

Saturated Fat Campaign Industry Case Studies

Retailers

ASDA

ASDA are committed to making healthier choices more accessible to our customers through clear labelling and reformulation of our products.

To highlight healthier choices on pack we use Multiple Traffic Lights and GDAs on around 1000 products in the seven categories recommended by the Food Standards Agency. This combined approach was found by the FSA to be the easiest for consumers to understand and use.

We have also removed artificial colours and flavours from our all our own label products, along with hydrogenated fat, flavour enhancers such as MSG and Aspartame.

We have taken a proactive approach to saturated fat reduction, with around 350 tonnes of saturated removed from our own label products since 2007. Individual achievements include:

- By switching to sunflower oil to cook our fishfingers we reduced saturated fat by 21%.
- We reduced saturated fat in our chilled pizzas by 32% after looking at the type and amount of cheese, pepperoni and other meats we use.
- Our cheese stuffed crust pizzas lost around 20% of their saturated fat by reducing the amount of cheese in the crust.
- Total fat and saturated fat in our core sausage roll range were each reduced by 18% after changing the cuts of meat and lowering the amount of fat in the pastry.
- Saturated fat in our macaroni cheese was reduced by 30% after we reduced the level of cream and cheese in the sauce.
- Chocolate mini rolls have 20% less saturated fat since we reduced the amount of butter in the buttercream.
- ASDA cafes now use a cooking oil with no hydrogenated oil, which reduced saturated fat and lowered levels of trans fats to less than 1%.

This important reformulation work has run parallel to salt reductions across our own label ranges, meeting the FSA 2010 salt targets ahead of schedule. We also look to reduce sugar levels where possible - a significant piece of work was to cut sugar in our own label cola by 3.8%, which amounts to a removal of 64 tonnes of sugar in a year.

In addition to labelling and reformulation we aim to inform and educate our customers via the ASDA magazine and our dedicated health website.

Co-op

The Co-operative Group believes the health and wellbeing of the nation is one of the great challenges of 21st century Britain and is committed to making it easier for our customers to make healthier choices. We have had front of pack nutrition information on all of our products for over a decade and since 2006 have been adopters of the FSA multiple traffic light scheme. In 2008 we decided to roll out traffic light labelling to all products and to facilitate even greater customer recognition of healthier choices we are supplementing the traffic light by highlighting key nutrition claims such as low fat and low saturated fat on front of pack wherever this is the case subject to meeting various qualifying criteria.

In order to drive reformulation we have established a product improvement programme which has as its overall objective the delivery of individual products and ranges with a better health profile. This involves consideration of the salt, fat, saturated fat and sugar levels for all products. In all cases reductions are sought, subject to safety and quality considerations. Reducing saturated fat in products is particularly challenging and may involve not only the use of alternative ingredients and recipes but new technology and methods of production.

One example of a category where concerted effort on the part of our product development team and suppliers has resulted in a change to the health profile of a large number of products is our chilled Indian range. Using low fat ingredients and baking rather than frying has resulted in the majority of the products now being low in saturated fat. Other individual successes include:

- Relunched iced doughnuts with 27% less saturated fat
- Relunched carbonara pasta sauce where a change in the type of cream and the combination of cheeses used resulted in a product with the same
- great eating quality but with 29% less saturated fat.
- Relunched cheese cakes where changes to the proportions of base, cream and soft cheese has resulted in products with better eating quality and 12.5% reduction in saturated fat.

In addition to reformulation and labelling we are using all of our communication channels to deliver health messages. In store this is most effectively delivered via our till screens and radio where we are running material to help customers understand the health benefits of eating less saturated fat and promoting simple healthy hints and tips to help them do this. Critically we are also planning great value deals on healthier products to support our customers in their journey towards a healthier lifestyle.

M&S

As part of our eco-plan Plan A, we are committed to helping both our customers and employees lead a healthier lifestyle. We have had a programme in place to improve the fat profile across our food since 2005. This started with an initiative to remove hydrogenated fat from all our foods which we achieved in June 2006, and has continued with us constantly reviewing our food to see how we can reduce the total fat and saturated fat levels where appropriate – for example, we recently reduced the saturated fat levels in our popular fish ready meals, our Haddock Mornay meal for one, had a huge 50% reduction in saturated fat. This work has also included reviewing the ingredients we use in our food to see where we could reduce quantities of ingredients that are contributing high levels of saturated fats, along with looking at the types of fat used, for example, oils higher in monounsaturated fats.

