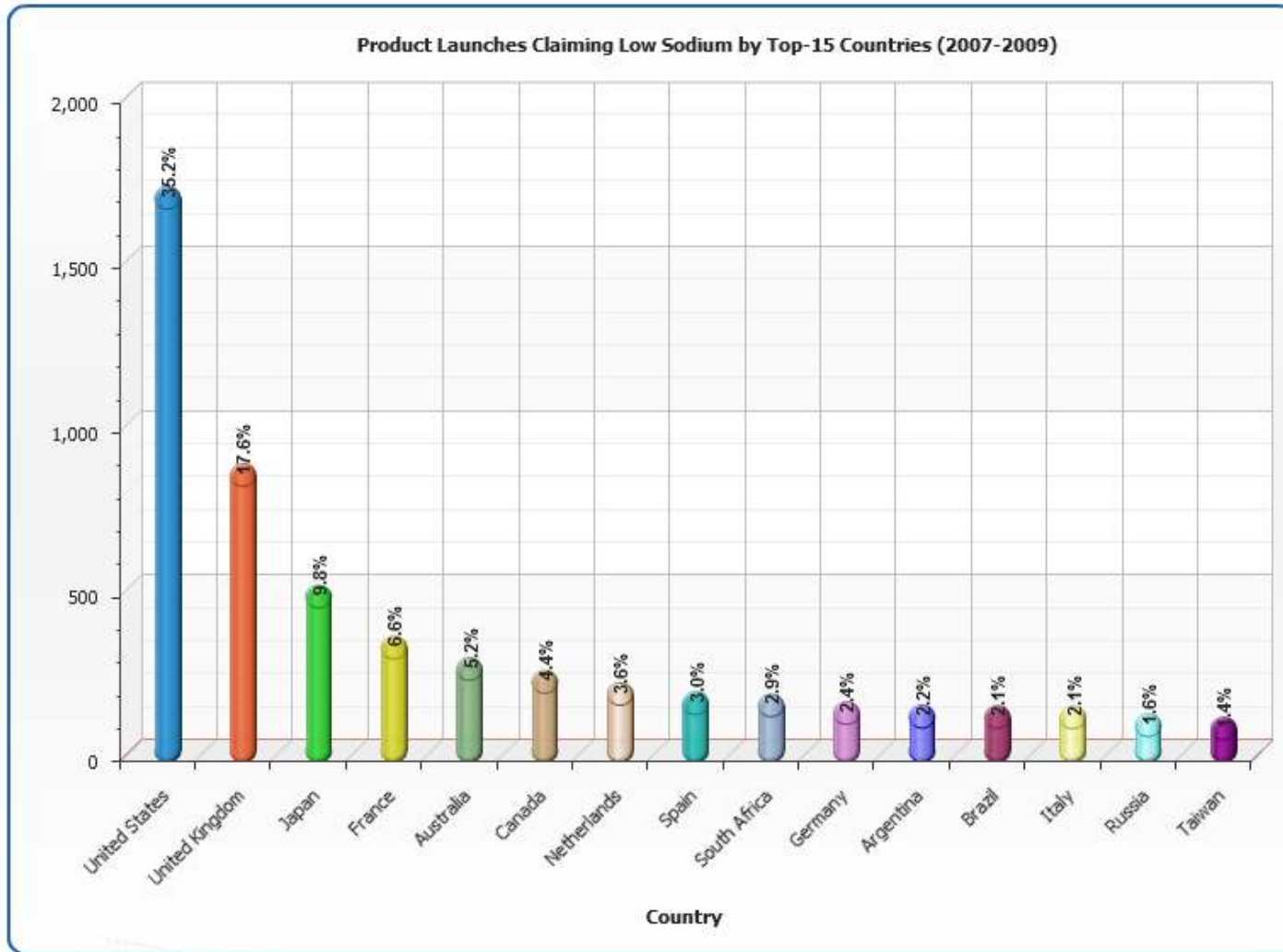




Low Sodium Analysis

Innova Market Insights
February 2010

Country Analysis



UK Campaign



5 simple steps to reduce salt in pizza



Step 1

Preparing lower salt dough:

- ✓ Try using a ratio of 50g of salt per 20kg of dough
- ✓ Change your recipe gradually, week by week until you reach this target



Step 2

Preparing lower salt sauce:

- ✓ Buy salt free tinned tomatoes
- ✓ Buy salt free tomato purée
- ✓ Add less salt to the sauce mix
- ✓ When seasoning tomato sauce, try some of the following salt free alternatives:

- Black pepper
- Garlic
- Onion
- Coriander
- Basil
- Tarragon
- Oregano
- Chilli
- Lemon juice
- Lime juice
- Vinegar
- Wine

Step 4

Giving your customers a choice

- ✓ Include some pizzas with lower salt toppings on your menu
- ✓ Try to limit the number of pizzas on your menu with several high salt toppings
- ✓ Consider offering some high salt toppings such as olives and capers only if customers ask for them as an extra

Step 5

Buying lower salt ingredients:

- ✓ Compare the salt content per 100g of a few similar ingredients
- ✓ Choose a lower salt option
- ✓ Try using less of the toppings from the red list on your pizzas

The following table can be used as a guide to see which ingredients tend to be higher or lower in salt.



