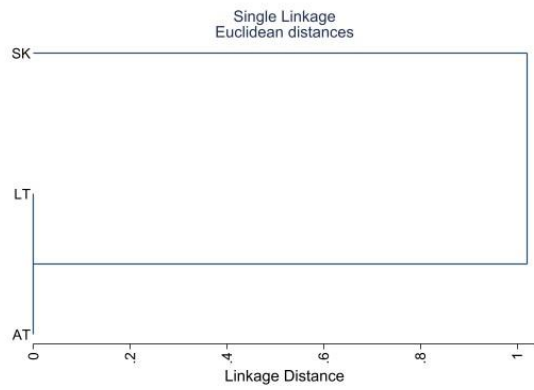
Similarity of national variants (based on nutrition declaration)

Capri-Sun Orange



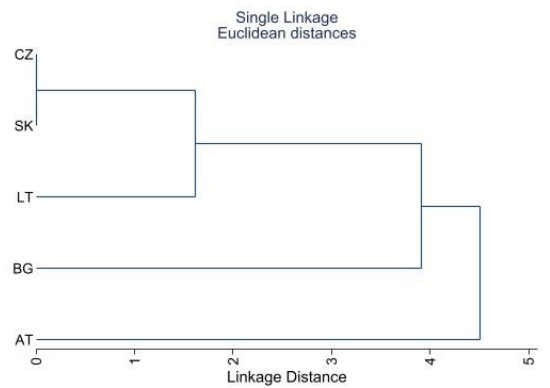
Similarity of national variants (based on nutrition declaration)

Clever Pineapple Cubes



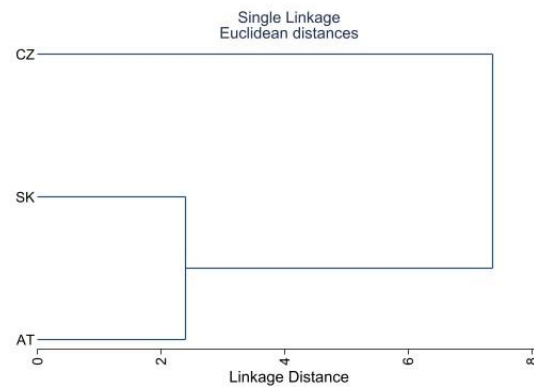
Similarity of national variants (based on nutrition declaration)

Clever spaghetti



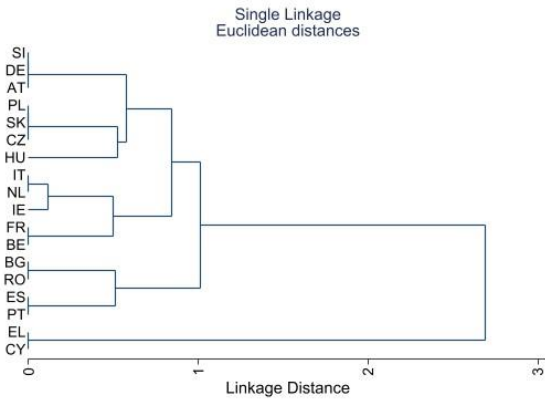
Similarity of national variants (based on nutrition declaration)

Clever strawberry yoghurt



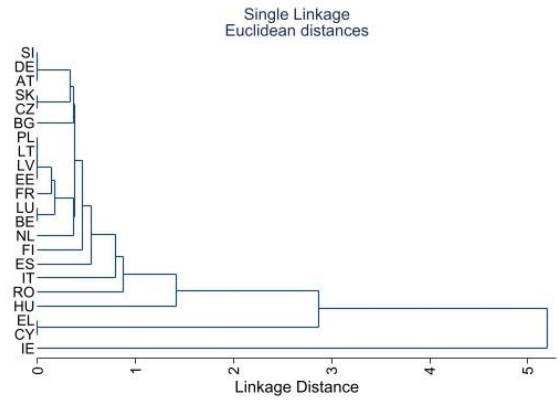
Similarity of national variants (based on nutrition declaration)

Danone Activia Nature



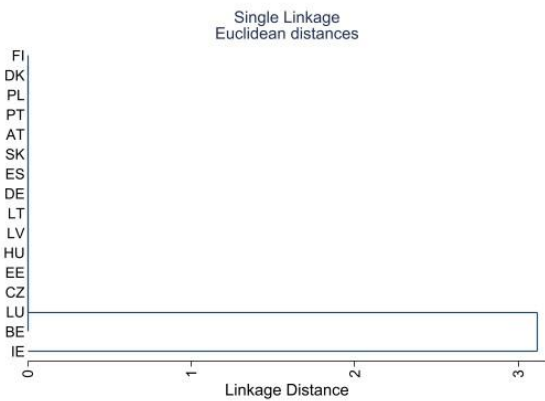
Similarity of national variants (based on nutrition declaration)

Danone Activia strawberry



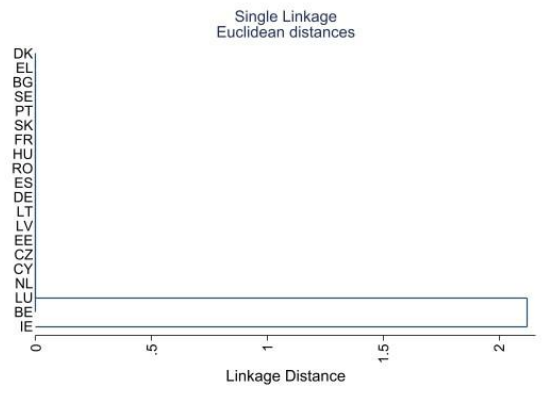
Similarity of national variants (based on nutrition declaration)

