



Lowering the Level of Salt in Food Products with a Tailor-made Ingredient

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- Why did we decide to develop our own salt substitute?
- No compromise on taste: is it the same, similar or different for the consumer?
- The challenges in the reformulation process

Podravka's history



***It began
in 1934...***





...with jam



*Since 1959.
food tastes
better!*



Lino
čokolino

*From 1970
we produce
Baby Food*



Podravka today

- ♥ The headquarters of the company is in Croatia, Europe
- ♥ Well-known **provider of Food and Pharmaceutical branded products** serving 400 million consumers in more than 50 countries, based in Central & Eastern Europe
- ♥ Wide & developed **Sales and Distribution Network** from the Adriatic to the Baltic Sea
- ♥ **Podravka, Vegeta** and **Lino** are among leading brands in the region
- ♥ **Culinary institution** in South Eastern Europe
- ♥ Podravka Group > **6.400 employees**
- ♥ Podravka Group in the World: companies and representative offices in **24 countries** (with more than **2.200 employees**)



Vision

Dedicated to improve everyday quality of life for our consumers, customers and employees by being innovative and international



Mission

Providing innovative culinary experience and healthy living solutions for you.



Innovation on the wings of the legacy



Culinary portfolio | Food seasonings and bouillon cubes | Soups and ready meals | Meal makers



Taste

Quality | Appearance | Brand | Innovation | Attractiveness...

Attitudes

Expectations

Wishes

Culture

Physiological factors

Mood

Emotion

Knowledge

Experience

A spoon that makes a difference



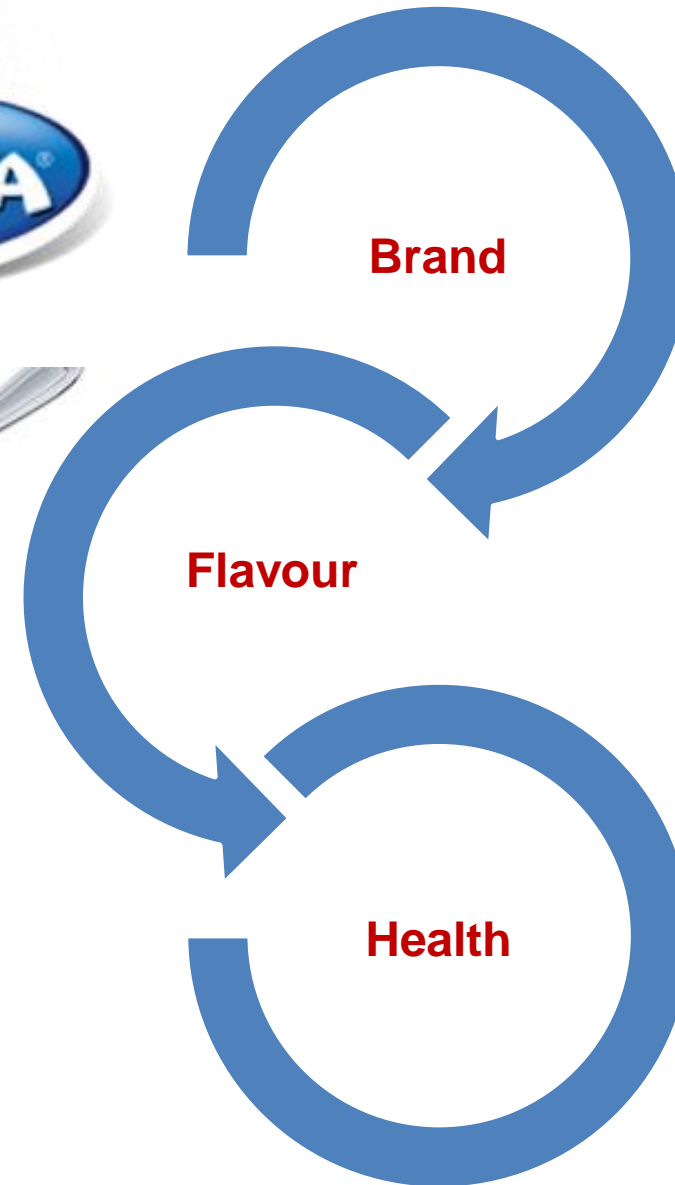
Flavour

Salt + umami
A taste mark
Finest ingredients

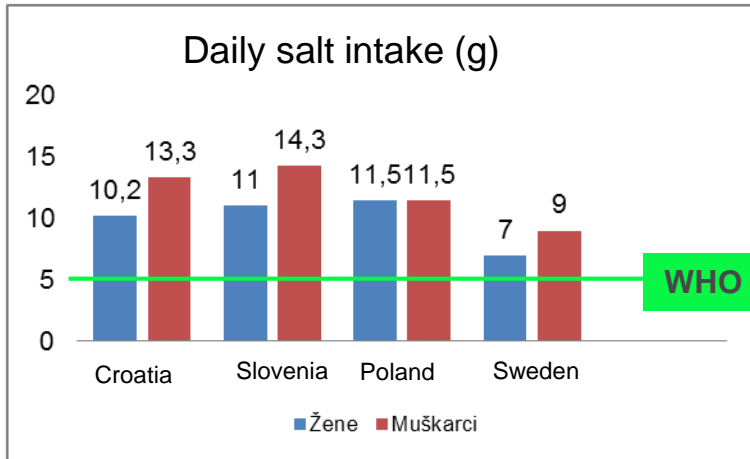


Understanding consumer expectations

Health
Natural
Less processed
Convenient
Affordable...

