

Case Study

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pladis

pladis

McVitie's sugar reformulation

pladis, the global snacking company behind British brand McVitie's, is reducing sugar in nine of the nation's favourite biscuits, removing 785 tonnes of sugar from Brits' diets every year.

The reformulated biscuits include McVitie's Original Digestives, McVitie's Rich Tea, McVitie's Chocolate Digestives (Milk and Dark), McVitie's Original Hobnobs, McVitie's Chocolate Hobnobs (Milk and Dark), McVitie's Caramel Digestives and McVitie's Ginger Nuts. Combined, they make up over 50% of all McVitie's sales in the UK[1].

The new recipes have been achieved through a careful re-balancing of ingredients to reduce sugar and salt, in order to get below, or as close to, Public Health England's target as possible while maintaining McVitie's distinctive taste.



[1] Based on Nielsen RMS data for the Sweet Biscuit Category (pladis defined) for the 12-month period ending 25.01.2020 for the UK total retail market (Copyright (c) 2019, Nielsen)

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Coca-Cola



Coca-Cola Great Britain has reduced the sugar in almost all of its regular drinks and offers a zero-sugar version of every major brand that they sell.

Coca-Cola GB has reformulated 42 products and launched 83 new low and no calorie drinks in the last ten years, removing over 45,000 tonnes of sugar from their portfolio. This activity has reduced the calorie content of their portfolio by 28% and they intend to go further, having committed to a further 5% calorie reduction per litre by 2025.

Drinks, including Lilt, Sprite, Dr Pepper and Fanta, have had their sugar content reduced by more than 50% compared to when they were first launched. Today, all of their major brands, apart from Coca-Cola Original Taste are below the threshold of the Soft Drinks Industry Levy (SDIL).

In 2020, almost 70% of Coca-Cola marketing investment supported their no-sugar drinks. Low and no calorie drinks now account for two thirds of all sales, a 22% increase over five years.

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Lucozade Ribena Suntory



LUCOZADE RIBENA
SUNTORY

Lucozade Ribena Suntory (LRS) is committed to having a positive impact on consumers' lives. Since 2017, the company has reduced sugar by 50% on average across its core range, and created zero and reduced calorie alternatives for every brand. It has also introduced new lower-sugar and less sweet drinks, including Lucozade Sport Fitwater, True Nopal Cactus Water and Ribena Frusion. In total, LRS has removed 25,500 tonnes of sugar and 98.1bn calories, ensuring it is providing consumers with a responsible, but still great-tasting choice of drinks. It is also investing £30m in its 'Made to Move' campaign, fronted by heavyweight boxer Anthony Joshua OBE, which has so far inspired 1.5 million people across the UK to move more.



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Cereal Partners Worldwide UK



Nestlé Breakfast Cereals range

Cereal Partners Worldwide UK have reformulated a range of their Nestlé breakfast cereals to remove sugars. Results include a reduction in sugars in Original Shreddies by 16.1%. This is expected to reduce the Nestlé Breakfast Cereals sales weighted average for sugars per 100g by 3%, removing 330 tonnes of sugars annually. As well as reducing sugar levels, they have also increased whole grain in Original Shreddies from 94.4% to 96.2%. Other reformulation achievements include their GoFree Honey Flakes, which have seen a 24.8% reduction in sugars per 100g.



Other reformulation examples include:

Product	Sugars Reduction (per 100g)
Coco Shreddies	6.3%
Frosted Shreddies	7.4%
Cookie Crisp	10.0%
Nesquik A-Z	40.4%
Lion Cereal	13.2%

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Danone UK



Actimel 0% Fat Range

The Actimel 0% fat range has now become double 0% (0% fat and 0% added sugars). Having worked with consumers to understand what they expect and would accept, when it comes to sweetness, Actimel has made significant reductions in sugars across the entire 0% range. Actimel 0% Strawberry saw a reduction in sugars by 17% per 100g (calories by 10%), Actimel 0% Plain saw a reduction in sugars by 9% per 100g (calories by 4%) and Actimel 0% Raspberry saw a reduction in sugars by 15% per 100g (calories by 7%)

Activia Grains and Seeds

Activia Grains and Seeds have also been reformulated. Working with suppliers and flavour houses as well as making the strategic decision to change factory production, Activia invested in a new recipe that reduced sugars by 8% per 100g.



Activia Core Fruit Yoghurt

Danone have also committed to reducing sugars in their Activia Core Fruit Yoghurt range. The fruit yoghurts were reworked using acidity from fermentation, flavours, fruit content and other elements to finetune the sweet taste whilst reducing sugars. As a result of this work, the sugars in Activia Core Fruit Yoghurt Blueberry were reduced by 23% (calories by 13%) and Activia Core Fruit Yoghurt Mango sugars were reduced by 18% (calories by 12%).

