

TARGETING SODIUM REDUCTION



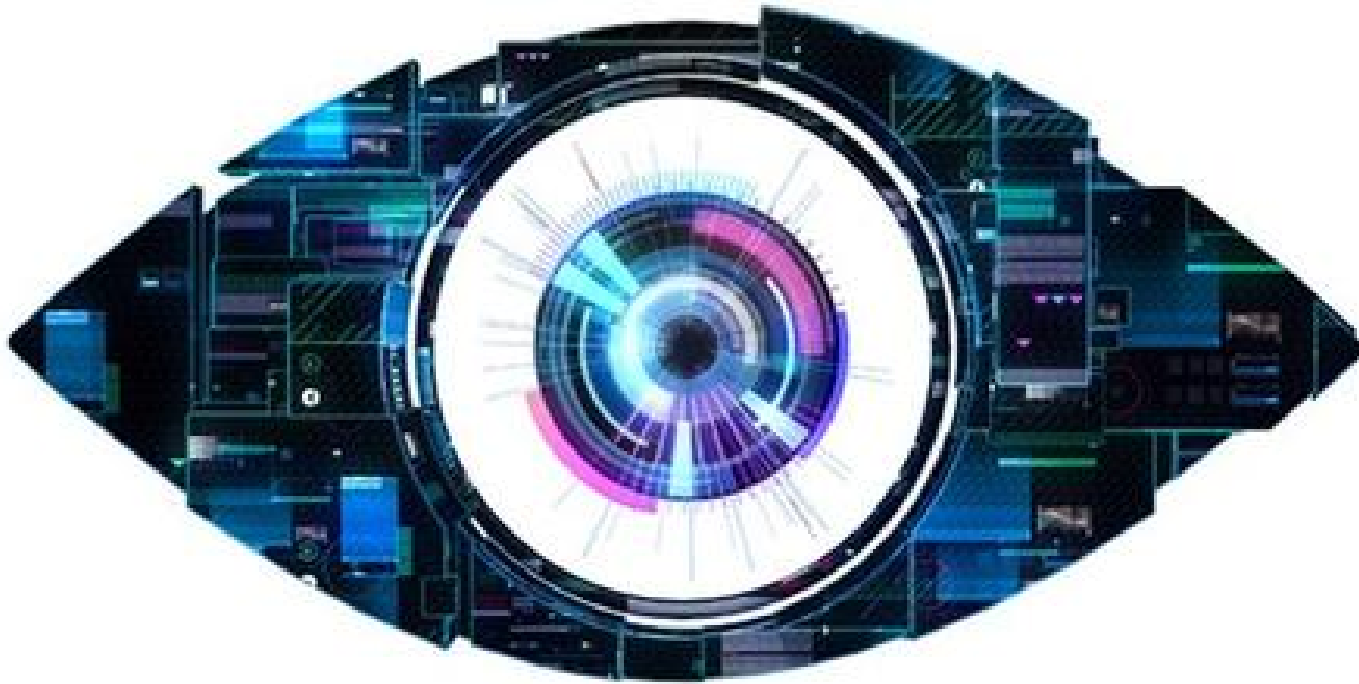
For formulations & innovations: info@capesa.co.za

WHY DISCUSS?

