

Capwell's Specifications

Regional Headquarter

Kenya

Global Headquarter

N/A

Market Share Range¹

0% - 5%

Type of Ownership

Private (primary owners: Rajan Shah/Shah family)

Categories assessed in Product Profile

Breakfast Cereals, Dairy, Flour, Processed Fruit and Vegetables, Rice, Pasta and Noodles, Sweet Biscuits, Snack Bars and Fruit Snacks

Important - The findings of this Index rely to a large extent on the information shared by companies, in addition to what is found in the public domain. In the case of limited, to no engagement by the companies, this assessment may not represent the full extent of their efforts.

Footnote:
1. Euromonitor International, Staple Foods Industry edition, 2022

Overall Product Profile Results

The results below show the percentage of "healthier" products, or products passing the model's criteria, for the company's overall portfolio, as assessed by different nutrient profiling models.



Findings

☐ Nutrition strategy

Capwell’s website states that the company’s mission includes providing consumers with nutritious foods. However, no information was found in the public domain indicating that the company has a strategy to improve the nutritional impact of its products or commercial operations.

☐ Oversight and accountability

No information was found regarding the governance of Capwell’s nutrition-related activities, such as Board review and executive accountability.

Recommendations

☐ Nutrition strategy

Capwell is recommended to assess how it can improve the impact of its commercial activities on public health and publish a clear commercial strategy to contribute to healthier and more nutritious diets in Kenya.

☐ Healthy sales target and reporting

The company is encouraged to develop and publish a specific, measurable, and timebound target to increase sales of products that meet a definition of ‘healthier’ in Kenya, and report on the percentage of its sales derived from such products. Ideally, the company would use a government-endorsed NPM such as the Kenya NPM for this purpose.

☐ Strategy reporting

The company could consider publicly reporting on the implementation of each aspect of its strategy, showing annual progress on meeting set targets (including those outlined in subsequent categories). Reporting should ideally take the form of quantitative metrics, documented in a systematic manner.

☐ Board oversight

To ensure that the nutrition strategy is prioritized and implemented systematically across the company’s operations, the company is recommended to have its Board of Directors review progress against the strategy on at least an annual basis.

☐ Executive accountability and remuneration

The company is also encouraged to assign formal responsibility for the implementation and success of the nutrition strategy to the CEO, or another senior-level executive, and ideally linking their executive remuneration to at least one of the nutrition strategy’s targets or metrics.

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Findings

☐ Reformulation targets

No information was found in the public domain that the company has made progress or put targets in place to reduce levels of key nutrients of concern (free/total sugars, saturated fats and industrially produced trans fats (iTFA)), nor increase levels of positive ingredients (wholegrains, fruits, vegetables, nuts, and legumes). Salt/sodium is not relevant to the company’s product portfolio.

Recommendations

☐ Targets for nutrients of concern

Capwell is encouraged to identify products or categories that are high in nutrients of concern (free/total sugars, saturated fats) and publish specific, measurable, and time-bound targets for reducing levels of these nutrients across all relevant product categories.

☐ Elimination of industrially produced trans fats (iTFA)

The company is advised to publish a policy to eliminate or reduce levels of iTFA in the portfolio in line with the WHO recommendation of <2g iTFA per 100g of fats and oils by a specific year. If already achieved, the company could specify how it prevents the reintroduction of trans fats in its portfolio.

☐ Targets for positive ingredients

Capwell is encouraged to publish targets to increase levels of minimally processed fruits, vegetables, nuts, and legumes (FVNL) and whole grains in all applicable product categories.

☐ Reporting progress

The company is encouraged to publicly report on annual progress against reformulation targets using quantitative metrics.

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Findings

Fortified products

Of the 44 products produced by Capwell that were identified for ATNi’s Product Profile, 16 were found to have micronutrient data available, however only 12 were found to have micronutrients listed in ingredient information and were classified as fortified in this assessment. These included breakfast cereals (2 fortified product), dairy (3), flour (6), and rice, pasta and noodles (1).

Fortification policy

Capwell’s maize and wheat flour portfolio is subject to fortification regulations, which mandate that maize and wheat flour be fortified with key micronutrients, and the company was found to be the first company to voluntarily fortify rice. However, no indication that the company has a policy to only fortify products that meet ‘healthy’ criteria was found in the public domain.

Recommendations

Disclosure of micronutrient information

Capwell is recommended to specify in full the micronutrient content of its products on back-of-pack nutrition labels. The company is also advised to disclose levels of micronutrients in the final product, using standardized measurement units.