Other reformulation examples include:

Product	Sugars Reduction (per 100g)	Calorie Reduction (per 100g)
Activia Core Fruit Yoghurt Strawberry	17%	10%
Activia Core Fruit Yoghurt Fig	16%	8%
Activia Core Fruit Yoghurt Prune	8%	8%
Activia Core Fruit Yoghurt Rhubarb	11%	7%

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Premier Foods



Brand: Sharwoods

Premier Foods has developed 'better-for-you' versions of three of its popular Sharwood's Indian meal accompaniments. Sharwood's Low Fat Poppadoms are baked rather than fried, resulting in a reduction of 114 calories and 18.7g fat per 100g. Sales of this 'better-for-you' product now constitute 10% of total Sharwood's poppadum sales. Sharwood's Mini Naans, made with 50% whole-wheat flour, plain and garlic & coriander provide 1.1g and 0.7g respectively more fibre per naan than its plain flour equivalent. Sales of this product have contributed 2.3 tonnes of fibre to the UK food and drink market.

Poppadoms sales data based on volume sales IRI data 52 weeks ending May 2020
Naan sales data based on unit sales IRI data 52 weeks ending May 2020

Sugar and calorie reductions achieved are as follows:

Product	Sugars Reduction (per 100g)	Energy (kcal) Reduction (per 100g)
Ambrosia Rice Pudding cans	2.3%	3.1%
Ambrosia Rice Pudding pots	3.3%	6.9%
Ambrosia flavoured rice pudding pots	3.5 – 3.8%	3.9 – 4.1%
Ambrosia flavoured custard	19.7 – 30.7%	12.4 -16.2%
Ambrosia Light 30% less sugar & fat custard	32.7%	13.4%
Ambrosia Light 30% less sugar & fat rice pudding	32.6%	12.5%

In total, the reformulation work contributed to a reduction of 305 tonnes of sugar from the UK diet.

All sales data based on volume sales Kantar data 52 weeks ending 8th Sept 2019

Brand: Mr Kipling

Premier Foods has reformulated its Mr Kipling Apple Pies to reduce their sugar content. This has achieved a 9% sugar reduction and has removed 74.4 tonnes of sugars from the UK market annually. Premier Foods has also reformulated some of its Mr Kipling Cakes to reduce their sugar, fat and calorie content. The portion size and ratio of Cherry Bakewell components have also been modified leading to portion size and sugar reduction which has removed 29.7 tonnes of sugar from UK diets.

On new product development, Premier Foods launched 'better-for-you' versions of some of the nation's favourites, in the form of its 30% reduced sugar Mr Kipling Angel, Chocolate and Lemon Slices. Sugar reduction was achieved through reformulation and a reduction in portion size (from 33g per slice for Angel and Lemon and 32g for Chocolate to

24g per slice). Angel and Chocolate slices now contain just 6.1g and 6.2g of sugar and 100 calories and 99 calories respectively. Lemon slices have seen their sugar content reduced by 53% per slice, from 14.9g to 7.0 g, and their calorie content per portion from 137 kcal to only 100 kcal.

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Salt content was also reduced by 19%, reducing from 3% to 2% its contribution to the maximum recommended salt intake.

These sugar-reduced versions of Premier Foods' iconic slices have entered the top 100 best-selling SKU's of Premier Foods Sweet Treats products in less than a year.

Other reformulation examples include:

Product	Sugar Reduction (per 100g)	Tonnes removed
Mr Kipling Almond Slices	8.8%	33.5
Mr Kipling Country Slices	9.3%	35
Winter Whirls	7.3%	4.6

Tonnes of sugar removed data based on volume sales Kantar data 52 weeks ending 8th Sept 2019

Sugar reduced slices sales data based on volume sales IRI data 52 weeks ending May 2020

Brand: Loyd Grossman

Premier Foods' brand Loyd Grossman has launched a new range called Loyd Grossman Healthy Inspirations. The range features wholegrain bolognese, Mediterranean vegetable & quinoa bolognese and lentil, mushroom & spinach bolognese. All products are a source of fibre and a source of protein, in addition all 3 products contain wholegrain ingredients. They deliver 1 of the '5 a day' per portion and are suitable for vegetarians. A quick meal solution for those choosing to incorporate plant-based protein into traditional dishes.

Kerry Foods

Yollies Yoghurt Lolly

In line with PHE's reformulation guidelines, Kerry Foods achieved the first year 5% sugars reduction guideline for their yoghurt brand, Yollies. Sugars content has been reduced from 12.8g to 12.1g per 100g. As well as through sugars reduction in the recipe, this was also done through modifications of natural flavouring to minimise impact on taste. Kerry Foods are committed to continue to reduce sugars to meet PHE's 2020 reformulation guidelines.