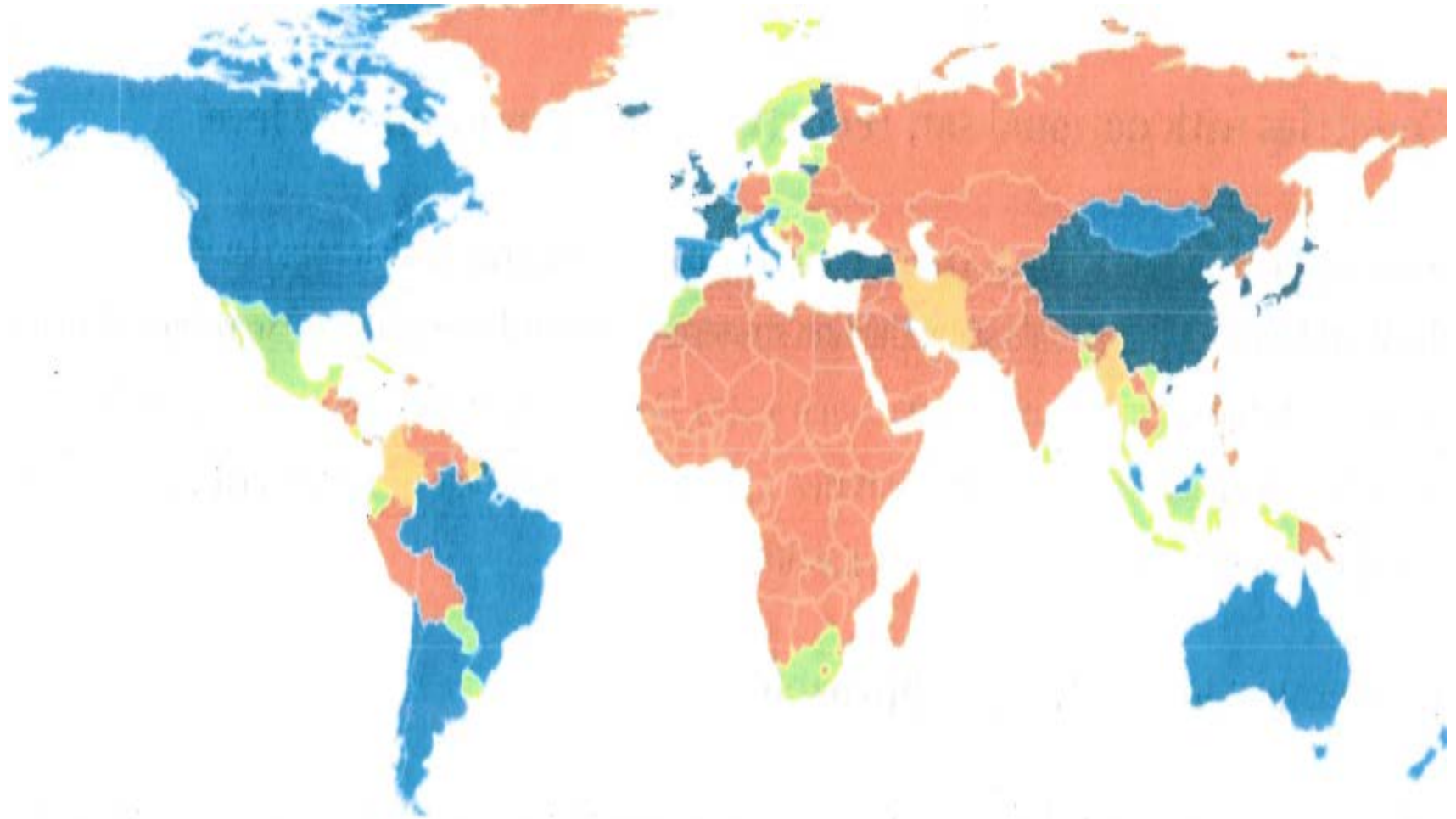
- **REGULATIONS & TAXES**

“Game Changers....”

BIG BROTHER



75 COUNTRIES (2014)



75, BUT....

- **MOST ARE GOALS/ FOR CLAIMS**
- **MOST ARE 30%**
- **MOST ARE WIPs....**

SA REGULATIONS!

- 1) 2019: SODIUM REDUCTION**
HUGE IMPLICATIONS FOR
SODIUM IN FOODS

- 2) SUGAR TAX: APRIL 2018**
HUGE IMPLICATIONS FOR
SUCROSE IN FOODS

So, what is perhaps the first thing you might do?



SETTING GOALS

***FUNCTIONALITY**

*Maintaining and/or improving **PRODUCT** within the **new regulations***

***COST**

There are several possible products in the market, but they also have to be cost-effective.

IS THIS WHAT YOU ASK?



TOOLS TO....



**Maintaining the
sensory
characteristics
amidst
regulatory
changes...Full
Indulgence**

CHARACTERISTICS

FLAVOUR/TEXTURE:

GOAL: NO “OFF” NOTES



TOOLS TO....



**Maintaining the
sensory
characteristics**

Full

Formulation

TOOLS TO....



**Manage the
Costs:**
**Full
Formulation**

FULL FORMULATION

****FLAVOUR IMPACT***

****SALT vs UMAMI/SAVOURY***

****SWEETNESS***

****TARTNESS***

****MOUTHFEEL & TEXTURE***

****BALANCE***

SODIUM REDUCTION TOOLS

****MINERAL SALTS (e.g. KCl Bases)***

****IMPACT VIA PHYSICAL FORMAT***

****UMAMI ALTERNATIVES***

****TASTE PERCEPTION MODIFIERS***

SODIUM REDUCTION TOOLS

****MINERAL SALTS (e.g. KCl Bases)***

MINUS 30%

MINUS 50%

MINUS 100% SODIUM

SODIUM REDUCTION TOOLS

****MINERAL SALTS (e.g. KCl Bases)***

SOME UNHAPPY RESULTS.....