Step 3

Buying lower salt cheese:

- ✓ When buying mozzarella check the salt content. Try to buy mozzarella with less than 1.5g salt per 100g
- ✓ When adding grated mozzarella cheese to the pizza, drop from a height to gain an even spread
- ✓ Add less cheese, this will also save you money

Low Salt Ingredients

- Mushrooms
- Artichoke (Fresh)
- Sweetcorn
- Peppers (capsicum)
- Spinach
- Egg
- Onion
- Tomato (fresh)
- Asparagus (fresh)
- Garlic
- Pineapple
- Jalapeño pepper

High Salt Ingredients

- Anchovies
- Artichoke (in brine)
- Olives (in brine)
- Capers
- Pepperoni
- Salami
- Bacon
- Sausage
- Parma ham
- Cooked ham
- Prawns
- Tuna
- Cheese

National Campaign Benefits – UK Experience

- **Low salt intake is possible.**
- Food Standard Agency (FSA) – launched major public campaign in 2003 to encourage food manufacturers to reduce sodium levels in their products. Goal to reduce salt intake by 1/3, from 2005 to 2010.
- Social marketing and public education efforts such as “Sid the Slug” and the “Traffic Light” Labeling System were launched.
- **Percentage of people who were aware they should be eating at most 6g of salt per day rose from 3% to 34%.**
- **The last 3 years witnessed a 20-30% sodium content reduction in most processed foods in supermarkets.**
- Many in the food industry are now fully engaged in the voluntary initiative.



EU Issues Framework

- On a European level, a benchmark for overall salt reduction of a minimum of **16% in 4 years** against the individual baseline levels established in 2008.
- Products should be reduced by **4% per year** in order to allow consumer to adapt.
- Most member states prefer to work on the food categories: **bread, meat products, cheese and ready meals.**
- **12 food categories** have been identified of which Member States have to select at least 5 categories:

Bread	Ready Meals	Fish Products	Restaurant meals
Meat Products	Soups	Crisps, Savoury Snack	Sauces, condiments, spices
Cheeses	Breakfast Cereals	Catering meals	Potato products

Countries are at Different Stages of Salt Reduction

- **Example: Bakery Sector**
- **UK:** the bakery sector has already managed to reduce the salt content of bread by 30% since 2000.
- **France:** the bakery sector has agreed to implement a reduction in sodium of at least 20% by 2010, which would take the actual content down from 2-2.4% to 16.2%.
- **Germany:** a commitment has been made to reduce the salt content of bread by 25% in steps, although no exact deadline has yet been finalized.
- **Netherlands:** the bakery sector is on the verge of a major implementation in sodium reduction, with the 5 bakers who produce 98% of the bread in the country agreeing to reduce the amount of salt in flour from 2% to 1.8% in by Jan 2009.

USA: Sodium Claims on Products

- The US Food and Drug Administration and US department of Agriculture state that an individual food that has the claim “healthy” must not exceed 480mg sodium per reference amount. “Meal type” products must not exceed 600mg sodium per labeled serving size.
- The American Heart Organization indicates on their web site some common terms and their meanings:
 - **Sodium free** – less than 5 milligrams of sodium per serving
 - **Very low sodium** – 35 milligrams or less per serving
 - **Reduced sodium** – usual sodium level is reduced by 25% percent
 - **Unsalted, no salt added or without added salt** – made without the salt that’s normally used, but still contain the sodium that’s a natural part of the food itself.

EU: Sodium Claims on Products

- **Low sodium/salt:** a claim that a food is low in sodium/salt, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 120 milligrams of sodium or the equivalent value for salt per 100g or per 100ml....
- **Very Low sodium/salt:** a claim that a food is very low in sodium/salt, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 40 milligrams of sodium, or the equivalent value for salt per 100g or 100ml.....
- **Sodium-free or salt-free:** a claim that a food is sodium-free or salt-free, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 5 milligrams of sodium, or the equivalent value for salt, per 100g.

Retailers Working Hard to Reduce Salt

- **Budgens, Iceland and Somerfield** are working towards achieving the UK salt targets by 2010 and have products that already meet the salt targets.
- **Co-op and Waitrose** are aiming to meet the targets before 2010.
- **Sainsbury** has also met the 2010 targets in 80% of its own-brand products, including breakfast cereals, ready meals, bread and soups.
- **Spar** is aiming to meet the targets by 2010
- Half of **Tesco** own-brand products (50%) now meet the salt targets.
- **Boots** sandwiches now meet the FSA salt targets.
- **Marks & Spencer** is aiming to meet the FSA targets in key areas as a maximum, rather than an average.



