

## Carrefour.fr launches the personalised INNIT nutritional score

*Carrefour has teamed up with start-up company INNIT to provide its customers with a personalised nutritional score for more than 40,000 of the products on sale at [carrefour.fr](https://www.carrefour.fr). Providing each consumer with tailored nutritional information based on criteria to do with their own food habits and goals, that they share voluntarily in compliance with data protection regulations is an innovative experience in food e-commerce that will help us stand out from our competitors.*

### The INNIT score – a new service designed to help customers choose what they put on their plates

Carrefour and INNIT have pooled their expertise so as to help consumers **make sense** of food labels. The result is a brand-new **personalised, digital and completely free nutritional score**, meaning better support and greater transparency in food e-commerce.

With the release in July of an initial generic version of the INNIT nutritional score on the [carrefour.fr](https://www.carrefour.fr) website, the retailer reached a **new milestone** in its commitment to providing its customers with a **personalised version** of this score

To gain access to the score, users **voluntarily** fill in a personalisation questionnaire – available in just a few clicks from their own customer area on the [carrefour.fr](https://www.carrefour.fr) website. The information they provide is completely **secure**. This grants them access to specially **tailored information** about products on sale on the site, based on information they have provided about their gender, age, **food habits** (for example, whether they are vegan, vegetarian, whether they adhere to a Mediterranean diet, etc.) and **nutritional aims**. This includes details of products that they should **aim for** (because they are organic, are high in protein fibre, etc.) or **avoid** (such as gluten, shellfish, milk, crustaceans, etc.).

The personalised INNIT score is displayed on the product page as a summary rating out of a hundred or the words "to be avoided". This way, customers can assess a product's **overall nutritional quality at a glance – not in absolute terms, but in relation to their own characteristics and requirements.**

### A new actionable initiative for the food transition

Following the introduction of blockchain technology for the food sector and the inclusion of the Nutriscore on nearly 25,000 products on sale on [carrefour.fr](https://www.carrefour.fr), this new service is a milestone in the digital implementation of the Act for Food programme, designed to provide consumers with a better understanding of food so they can make informed decisions about what they eat.

*"This personalised experience added to [carrefour.fr](https://www.carrefour.fr) in conjunction with INNIT is a way of meeting customers' new requirements as they become increasingly interested in knowing exactly what they are putting on their plates. This innovation is another step forward in us delivering on our aim to make the food transition available to everyone so that we can all enjoy high-quality, safe food, making people's lives easier by introducing brand-new digital solutions",* says Amélie Oudéa-Castéra, the Carrefour Group's Executive Director of E-Commerce, Data and Digital Transformation.

[Click here](#) to watch a film about this new service.