

Healthier Bakery Fund

SUPPORTING
SCOTLAND'S
BAKERS TO
MAKE PRODUCTS
HEALTHIER

In partnership with **Food Standards Scotland (FSS)**, the **Food and Drink Federation Scotland** has developed the **Healthier Bakery Fund**. A recent survey of products served in out-of-home venues, carried out by FSS, noted that **many servings contained over half of an adult's recommended daily intake of calories**. Proposed legislation of mandatory calorie labelling for certain food outlets could see this information presented to customers at point of sale. **FSS is now providing funding of up to £5,000** to support health reformulation of sweet and savoury bakery products, and make it easier for customers to say 'yes'.

What is health reformulation?

It's the adjustment of a product to make it healthier. This could be an increase in fibre, wholegrain, or fruit content, or a reduction of fat, sugar, or salt. These can often be achieved with simple actions such as swapping shortening for a lower-fat alternative or incorporating an amount of wholemeal flour into a recipe. Many manufacturers are reformulating to meet 2024 calorie and salt targets, and in response to the consultation on promotion restrictions for foods classified as High in Fat, Sugar and Salt (HFSS) similar to restrictions already in place in England. Reformulation can also help you access new customer and business avenues; read our case study on how Tower Bakery reformulated to win a supplier contract [here](#).



Reduce fat



Reduce calories/
portion size



Reduce salt



Reduce sugar



Increase fibre



Increase fruit
& vegetables



Replace ingredients
with healthier
alternatives



Improve
consumer
information

What can the funding be used for?

Use your £5,000 to pay for trial ingredients, pilot batches, new labelling and packaging, laboratory analysis, or for external advice... anything that will help your reformulation project.

How do I access this new funding?

Apply online, or request a word document application by emailing reformulation@fdfscotland.org.uk. Applications must be received by 5pm 30th June. [Click here for full terms and conditions.](#)

Apply now