

SOLVING SODIUM REDUCTION ISSUES

You don't have to take this truth with a grain of salt: more stringent food standards and consumers' growing propensity for reviewing food labels and watching their diets are causing companies to reduce or eliminate sodium in their products.

The FDA recommends 2,300 mg per day for people 14 and older, and less for children*. Beyond setting limits, the agency is taking steps to keep consumers' sodium intake within suggested limits. The approach includes the establishment of voluntary sodium targets for the food production industry and engagement with stakeholders to evaluate progress towards those goals. Meanwhile, consumers are keeping tabs on their own sodium intake, as their interest and knowledge of health, wellness and nutrition continues to grow.



Meeting a sodium level within these recommended guidelines without compromising taste can be a challenge for developers. Whether you're working on a future innovation or modifying existing product lines, we have a suite of sodium reduction tools to ensure great taste and consumer appeal. Read on to learn more.

Did you Know*...

Americans consume on average 3,400 milligrams (mg) of sodium per day—nearly 50% more than the 2,300 mg limit recommended by federal guidelines for people 14 years and older.

Reducing sodium intake has the potential to prevent hundreds of thousands of premature deaths and illnesses in the coming years.



Issues developers face when reducing sodium:

When tasked with reducing or eliminating sodium in products, developers face challenges that impact consumer acceptance. Some of the challenges our partners often face include:

- Maintaining the level of saltiness perceived
- Maintaining texture of salt containing product
- Maintaining overall flavor profile of the product (removing salt can make the flavor off balanced)

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Our approach to solving sodium reduction issues:

Our technical experts help developers navigate these potential problems and create products that meet dual thresholds for taste and health. Ultimately, sodium reduction is a balancing act, as developers must rebalance flavor to deliver on a satisfying consumer eating experience.

Formula substitutions are one way to accomplish this, as other ingredients such as acid or garlic, along with high nucleotide ingredients like yeast extract, tomato and mushroom, among others, boost the perception of salt in a product. Developers can also opt for different particle sizes of salts or use salt alternatives such as potassium chloride, that would be called out on a label.

Taste modification technology can be leveraged to boost salt perception and mitigating off-notes (like sour and bitter) that arise when removing salt. Salt/umami enhancers and taste maskers can be leveraged to rebalance a taste profile. This technology can also provide the right mouthfeel after the bulking aspect of salt is eliminated or reduced. Optify™, our proprietary portfolio of taste modification solutions allows us to create fully rounded products and solutions.

Complementary, and often bold, flavors can also be added to increase the complexity in a formulation without having to add more sodium. Consumers' penchant for experimenting with and adding more flavors dovetails with the need and desire to cut down on sodium, opening the door to innovative, relevant products.

Not sure where to start? Allow us to be your partner for sodium reduction initiatives. Rest assured that whether it is a flavor or seasoning, making healthy food taste great is our top priority.



Challenged with sodium reduction?
We're here to help.

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