

WHAT IS REFORMULATION?

Put simply, reformulation is making a new or existing recipe healthier, some methods can include:

- > Reducing fat, salt, sugars and calories
- > Adding fibre, protein, fruit and vegetables or fortifying with vitamins and minerals
- > Replacing ingredients with healthier alternatives
- > Reducing portion sizes
- > Clearer labelling on portions and serving suggestions
- > Healthier cooking methods

SPOTLIGHT ON HEALTHIER OPTIONS

These are just some of the tools that individual companies are using to help reduce calorie intakes.

Activity to inform and educate	Reformulation	Portion sizes	Development of lower calorie options	Encouraging consumers to choose healthier options
<p>Consumer friendly website & phone apps promoting healthy lifestyles</p> 	<p>Recipe changes to reduce calories while maintaining product quality & appeal</p> 	<p>New smaller pack sizes & formats</p> 	<p>New lower calorie options added to product ranges</p> 	<p>ADVERTISING SPEND</p> 
<p>Energy balance awareness raising adverts</p> 	<p>Meeting demand for very low calorie products</p> 	<p>Increased application of resealable packaging in ranges</p> 	<p>Voluntary calorie caps i.e. a maximum level of calories permitted per serving</p> 	<p>Clear nutritional labelling voluntarily provided on-pack</p> 

CHANGE STARTS WITH YOU!



Joanne Burns

Phone: 07701 380 750

Email: reformulation@fdfscotland.org.uk

Website: www.fdfscotland.org.uk

If you are involved in any aspect of the food and drink supply chain, from producers and food service to ingredient manufacturing **get in touch to see how you can become involved and play your part.**

Joanne Burns has been appointed as Reformulation for Health Manager to help and support small and medium sized food companies to make their products healthier. Funded by the Scottish Government this service is free of charge and open to all. Joanne will work closely with each business to find a tailored solution, where additional support or funding is required Joanne can signpost you as required.

Contact FDF Scotland for **free bespoke advice on reformulation.**



Do you want to make your products healthier? Lack the time, technical knowledge or money?

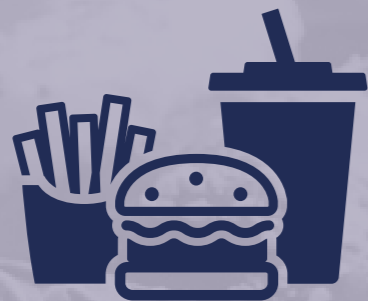
SCOTLAND'S **REFORMULATION FOR HEALTH PROGRAMME** can connect you to support, expertise and funding



WHY REFORMULATE?

Reformulating your products can benefit your business by:

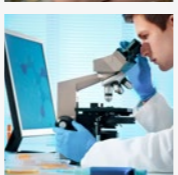
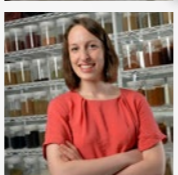
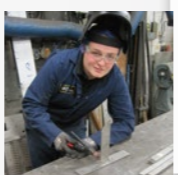
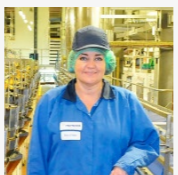
- > Responding to the growing consumer trend for great tasting healthier products*
- > Meeting buyers demand for healthier ingredients or products
- > Helping to tackle obesity and poor dietary health and supporting your company's social responsibility commitments
- > Creating opportunities to make health or nutrition claims for your product
- > Potentially reducing costs, and growing sales



82%

of consumers support limiting the amount of fat, sugars and salt that manufacturers and caterers add to food and drinks.

(Public attitudes towards reducing levels of overweight and obesity in Scotland, NHS Health Scotland).



CHANGING RECIPES FOR HEALTH

A Producer's Reformulation Journey

1 START
with the original product

2 Review
assess various options to improve the health of the product

3 Benchmark
compare the size and nutrient profile of your product against similar items on market

4 Action plan
design a plan of action to focus time and resources

5 Development
trial recipe and process changes

6 FINISH
launch newly reformulated product

Monitor customer and consumer response to the new product

Include website, social media, labelling – traffic light and health claims, launch activities

MARKETING & COMMUNICATIONS

Multi-discipline reformulation teams often involve development chefs, nutritionists, engineers, technical experts, suppliers and marketers, **but always the consumer.**

BEFORE STARTING YOUR REFORMULATION JOURNEY **CONTACT FDF SCOTLAND TO DISCUSS YOUR STRATEGY** AND TO ENSURE YOU RECEIVE ALL THE SUPPORT AVAILABLE TO YOU.

RECIPE CONSIDERATIONS:

- > Clear aims for why you are reformulating
 - > Keep baseline information on your original recipe to allow comparison with new recipe
 - > Know your product range and prioritise recipes that will have maximum impact on health
 - > Contact your ingredient suppliers to see if they have an 'off the shelf' solution or explore alternative ingredient options
 - > Is there a core recipe you could improve that would impact several products, such as a pie casing?
 - > Take a step by step approach - consider small changes
 - > Consider portion size
 - > Know the nutrient information and allergen labelling requirements
- Sounds challenging? We can connect you to support and funding!**

PROCESS CONSIDERATIONS:

- > Cost implications
 - > Impact on shelf life
 - > Bear in mind the technical functions of certain ingredients
 - > Trial new products with your customers to gather feedback
 - > Impact on packaging
 - > Cooking and preparation guidance for consumer
 - > Consumer and sensory testing
- Not enough time? We can help!**

DID YOU KNOW?

- > There is funding available for collaborative projects
- > FDF Scotland will be hosting a range of reformulation roadshows and trade events across Scotland
- > Food standards Scotland has a free tool, MenuCal, to help you calculate the calorie content of your product