We clearly label all of our food and were one of the first retailers to introduce the FSA's nutritional traffic light labels and Guideline Daily Amounts (GDA) information on all food products covered by the FSA's guidelines, so that our customers can clearly see how much fat they contain. We have also been tracking saturated fat levels across our ranges that have front of pack labelling to ensure that we have a balanced customer offer, with lower saturated fat options available.

Examples of our achievements in saturated fat reduction from 2006 to date include:

- 70% reduction across range of crisps
- 30% reduction across range of sandwiches
- 15% reduction across range of prepared meals
- 40% reduction across range of fish prepared meals

Experience tells us that reformulation and labelling are only one part of the solution. Therefore we have also included healthy diet tips to reduce saturated fat as part of our in store marketing materials and included educational pieces in both our Employee magazine and Consumer magazine. We have trained 1500 people to act as healthy eating assistants in our stores - they can be easily identified by the Eat Well sunflower on their uniforms., We are now developing plans to extend healthy eating training across our food section teams to give our customers even more access to advice on healthy eating.

Sainsbury's

1% fat milk We are the first UK supermarket to launch its own-brand milk with a 1% fat content. It contains nearly half the fat of semi-skimmed milk, while still retaining the same amount of calcium and B vitamins as semi-skimmed and skimmed, and the same great taste of semi-skimmed. We estimate that if UK semi-skimmed consumers switch to 1% fat milk, they could collectively reduce their saturated fat intake by 12,000 tonnes per year. Individually, if a person switches from semi-skimmed to 1% fat milk, they could reduce their saturated fat intake by 45% - equivalent to 200 chocolate digestive biscuits*.

Mince Meat is also a significant source of fat and saturated fat in the UK diet. In January 2008 we reduced the total fat content of our core and 'basics' coarse-cut mince by 25%, with a 20% reduction in saturated fat content. This makes our products the leanest in the UK marketplace.

'Taste the difference' ready meals We re-launched our 'Taste the difference' range of ready meals, with a reduction in saturated fat of up to 48%. For example, we decreased the saturated fat content of our Taste the difference Beef Stroganoff by reviewing the recipe and working with our suppliers to reduce the amount of vegetable oil, butter roux and cream in the recipe and by replacing double cream with sour cream. 20% of Taste the difference ready meals are now rated green or amber under our MTL labelling system. We launched 16 new 'Taste the difference' ready meal lines, all of which have 1 portion of 5-a-fay and 80% of which have green and amber MTLs.

'Classic' ready meals We also re-launched our 'Classic' range of traditional ready meals, making a 5% decrease in saturated fat across the range. 20% are now rated 'green' or 'amber' under our MTL labelling system.

Sandwiches We removed 10 tonnes of fat and 9 tonnes of saturated fat from our sandwich range. This was achieved by reviewing the barriers (i.e. fat spreads) in the sandwiches and removing these where they were not essential. Spreads, mayonnaise and fillings were also reviewed to identify healthier, lower fat options.

Tesco

As part of its commitment to make healthy options more accessible, since 2005 Tesco has been running a programme to reduce the fat, saturated fat, salt and sugar levels of its products while maintaining their quality and taste. As a result, it has already removed over 2,500 tonnes of saturated fat from its product ranges.

Over 1,000 tonnes have been removed from crisps and similar maize based snacks. This has been achieved by changing the oil in which the crisps are fried to sunflower oil, a healthier alternative which contains less saturated fat but still provides the flavour that customers expect. A packet of Tesco crisps now contains 30% less saturated fat.

Tesco has been able to remove 160 tonnes from ready meals by analysing their ingredients and changing them to lower fat alternatives, such as leaner cuts of meat and lower fat dressings and sauces. A further 110 tonnes have been removed from cakes by reducing the use of margarines with high levels of saturated fat.

Manufacturers

Cricketer Farm

Cricketer Farm has a history stretching back over 60 years, and is known for its award-winning Farmhouse Cheddars and reduced fat cheeses. Based in Somerset, the Company uses traditional skills, expertise and recipes, which have been handed down through generations of cheesemakers.

One of the Country's top cheese producers, Cricketer Farm has led the field in the production of lower fat cheeses for many years, pouring its success and experience as a traditional cheesemaker into each and every new recipe. Cricketer's healthy range consists of cheeses with different fat levels from 2% fat, 1/2 fat and 1/3 less fat than standard cheddar. Each of Cricketer's healthy cheeses is made using local milk which is skimmed of a percentage of the fat to create semi-skimmed or skimmed milk, nothing artificial is added, only the fat is taken away.