Caterers Have Been Following Suit

- **KFC** no longer pre-salts its fries
- **McDonalds** has reduced the amount of salt in its products by between 14% and 75% and is continuing to make further reductions.
- **Pizza Hut** has a salt reduction program since 2004, reporting a 30% reduction to date across its menus.
- **Subway** announced that all Subs will have a 15% reduction in sodium. By 2010, more than 75% of their Subs and salads will be reduced in salt.



Low Salt/Sodium Claim Most Popular

- With no additional specifications to it, the Low Salt/Sodium claim was the most popular claim used on product launches during 2009.



(Spain)

INNOVA MARKET INSIGHTS



(Italy)

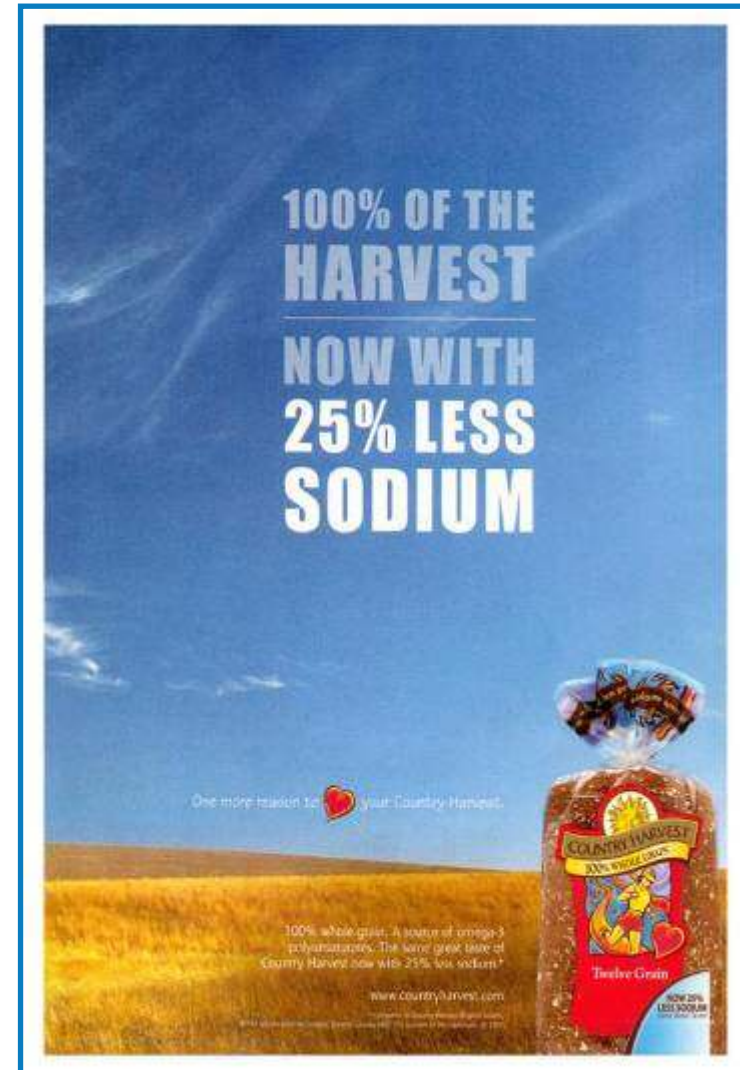


(USA)

Taking Care of your Heart....Reduce the Sodium

Claims:

- 100% whole grain
- Source of omega-3
- Source of fibre
- No preservatives
- Low in saturated fat
- No trans fats
- **Now with 25% less sodium than the original Country Harvest Twelve Grain Loaf.**



(USA)

More Specific: Blood Pressure



Promise Activ, a good source of potassium to help control blood pressure. Diets containing foods that are good sources of potassium and **low in sodium may reduce the risk of high blood pressure and stroke**. Super Shots Strawberry Banana essential fruit blend naturally artificially flavored. **Potassium help flush sodium one shot at a time. Unique blend to support healthy blood pressure.** Made with real fruit. Good source of potassium. Low in sodium. Fat free. Patent pending formulation, consistent with the dietary approaches to stop hypertension (DASH), eating plan. (USA)

SALT HAPPENS.

290 mg
289 mg
194 mg

FIGHT BACK.

Help control blood pressure with **NEW Promise® SuperShots®** as part of a potassium-rich, low-sodium diet

Because salt is hidden in lots of foods, these delicious fruit blends are a good source of potassium. Diets that provide potassium help flush sodium from your body. And diets containing foods that are good sources of potassium and low in sodium may reduce your risk of high blood pressure and stroke.

Promise® SuperShots®—a deliciously unique way to have more potassium in your life.

For more information on potassium benefits, go to [WMD](#)

Potassium benefits **WMD**

©2011 WMD