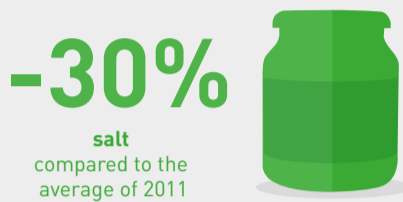


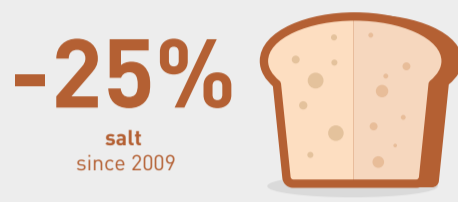
# Improvement of Product Composition

The business community is working together with the government to gradually reduce the levels of salt, saturated fats and calories (sugar, fat) in food. The goal: to facilitate consumers in making healthier food choices.

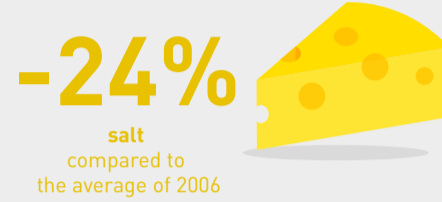
## Reductions we have already achieved:



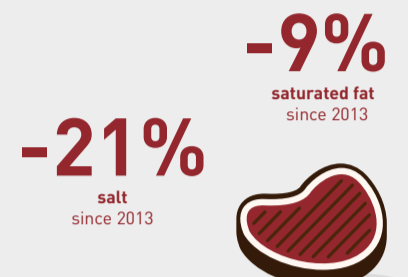
Preserved vegetables\*



Bread\*



Gouda cheese\*

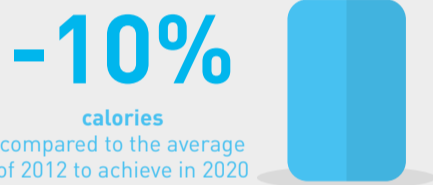


Cold cuts \*\*

\* RIVM food reformulating monitor 2014

\*\* Research VNV and CBL 2015

## What we are still working on:



Soft drinks

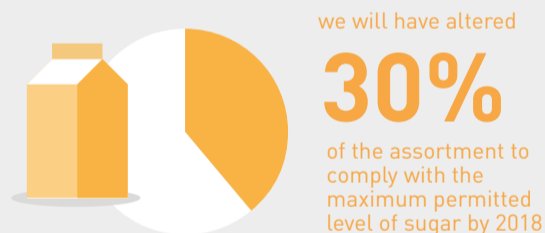
(including energy drinks, sports drinks and cordials, excl. private label)



Sauces



Soups and bouillon



Yoghurt, custard, curd and dairy drinks

## What challenges do we encounter during the process?

By reducing the salt content the shelf life of a product decreases, as salt also inhibits bacteria and contributes to food safety'



The omission of sugars or (saturated) fat can change the texture of a product. For example, cake filling can become liquid if saturated fat is replaced with unsaturated fat.



The taste of a product needs to be gradually adjusted, to prevent the consumer from adding salt or sugar to make the product taste 'normal' again.

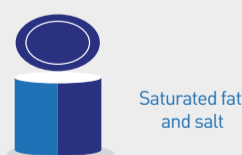
## What we will be working on in 2016:



Cakes and pastries



Margarine based cakes



Preserved meats



Meat preparations

Like breaded cutlets, cordon bleu



Savoury rolls

Like sausage rolls, cheese sandwiches



Potato chips, nuts, pretzels



Pizza



Ready meals



For more information visit: [www.akkoordverbeteringproductsamenstelling.nl/en](http://www.akkoordverbeteringproductsamenstelling.nl/en)

(Agreement to Improve Product Composition)