Fortification policy

Capwell is advised to develop and publish a fortification policy that includes explicit commitments to follow the CODEX CAC/GL 9-1987 and/or the WHO/FAO ‘Guidelines on Food Fortification with Micronutrients’ as per standards set out by the Kenyan government, and to only fortify products that meet the nutrition criteria of an NPM or when required by law.

Quality and control

The company is encouraged to publish its quality control or assurance methods to determine whether the levels of micronutrient(s) are sufficient in the final product.

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Findings

- ☐ **Nutrient profiling**
No information was found in the public domain indicating that the company uses a nutrient profiling model (NPM) to define and report on the healthiness of its product portfolio.

Recommendations

- ☐ **Reporting on portfolio healthiness**
The company is encouraged to measure and publicly report the percentage of its sales which are derived from products classified as ‘healthier’ according to a government-endorsed NPM.
- ☐ **Transparency of NPM application**
The company should be transparent about how the NPM was applied to its portfolio, specifying which product categories are included and how the products are categorized, for example.

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Findings

☐ **Affordable nutrition strategy**

While Capwell markets rice and flour as affordable products on its website, it is unclear whether this is linked to a formal definition of ‘affordability’ for low-income consumers in Kenya, and whether the company has a strategy to improve the affordability of its ‘healthy’ products.

Recommendations

☐ **Affordable nutrition strategy**

Capwell is encouraged to adopt and publish a strategy to ensure that it offers ‘healthier’ products, according to a government-endorsed NPM such as the Kenya NPM, that are priced affordably for low-income consumers in Kenya.

☐ **Defining ‘affordability’**

The company is encouraged to use a formal classification of ‘low-income consumers’ that is Kenya-specific, based on data published by the Kenya National Bureau of Statistics, for example, to guide the strategy.

☐ **Relative affordability**

The company could consider measuring the price differential between ‘healthier’ products relative to products that do not meet formal nutrition criteria, and work on improving the differential between them.

☐ **Reporting progress**

Capwell is advised to report quantitatively on its progress to improve the price differential between ‘healthier’ and ‘less healthy’ products across its whole portfolio, rather than only for select examples.

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Findings	Recommendations
<div><div><div><div></div><div>Responsible marketing to children</div></div><div>No information on whether Capwell has committed to market its products responsibly to children in Kenya was found in the public domain.</div></div></div>	<div><div><div><div></div><div>Responsible marketing to children</div></div><div>Capwell is encouraged to adopt and publish a responsible marketing policy to ensure that it does not market ‘less healthy’ products to children in Kenya.</div></div><div><div><div><div></div><div>Product restrictions for marketing to children</div></div><div>Ideally, the company’s responsible marketing to children policy would include a commitment not market products to children at all, or only those products meeting the criteria of a government-endorsed/internationally recognized NPM such as the Kenya NPM or the World Health Organization (WHO) NPM for the Africa Region.</div></div></div><div><div><div><div></div><div>Age threshold</div></div><div>A ‘child’ should be defined as those up to the age of 18, as per the Kenya Information and Communications (Broadcasting) Regulations, 2009.</div></div></div><div><div><div><div></div><div>Marketing policy scope</div></div><div>Capwell is recommended to explicitly apply its responsible marketing policy to a comprehensive range of media channels and techniques identified in the WHO Guidelines on this topic. These include all digital, broadcast and print media (e.g. TV, radio, and newspapers, paid ads on third-party websites, social media and apps), and techniques such as celebrity endorsements, sponsorships, and toys, premiums, vouchers, and giveaways that appeal to children under 18.</div></div></div><div><div><div><div></div><div>Audience threshold</div></div><div>Capwell is encouraged to apply an audience threshold of >25% on measured media to determine whether a channel is considered ‘child-directed’.</div></div></div><div><div><div><div></div><div>Auditing compliance</div></div><div>The company could consider commissioning an independent third-party audit of its responsible marketing commitments in Kenya, covering a wide range of media channels and marketing techniques, and publish the results.</div></div></div><div><div><div><div></div><div>Marketing to general audiences</div></div><div>Capwell is recommended to explicitly state that it adheres to the ICC Framework for Responsible Food & Beverage Marketing Communications in its responsible marketing policy.</div></div></div></div>