SHORTCOMINGS

SEA SALT 50% REDUCED

***SWISS TECHNOLOGY, 30
YEARS IN DEVELOPMENT**

SWISS SEA SALT

50% REDUCED

TOMATO SAUCE: “we have tried the product and the taste panel is happy”- Major EU producer

BREAD: “First results OK. Will keep you posted.”
- Industrial Bakery for loaf breads

HAM: “50% reduction worked well, now on to more trials”. -Large processed meat producer

UMAMI NOTES

***GLUTAMIC ACID VIA YEAST EXTRACTS**

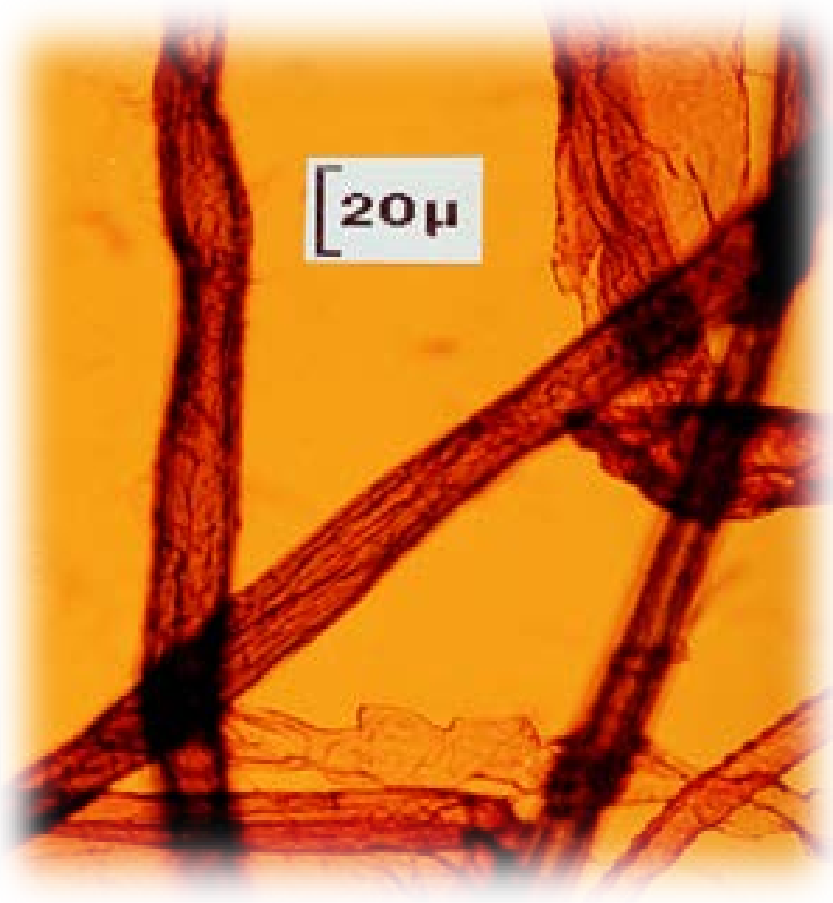
***IMPACT VIA HVP**

***IMPACT VIA FLAVOURS**

MODIFIERS

- *PREVIOUS WORK IN ACIDS**
- *PREVIOUS WORK WITH SWEETENERS**
- *PREVIOUS WORK WITH MASKING**
- *PREVIOUS WORK WITH TEXTURE**