Dr Oetker Pizza Hawaii



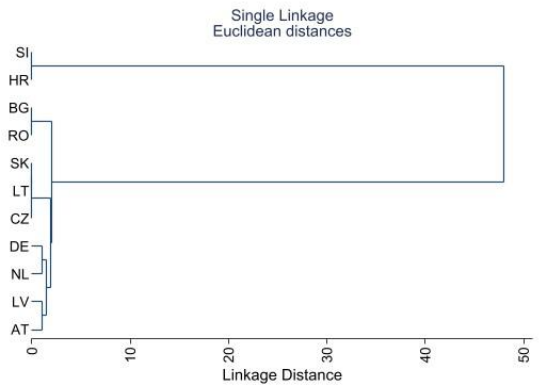
Similarity of national variants (based on nutrition declaration)

Dr Oetker Pizza Mozzarella



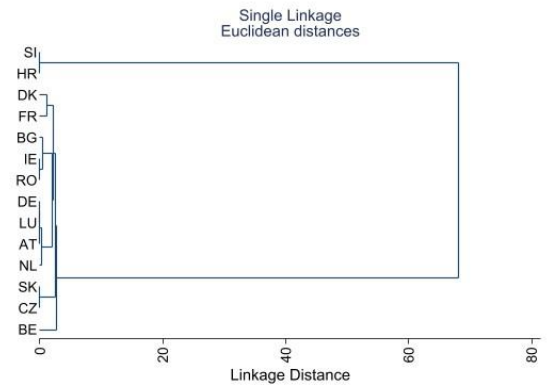
Similarity of national variants (based on nutrition declaration)

Dr Oetker pudding powder chocolate



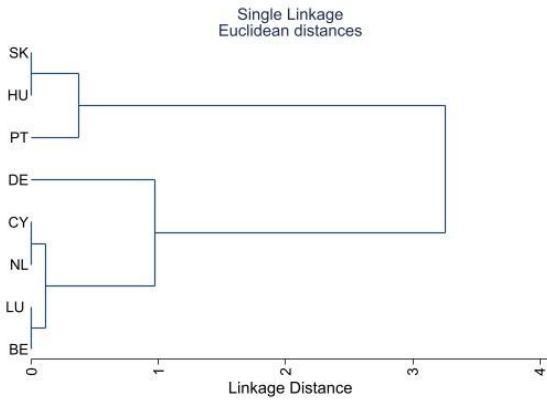
Similarity of national variants (based on nutrition declaration and ingredient)

Dr Oetker pudding powder vanilla



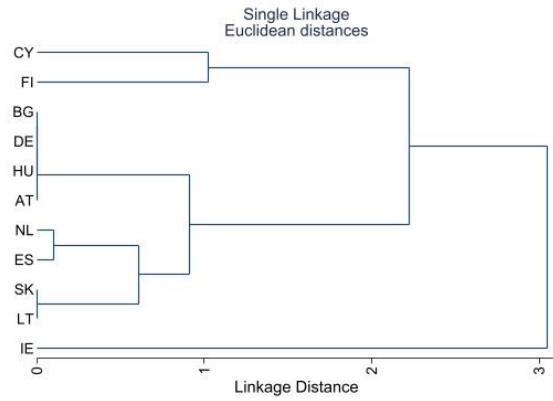
Similarity of national variants (based on nutrition declaration)

Iglo Fish Fingers Alaskan Pollock



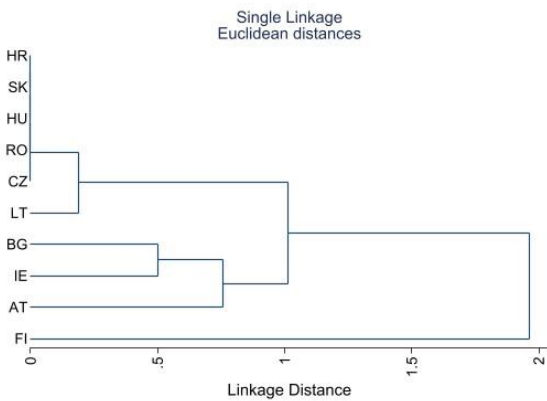
Similarity of national variants (based on nutrition declaration)

Freeway orange



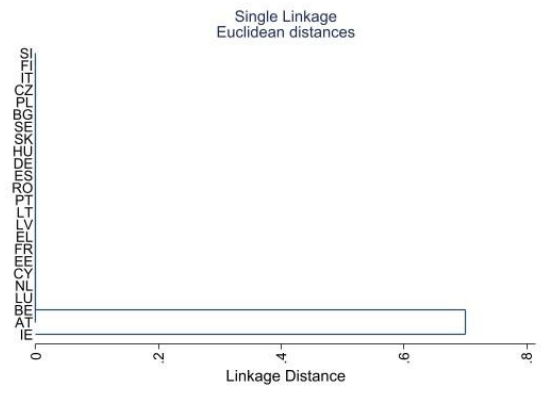
Similarity of national variants (based on nutrition declaration and QUID)

Freshona Passata di Pomodoro



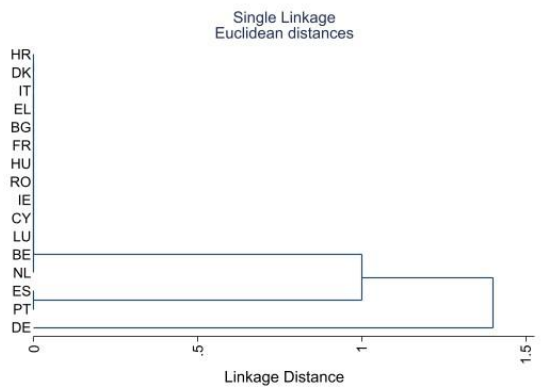
Similarity of national variants (based on nutrition declaration)

