

The
Food & Drink
Innovation
Network

The Salt Challenge

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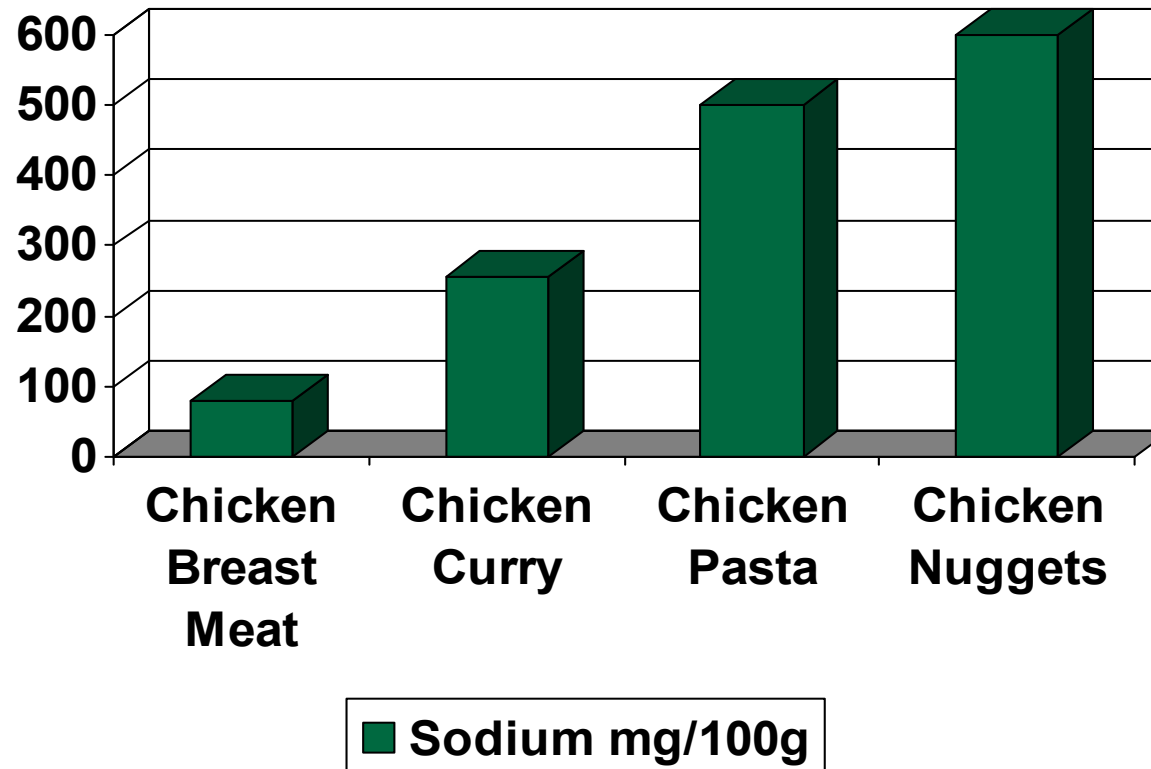


Problems for Brakes

- Other priorities
 - Meat labelling
 - Allergy labelling
 - Customer demands
- Inconsistency
 - FSA salt model
 - SFSA standards for Hungry for Success
 - Low sodium health claim
- Inability to make claim
- Caterers understanding
- Other food and health issues



Comparisons of sodium



What is Brake doing?

- Identify high sodium foods in Brake Brand
 - Over 500mg/100g
- Choose key target products
 - Those aimed at children
 - High volume products
 - Recipe dishes
- Set sodium targets
 - Aim for <400mg/100g
 - or 10% reduction
 - Or what is possible?
- New products
 - <400mg/100g
 - New healthy products
 - <300mg/100g
 - Also fat & sugar standards
- Cooking instructions



Cooking Instructions

**FRAGILE
DO NOT DROP**

BROCCOLI FLORETS 2kg

COOKING INSTRUCTIONS: Cook from frozen.

V SUITABLE FOR VEGETARIANS.

Successes so far

- Mashed potato
 - 300mg/100g
 - 33% reduction
 - 8.3 tonnes salt removed
- Fishy Footballers
 - 160mg/100g
 - 31%reduction
 - 440 kg salt removed
- Fish fingers
 - 334mg/100g
 - 18%reduction
 - 1.7 tonnes salt removed



Work still in progress

- Processed meat products
 - Salt has functional importance
 - Cost
 - New labelling took priority
- Bread
 - Sliced bread
 - Burger Buns
- Recipe dishes
 - Re-launch in January
 - New low salt bouillons
 - Avoid added salt with salty ingredients



What else is happening to help Brakes

- In the food industry

- Canned Vegetables

- Water

- FDF Project Neptune

- Soups and sauces

- Commodity foods

- Cheese

- Bacon

- Ham





Next steps

Identify next products for salt reduction

Keep salt on the NPD programme

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