FIBRE NETWORKS

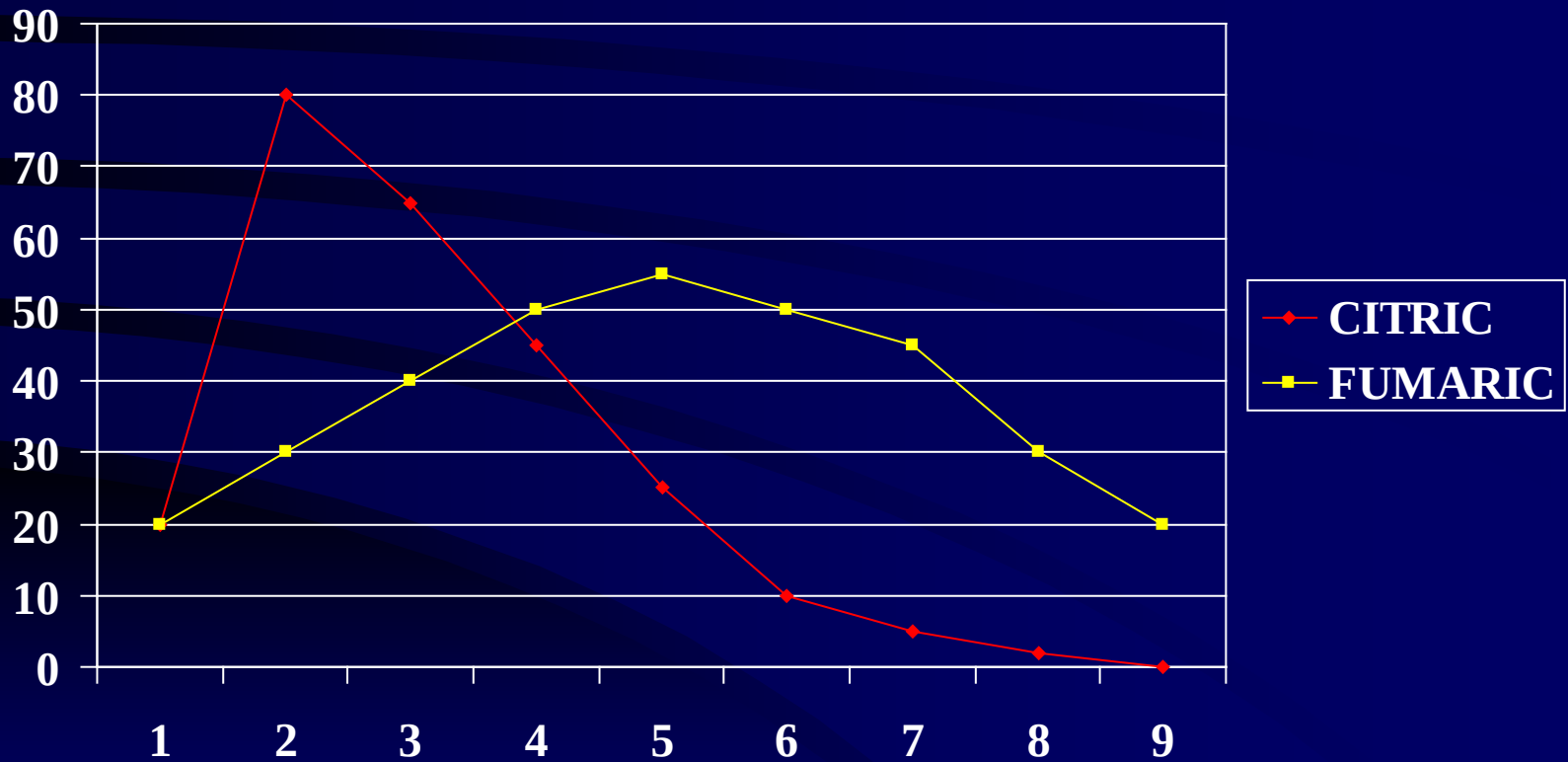


CREAMY SF FIBRE



- TEXTURISER:
 - *“FATTY”
 - MOUTHFEEL
 - *SUCCULENCE
 - *BINDER/
SUSPENSION
 - *BLAND

FRUITARIC v CITRIC





TASTE OF SUGAR

SUGAR ENHANCE FLAVOURS

SETTING GOALS

***FUNCTIONALITY**

Maintaining and/or improving PRODUCT within the new regulations

***COST**

There are several possible products in the market, but they also have to be cost-effective.

SUGAR

- **SUGAR AS AN INGREDIENT**



- SWEETNESS
- NUTRITIONAL ASPECTS
- SOLIDS
- STABILISER
- MOUTHFEEL
- FLAVOUR

SUGAR TAX

- **SUGAR: IT'S EXPENSIVE**



AND WILL BE MORE EXPENSIVE.....

R10/KG= R0,01/gram

TAX: R0,02/gram

i.e. from R0,01/g to R0,03/g

SWEETENER BLENDS

- SYNERGIES
- SWEETNESS PROFILE
MODIFICATION
- STABILITY
- COST

SUGAR REPLACEMENT

- AVOID “FALSE ECONOMIES”
- PARTIAL REPLACEMENT ALMOST ALWAYS BETTER

(SO KEY IS “HOW MUCH”)

- **EDUCATE MARKETING**

ALTERNATIVES to “artificial” sweeteners



VIA FLAVOURS

***Cut sugar level and
cost***



TASTE OF SUGAR

SUGAR ENHANCE FLAVOURS



**OBESITY...NUMBER ONE HEALTH
PROBLEM IN SOUTH AFRICA**

TASTING RESULTS!



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BETTER FOOD PRODUCTS



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