Heineken Heineken lager beer



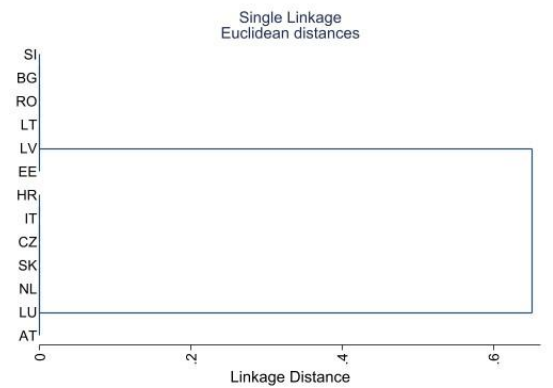
Similarity of national variants (based on nutrition declaration and QUID)

Heinz Mayonnaise Seriously Good



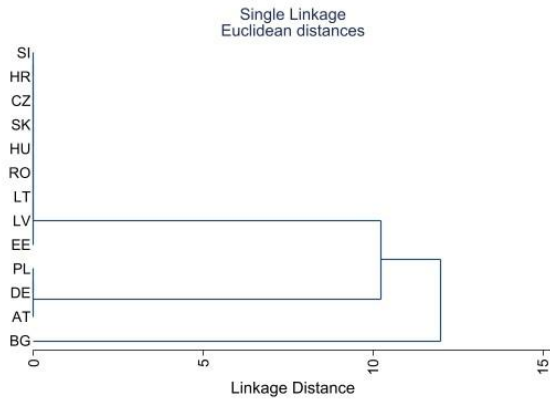
Similarity of national variants (based on nutrition declaration and ingredients)

Hipp organic pumpkin



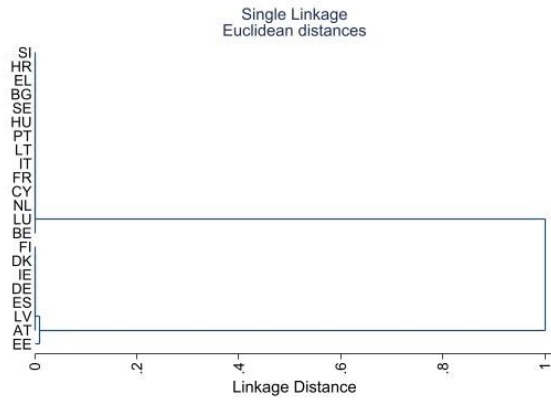
Similarity of national variants (based on nutrition declaration)

Jacobs Original Classic 3 in 1



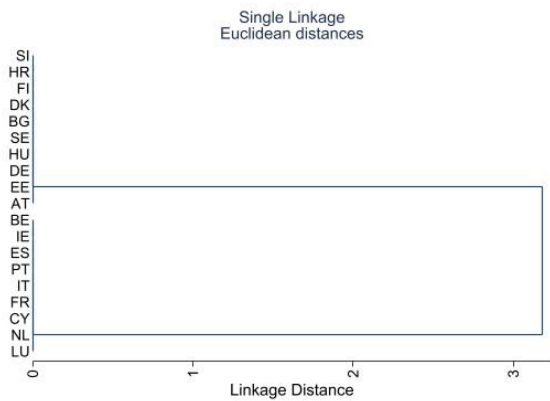
Similarity of national variants (based on nutrition declaration)

Kellogg's Corn Flakes the Original



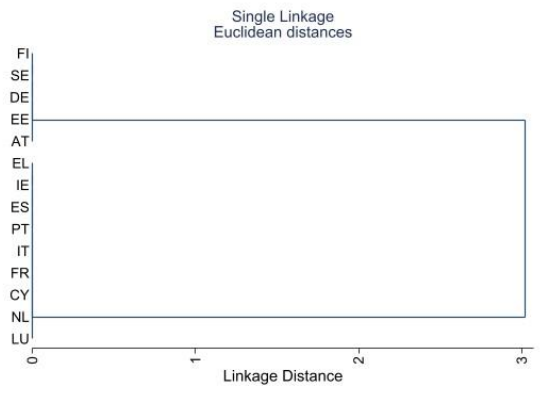
Similarity of national variants (based on nutrition declaration and QUID)

Kellogg's Special K Classic Original



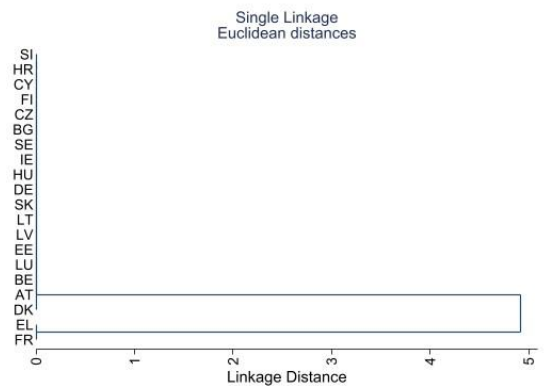
Similarity of national variants (based on nutrition declaration and QUID)

Kellogg's Special K Red Fruits/Berries



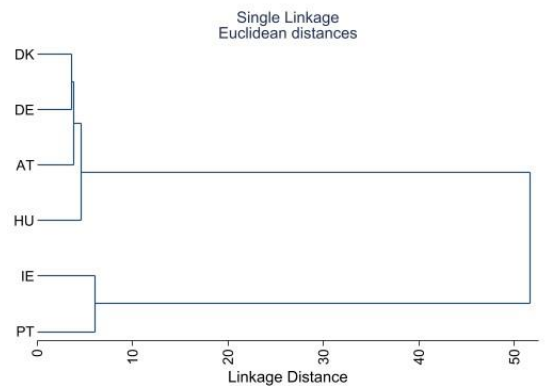
Similarity of national variants (based on nutrition declaration and QUID)

