



Dairy & alternatives

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 dairy and dairy alternatives is an HFSS score of 3 or less. In order to achieve this, manufacturers will need to focus on an approach that reduces saturated fat and sugar (category A nutrients). Fortifying dairy products with added protein or fibre could also help to reduce the score whilst additional fruit content can also help to keep scores lower, particularly in products like yogurts where there is already high fruit content.

TASTE CHALLENGES

- Loss of sweetness
- Loss of creamy mouthfeel
- Loss of dairy richness
- Undesirable tastes from protein and fibre
- Undesirable notes in plant-based products

SOLUTION

- Sweetness modulator flavours
- Mouthfeel enhancement flavours
- Concentrated dairy flavours
- Masking and harmonising flavours
- Vegan dairy flavours, masking flavours