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

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

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.
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

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

82% of consumers support limiting the amount of fat, sugars and salt that manufacturers and caterers add to food and drinks.

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