Kinder Pingui



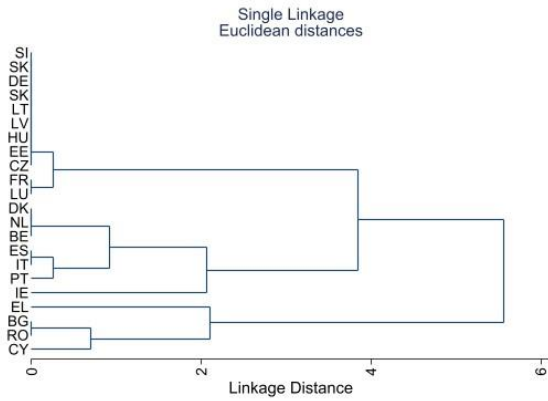
Similarity of national variants (based on nutrition declaration)

Knorr Fix Spaghetti Bolognese



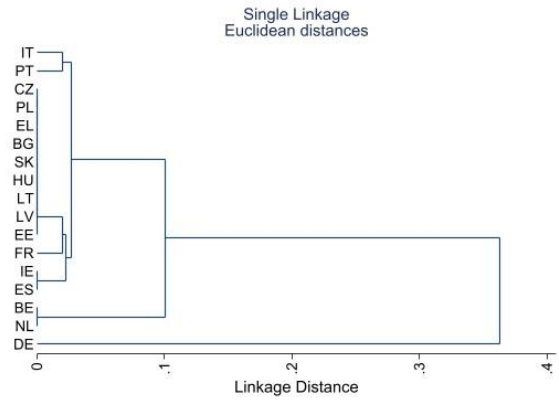
Similarity of national variants (based on nutrition declaration)

Lay's potato chips salted/nature



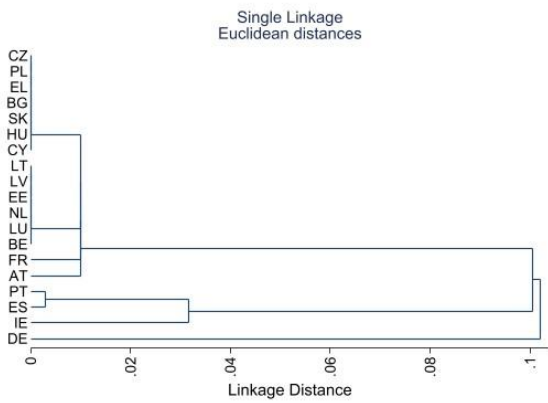
Similarity of national variants (based on nutrition declaration and QUID)

Lipton Ice Tea Lemon



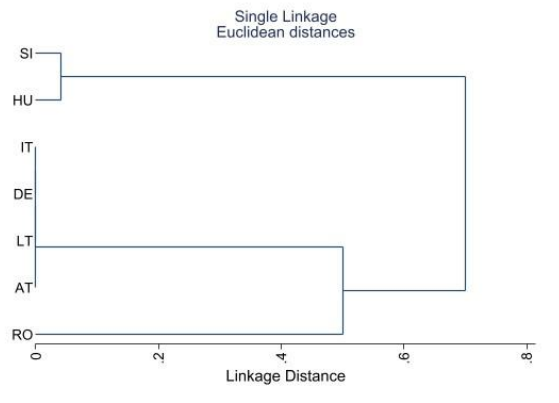
Similarity of national variants (based on nutrition declaration and QUID)

Lipton Ice Tea Peach



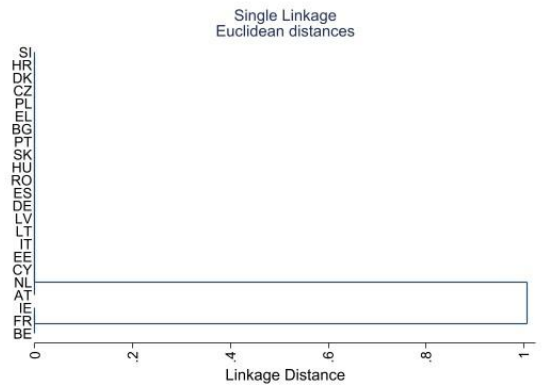
Similarity of national variants (based on nutrition declaration)

Löwenbräu Original lager



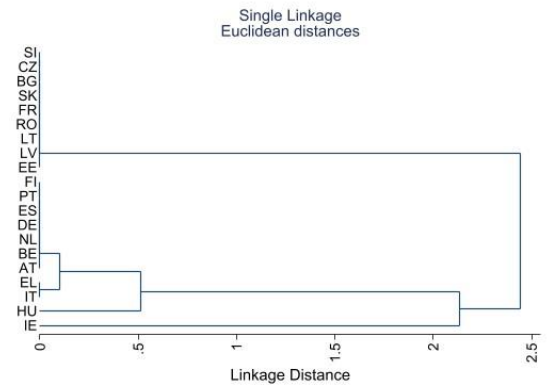
Similarity of national variants (based on nutrition declaration and QUID)

M&M's Chocolate



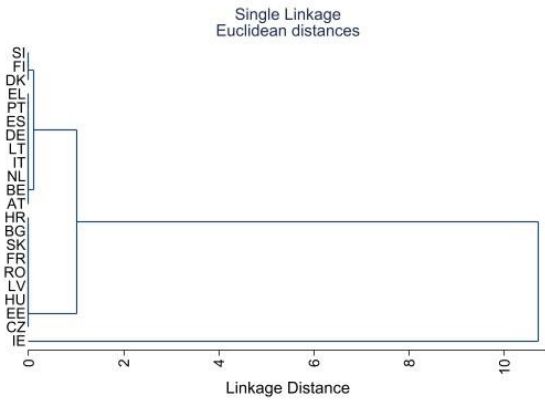
Similarity of national variants (based on nutrition declaration)