"The demand for lower fat cheese options is continually on the increase as consumers become more aware of the dangers of having a high level of saturated fat in their diets," comments Managing Director Paddy O'Keeffe. "At Cricketer we are committed to producing cheese which is full of natural flavour, texture and colour; this applies to our traditional and healthier cheeses. Not only do our lighter options have a taste and texture similar to that of traditional recipes, they also bubble and brown when toasted and melt smoothly into sauces. Our everyday healthy cheeses are already popular and we will make enough cheese this year to make over 6 million healthier cheese sandwiches!" finished Paddy.

Cricketer Farm prides itself on creating lower fat cheeses which have all the taste and texture of their traditional counterparts. Each recipe goes through rigorous taste tests and trials, Cricketer's cheesemakers work hard to perfect each individual cheese. Ideal for everyday use in sandwiches, salads and cooking, Cricketer's healthier cheeses are full of flavour, smooth in texture and rich in golden colour.

McCain Foods (GB)

McCain Foods (GB) has achieved its position as the nation's favourite supplier of frozen chips and potato products through continuous innovation resulting in the provision of products that are not only increasingly convenient to prepare but healthier too.

Over the past few years, McCain has been making significant progress in the reduction of fat - and particularly saturated fat - in its products.

Reformulation to improve the nutritional profile of its products began back in the 1980s with 5% fat McCain Oven Chips. Building on this, and based on extensive consumer research conducted in 2005/6, McCain made the decision to convert its process such that its entire potato products range now uses only lower saturated fat sunflower oil.

In addition to this major reformulation, McCain has introduced new, more efficient production techniques, including specialist oil-recovery systems, which draw surface oil away from the product.

The result of this innovation is that McCain Foods (GB) has reduced the level of saturated fat throughout its potato product range by over 70% over the past five years and has now achieved an average level of just 0.8% saturated fat across both its retail and foodservice ranges.

The cost of this initiative has been significant and has involved detailed consumer acceptability research as well as process re-engineering. The resultant changes stretch right across the McCain potato range, satisfying a broad range of consumer needs from healthier choices to taste and convenience.

Premier Foods – Mr Kipling’s Delightful: a healthier alternative

Premier Foods is one of the largest food manufacturers in the UK and Ireland, providing a wide variety of foods under well-known brands such as Hovis, Mr Kipling, Oxo, Sharwood's, Ambrosia and Hartleys.

As the UK’s leading food producer Premier Foods is committed to providing foods that meet dietary and lifestyle needs, through the primary elements of taste, nutrition, quality and convenience. We continue to extend our range of healthier options and are committed to offering consumers choice, helping them to achieve a healthy, balanced diet.

Premier Foods is responding to consumers’ desire to eat more healthily by producing cakes with reduced saturated fat and less calories which taste great. As a result of extensive technical work we have managed to reformulate Mr Kipling Delightful to have nearly 50% less saturated fat (47% reduction) than current the Delightful products.

In January 2006 Mr Kipling launched a range of lower fat and calorie cakes called ‘Delightful’. Since then we have undertaken extensive development work to re-develop the Delightful range in order to reduce both sugars and saturated fats from the original recipes. Please see the data below.

Mr Kipling Apple Slice	Per 100g		
	Old Delightful	New Delightful	% Reduction Old to New
Calories (kcal)	317	300	5%
Sugars (g)	37.6	19	49%
Fat (g)	3.9	3.2	18%
of which Saturates (g)	1.7	0.9	47%

Mr Kipling Chocolate Slice	Per 100g		
	Old Delightful	New Delightful	% Reduction Old to New
Calories (kcal)	310	307	1%
Sugars (g)	31.5	17.8	43%
Fat (g)	7.4	6.4	14%
of which Saturates (g)	4.1	3	27%

Mr Kipling Country Slice	Per 100g
	Delightful
Calories (kcal)	315
Sugars (g)	29

Fat (g)	4.9
of which Saturates (g)	1.5

The new 'Delightful' range will consist of 3 cake slices – Chocolate, Apple and Country. They are manufactured at our Stoke Bakery and are packed in twin pack format to allow consumers to portion control more easily. The new 'Delightful' range has been a long time in development, because each recipe is considered to be relatively technically advanced.