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Findings	Recommendations
<div> <div> <div></div> <div>Workforce nutrition program</div> </div> <p>No information was found in the public domain on whether the company offers healthy food at work, nutrition education, nutrition-focused health checks, and breastfeeding support for its employees, nor paid primary or secondary caregiver leave beyond local legal requirements.</p> </div>	<div> <div> <div></div> <div>Workforce nutrition program</div> </div> <p>Capwell is recommended to develop a comprehensive workforce nutrition program which is available to all employees (including at manufacturing sites) in Kenya, which includes healthy food at work, nutrition education, nutrition-focused health checks, and breastfeeding support. Engaging with the Workforce Nutrition Alliance (WNA) and utilizing its self-assessment scorecards would be a good first step in this regard.</p> <div> <div></div> <div>Healthy food at work</div> </div> <p>The company is encouraged to increase employees’ access to healthy and safe foods at work through direct provision, food subsidies, or by increasing the availability of healthy food options. These food options should include nutrition criteria and be revised by an independent nutrition professional.</p> <div> <div></div> <div>Nutrition education</div> </div> <p>The company is recommended to increase employees’ knowledge of healthy nutrition by providing education materials selected and revised by an independent nutrition professional.</p> <div> <div></div> <div>Nutrition-focused health checks</div> </div> <p>The company is recommended to offer employees periodic, one-to-one meetings with a health or nutrition professional to assess the employee’s nutritional health.</p> <div> <div></div> <div>Breastfeeding support</div> </div> <p>Capwell is encouraged to offer paid maternity leave of at least six months (as recommended by the World Health Organization (WHO)) and paid secondary caregiver leave beyond legal requirements. The company can further support breastfeeding mothers in its workforce by providing breastfeeding facilities in the workplace, that include: 1) private, hygienic, safe rooms to express breastmilk; 2) paid breaks to express breastmilk; 3) refrigerators to store breastmilk; and 4) other flexible working arrangements to support breastfeeding mothers.</p> <div> <div></div> <div>Reporting on implementation</div> </div> <p>The company is also encouraged to set and publicly report against outcome-focused targets or key performance indicators (KPIs) to measure progress on implementing the workforce nutrition program.</p> </div>

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Findings

☐ **Front-of-pack labelling**

Capwell has not yet published information on whether it will support and implement policy measures to improve consumers' awareness on healthy food choices, including the proposed front-of-pack label in Kenya.

☐ **Health and nutrition claims**

No information was found in the public domain on whether Capwell has committed only to place health and nutrition claims on products that are defined as ‘healthier’ according to the formal nutrition criteria of an NPM.

Recommendations

☐ **Front-of-pack labelling**

Capwell is encouraged to support and implement policy measures to improve consumers’ awareness on healthy food choices, including the proposed front-of-pack label.

☐ **Health and nutrition claims**

The company is advised to commit to refrain from using nutrition or health claims on products that are not considered ‘healthier’ according to the formal nutrition criteria of an NPM, such as the Kenya NPM.

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The Product Profile for EAMA Kenya provides a structured evaluation of the nutritional composition of packaged food and beverage products from major manufacturers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR) and a modified version of HSR including micronutrients (mHSR+ micronutrients), the World Health Organization Regional Office for Africa (WHO-AFRO) model, and the Kenyan Nutrient Profiling Model (KNPM). These models support a consistent and comparative analysis of portfolio healthiness across the market.

Proportion of "healthier" products, or products passing the model's criteria, per NPM

Category	% healthier products: HSR	% healthier products: mHSR+ micronutrient	% products passing KNPM	% products meeting WHO AFRO eligibility criteria
Rice, Pasta And Noodles	100% (7/7)	100% (7/7)	37% (7/19)	100% (16/16)
Breakfast Cereals	100% (1/1)	100% (1/1)	100% (1/1)	100% (1/1)
Dairy	100% (3/3)	100% (3/3)	0% (0/3)	0% (0/3)
Flour	100% (5/5)	100% (5/5)		
Processed Fruit And Vegetables	100% (9/9)	100% (9/9)	100% (4/4)	100% (4/4)
Sweet Biscuits, Snack Bars and Fruit Snacks	0% (0/4)	0% (0/4)	0% (0/4)	0% (0/4)

This table presents an overview of the nutritional quality of products across various food categories, based on four different nutrient profiling models. Each row corresponds to a specific food category, and the percentages reflect the share of products in that category meeting the respective model’s criteria. The figures in parentheses indicate the number of products meeting the criteria over the total assessed. Blank cells indicate that data was not available or not applicable for that category and model.

Mean HSR by category