Mars Mars



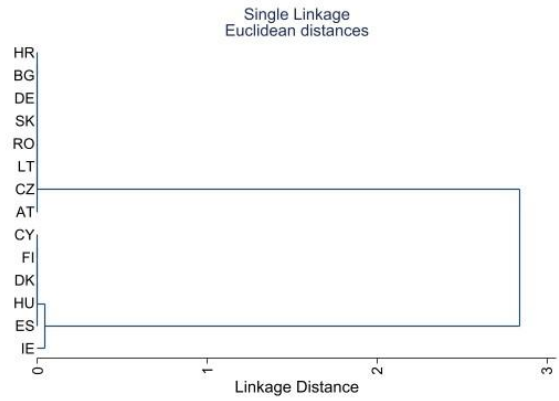
Similarity of national variants (based on nutrition declaration)

Mars Snickers



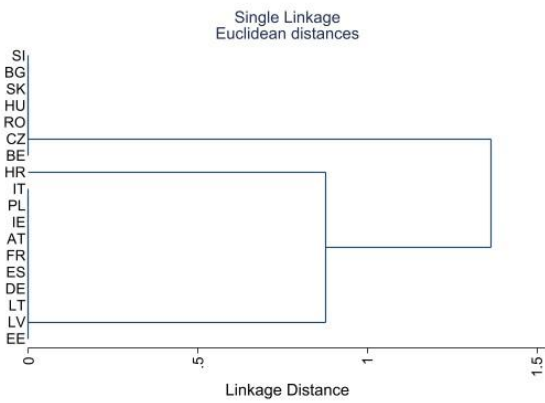
Similarity of national variants (based on nutrition declaration)

Milbona Emmental cheese sliced



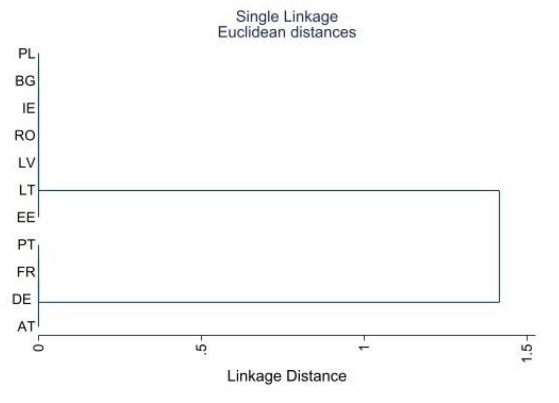
Similarity of national variants (based on nutrition declaration)

Milka Alpine Milk



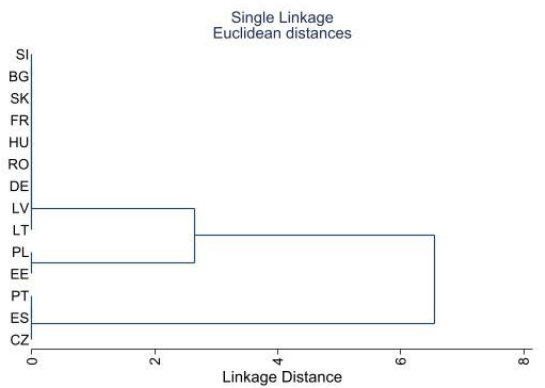
Similarity of national variants (based on nutrition declaration)

Milka Choco Cookies



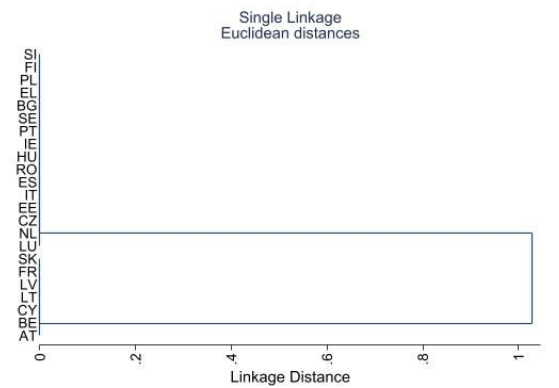
Similarity of national variants (based on nutrition declaration)

Milka Milka Whole Hazelnuts



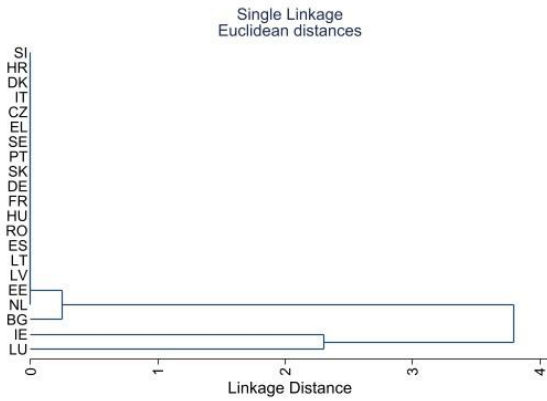
Similarity of national variants (based on nutrition declaration)

Mondelez Oreo Original



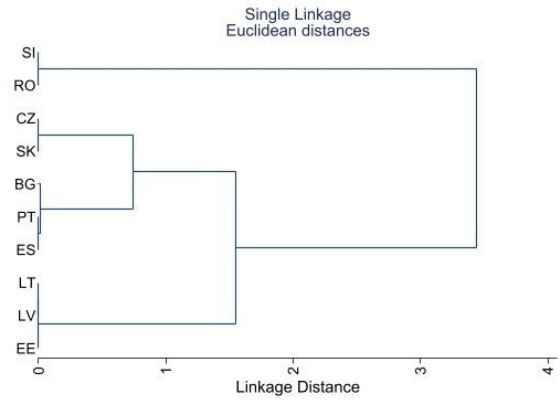
Similarity of national variants (based on nutrition declaration)

