



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 savoury products is an HFSS score of 3 or less. In order to achieve this, reformulation of products will focus primarily on reducing salt and saturated fat content. The addition of vegetables and low fat protein sources in products like ready meals can also help to boost healthiness of products, resulting in a lower HFSS score.

TASTE CHALLENGES

- Loss of savoury flavour delivery
- Loss of creamy mouthfeel in sauces
- Loss of dairy richness in sauces
- Loss of savoury flavour notes - e.g. cheese

SOLUTION

- Kokumi & umami flavours
- Mouthfeel enhancement flavours
- Concentrated dairy flavours
- Natural flavours - authentic cheese profiles

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

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