



SYNERGY
INSPIRING TASTE™



Baked Goods

HFSS: Meeting the guidelines

New legislation set out by the UK government is set to restrict where products high in fat, salt and sugar (HFSS) are positioned in-store from October 2022 and banning their inclusion in promotional offers from October 2023. Manufacturers considering reformulation to make their products non-HFSS can take many different forms with a variety of associated taste challenges.

THE APPROACH

The target for bakery products is an HFSS score of 3 or less. In order to achieve this, manufacturers will need to focus on a holistic approach that both reduces so-called category A nutrients and boosts category B nutrients. Category A consists of fat, sugar and salt whilst category B consists of protein, fibre, fruits, vegetables, nuts & seeds.

TASTE CHALLENGES

- Loss of sweetness
- Loss of rich or buttery mouthfeel
- Change in product structure
- Change in flavour e.g. reduction in brown & caramelised notes
- Undesirable notes from protein and fibre

SOLUTION

- Sweetness modulator flavours
- Mouthfeel enhancement
- Combined calorie reduction solution
- Natural flavours e.g. caramelised/baked notes
- Harmonising & masking flavours

Partner with Synergy and discover how we can support your next reformulation project

Contact your account manager or email UK.marketing@synergytaste.com