Nestlé KitKat



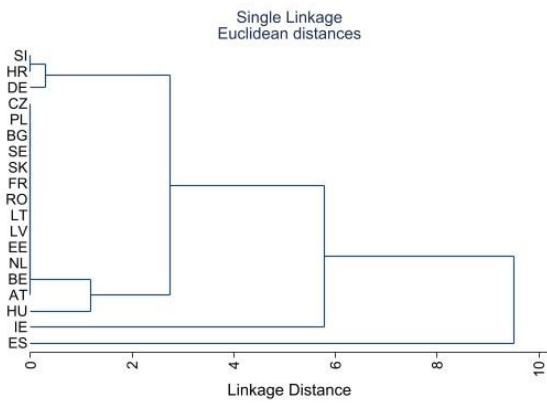
Similarity of national variants (based on nutrition declaration)

Nestlé NAN Optipro 2



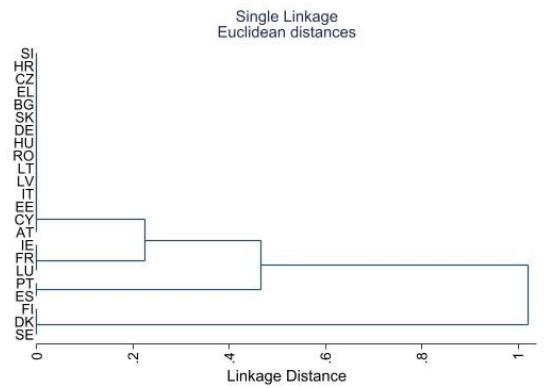
Similarity of national variants (based on nutrition declaration)

Nestlé Nescafé 3 in 1



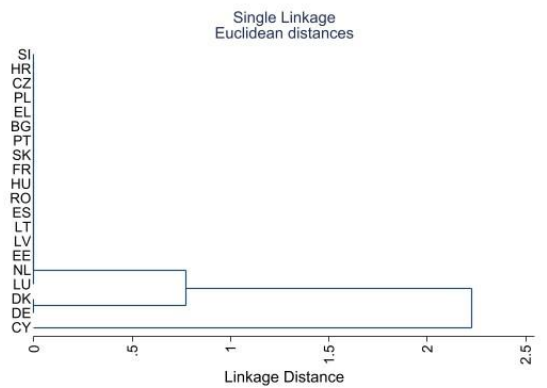
Similarity of national variants (based on nutrition declaration)

Nestlé Nesquik cereal



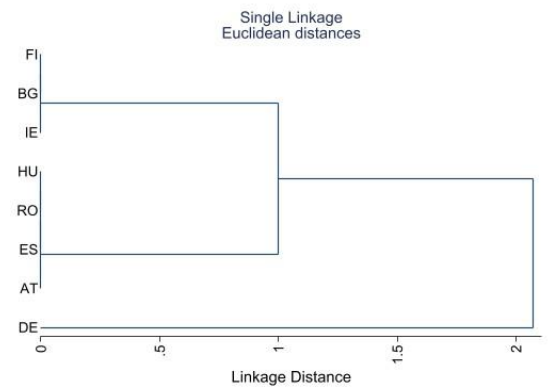
Similarity of national variants (based on nutrition declaration)

Nestlé Nesquik



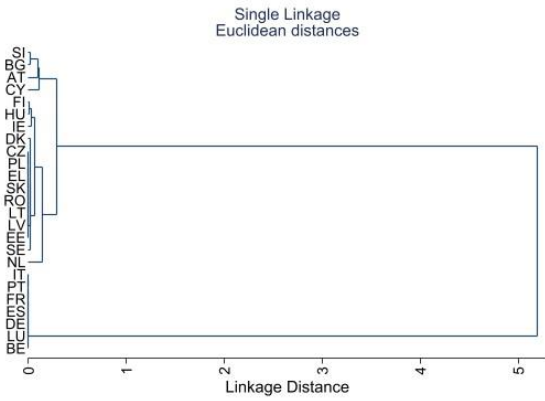
Similarity of national variants (based on nutrition declaration)

Ocean Sea Fish Fingers



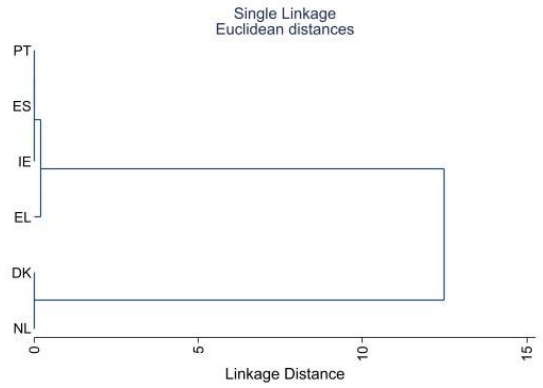
Similarity of national variants (based on nutrition declaration)

Pepsi Pepsi Cola



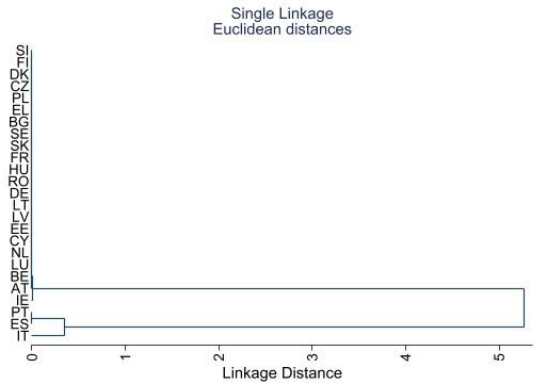
Similarity of national variants (based on nutrition declaration)