Unilever

Unilever has been promoting heart health since the 1950s when scientists first established the link between saturated fats and coronary heart disease.

Unilever was asked by the medical community to make a low saturated fat alternative to butter and Flora was created as a result. Since then, Flora has continued to champion research into the beneficial role of unsaturated fats in the diet and Unilever remains committed to using its heart health research and expertise to continue building awareness and changing attitudes about heart health.

We support the *Saturated Fat and Energy Intake* programme being undertaken by the Food Standards Agency (FSA) and will contribute to it in a number of ways :

1. Reformulation

In 2003, Unilever embarked on its *Nutrition Enhancement Programme* (NEP). This used internationally-accepted dietary advice, including World Health Organization maximum levels of saturated fats, *trans* fats, sugars and salt. NEP allowed us to assess all our foods and drinks and helped us make improvements wherever possible.

Using a **single Nutrient Profile**, our entire food and beverage portfolio of over 22,000 products has been evaluated, giving us clear direction for nutritional improvements. From 2005 - 2008, we estimate that NEP resulted in the removal of 12,500 tonnes of saturated fat from our products, worldwide. We continue to share our experience with all stakeholders, including the FSA.

2. Healthy Options

Giving the people who buy our brands **a range of options** is just as important as reformulating our products. For example, we now offer Hellmann's Original mayonnaise (80% fat), Hellmann's Light (30% fat) or Hellmann's Extra Light (3% fat). The Extra Light variant employs new technology using natural citrus fibre to reduce oil and calorie content while maintaining a creamy texture. We have also been offering choice in our Flora range for many years. In fact, Flora Light (38% fat) now outsells Flora Original (59% fat).

3. Breakthrough Technology

In 2006 Unilever submitted an EU **Novel Foods** application to produce and use *ice-structuring proteins* in ice-creams in Europe. These proteins mean that ice cream

can be produced using less fat and sugar, and using more real fruit, resulting in a healthier product. In the US and Australia, this technology is already being used to make ice-cream containing half the fat and 30% fewer calories than standard varieties. We are currently awaiting approval to use this technology in the UK and Ireland.

4. Consumer Communication

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As we've done for nearly 50 years, we will continue to **highlight to consumers the heart health benefits of switching from butter to unsaturated spreads** - which contain around a quarter of level of saturated fat. We will do this through the Flora brand, multi-branded communication as well as with partners such as the World Heart Federation and HEART UK.

We are committed to helping consumers make the right choices by providing **nutritional information** about our products in a **clear and useful way**. All our food and beverage products in the UK and Ireland have Guideline Daily Amounts (GDAs) clearly marked on front of pack, including levels of saturated fat per portion.

United Biscuits

United Biscuits ('UB') has made great progress with its health and nutrition programme and is continuing to make improvements to meet consumer needs. Saturated fat was identified as a key target with changes first made on the snacks portfolio as part of a reformulation programme starting in 2005. All of UB's crisps and snacks have benefited from reductions in saturated fat, whilst maintaining the same great taste. Hula Hoops and Skips have been reduced in saturated fat by 80% since 2005. Nik Naks, Wheat Crunchies and Discos all now contain 50% less saturated. McCoy's have had a 30% reduction in saturated fat and will have a further reduction in 2009.

After achieving saturated fat reductions in the snacks, work was started in September 2005 to discover how saturated fat reductions in biscuits could be achieved.

In November 2008, following three years of work from a multifunctional project team, McVitie's Digestives, McVitie's Hob Nobs and McVitie's Rich Tea were available to consumers containing 50% less saturated fat. The full range of products with a 50% saturated fat reduction is McVitie's Digestives, McVitie's Rich Tea, McVitie's Hob Nobs, McVitie's Light Digestive, McVitie's Light Rich Tea, McVitie's Light Hob Nob, McVitie's Mini Hob Nobs and McVitie's Mini Digestives.

Extensive consumer testing was needed to find the optimum reduction of saturated fat that could still offer the same great taste. Tests with loyal McVitie's consumers showed they liked the reformulated product and could not notice any difference in taste.

UB has invested £6 million in making changes to ingredients and investment in manufacturing facilities as well as TV advertising to communicate to consumers about the reduced saturated fat McVitie's biscuits.

The success of the project helps UB address one of the key health concerns of consumers, continues UB's impressive health and nutrition programme and provides McVitie's with the biggest piece of news in the biscuit category in 2009.