Philadelphia cream cheese garlic and herbs



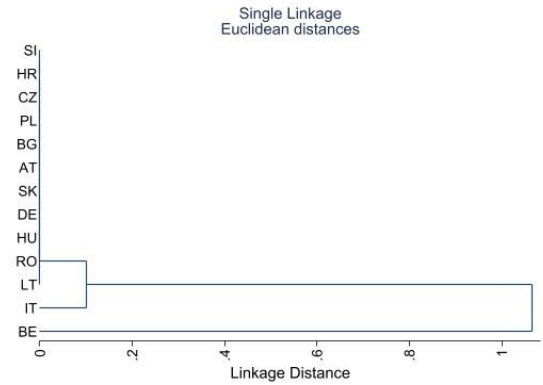
Similarity of national variants (based on nutrition declaration)

Philadelphia cream cheese original



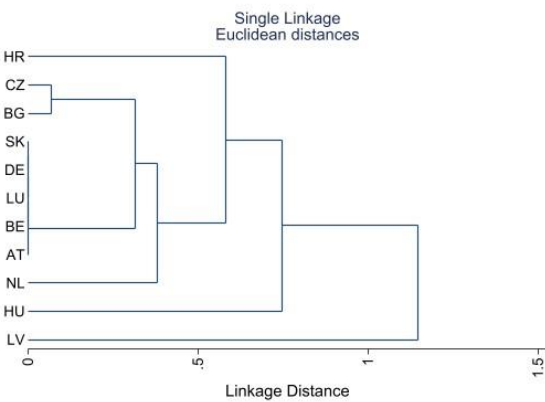
Similarity of national variants (based on nutrition declaration)

Philadelphia cream cheese herbs



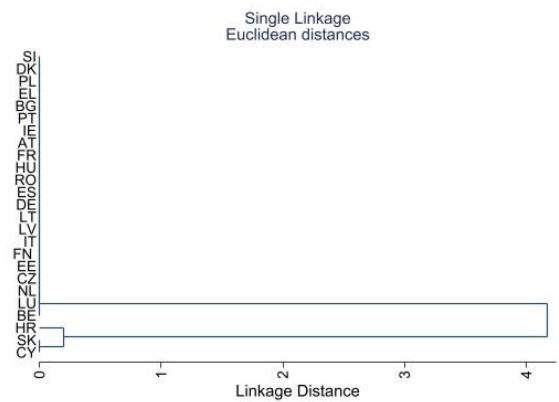
Similarity of national variants (based on nutrition declaration)

Pom-Bear Original



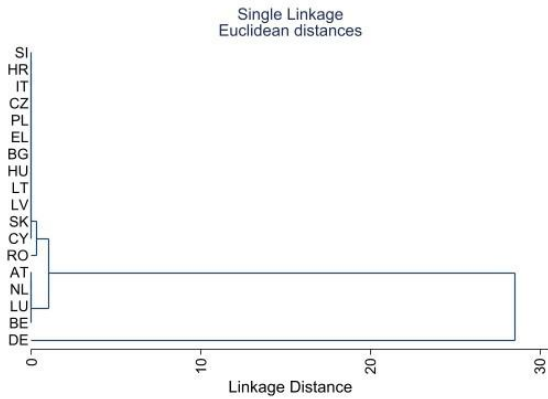
Similarity of national variants (based on nutrition declaration)

Pringles Original



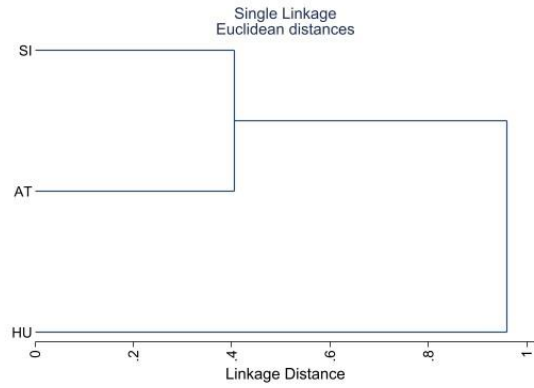
Similarity of national variants (based on nutrition declaration)

Rio Mare Tonno all'Olio di Oliva



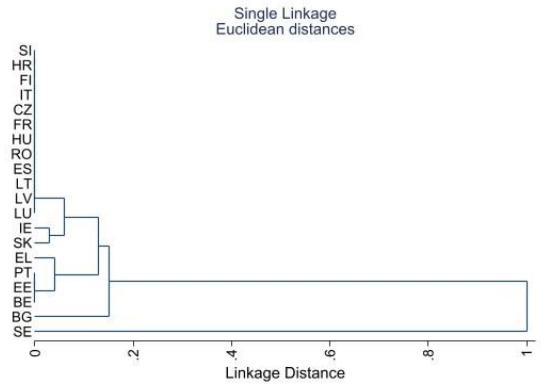
Similarity of national variants (based on nutrition declaration)

S Budget orange juice



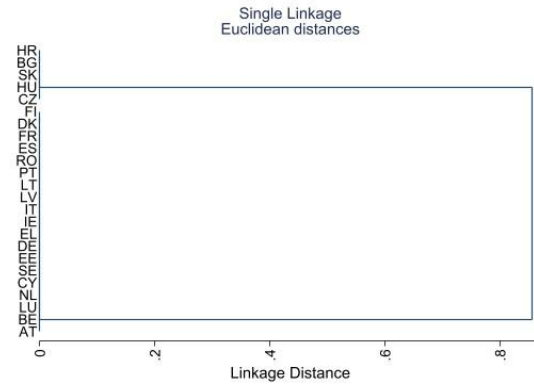
Similarity of national variants (based on nutrition declaration)

Stella Artois



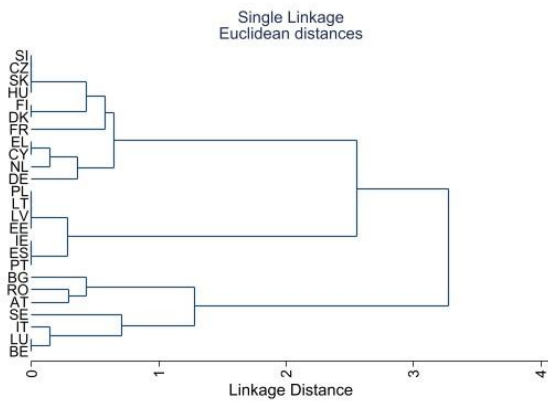
Similarity of national variants (based on nutrition declaration)

The Coca-Cola Company Coca-Cola Original



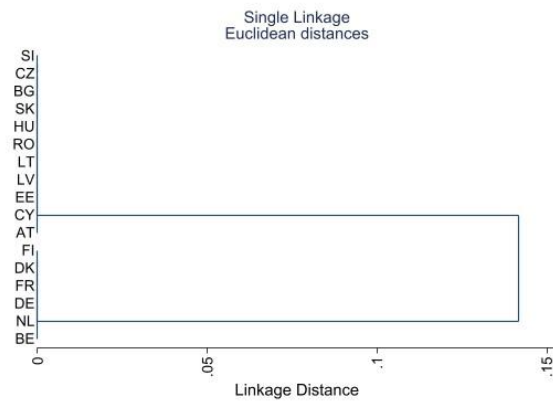
Similarity of national variants (based on nutrition declaration)

The Coca-Cola Company Fanta Orange



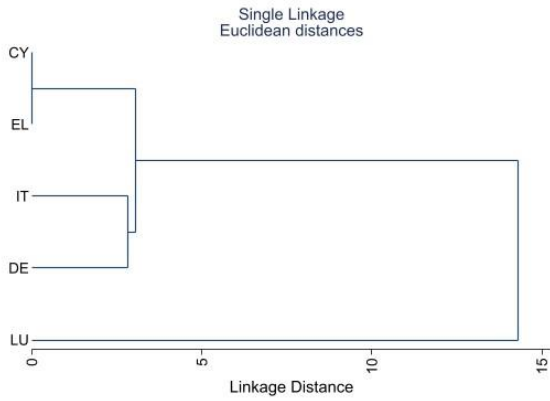
Similarity of national variants (based on nutrition declaration and QUID)

The Coca-Cola Company Fuzetea Black Ice Tea Peach Hibiscus



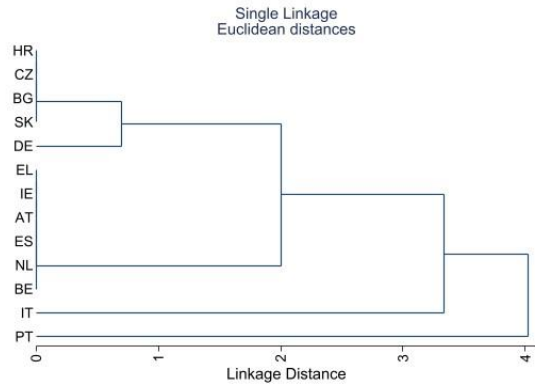
Similarity of national variants (based on nutrition declaration and QUID)

Tulip Pork Luncheon Meat



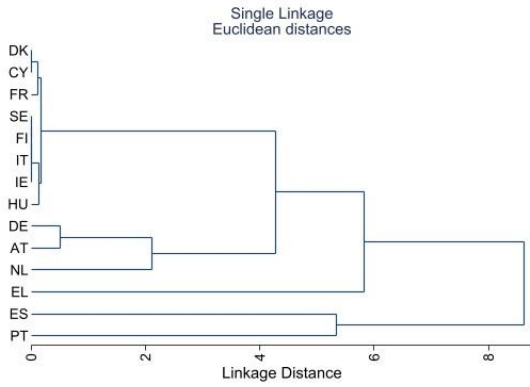
Similarity of national variants (based on nutrition declaration)

Unilever Cornetto vanilla



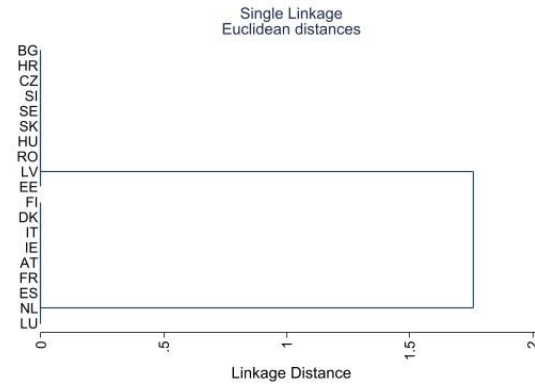
Similarity of national variants (based on nutrition declaration)

Unilever Hellmann's Real



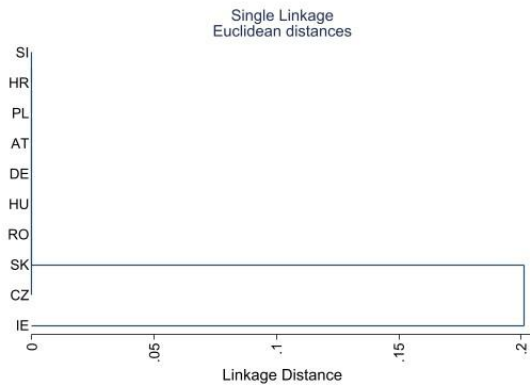
Similarity of national variants (based on nutrition declaration)

Unilever Magnum Classic



Similarity of national variants (based on nutrition declaration)

Wrigley's Airwaves M&E



Similarity of national variants (based on nutrition declaration)

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