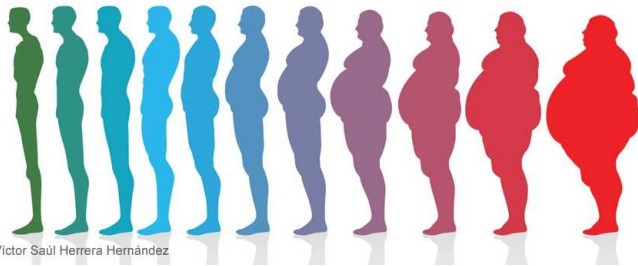


Salt intake and the health problems



- WHO → 5 g salt/day (average in Croatia 11.6 g/day)
- STRATEGIC PLAN FOR LOWERING DAILY SALT INTAKE IN THE REPUBLIC OF CROATIA 2015 – 2019
- **Podravka's Nutritional strategy 2014 - 2024**
- Scientific literature
- Competitors

OBESITY IS NOW A GLOBAL EPIDEMIC!



© iStock.com / Ernesto Victor Saúl Herrera Hernández

**High Salt Intake
Independent Risk Factor for Obesity?**

Salt Promotes Passive Overconsumption of Dietary Fat in Humans¹⁻³

Why did we decide to develop our own salt substitute?

Respectful numbers of commercially available salt substitutes were applied in our products.

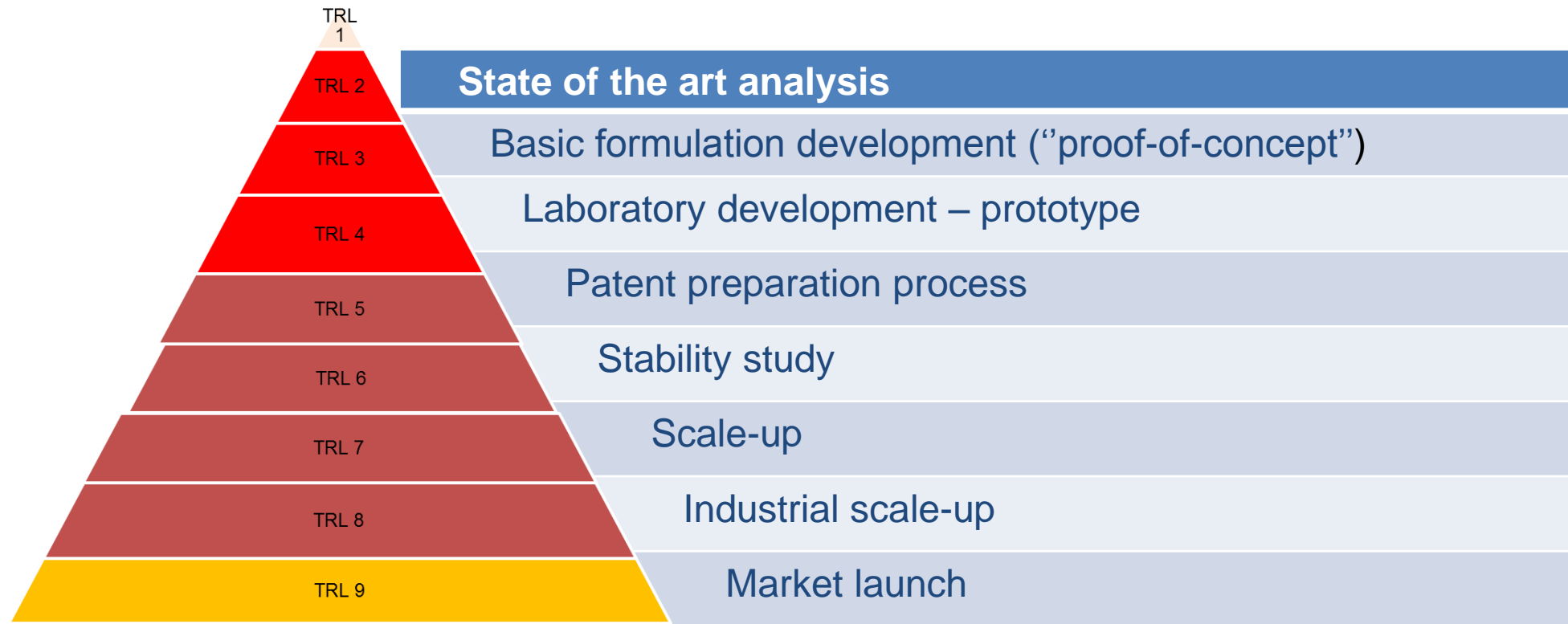
Sensorial evaluation was good, but it did not match specific Podravka's taste mark. To make it more preferable, we were offered a collaboration by some of our suppliers. However, our estimation was that we have enough **knowledge** & **expertise** to make a tailor-made salt substitute.

We assumed that a tailor-made ingredient would give us a **solution** for new generation of products with health benefits, not compromising the taste and



We wanted to attract a new consumer who cares about **health**.

How we did the research and innovation in the two years project (2014 – 2016)



TRL: Technology readiness level

No compromise on taste: is it the same, similar or different for the consumer?

Chefs



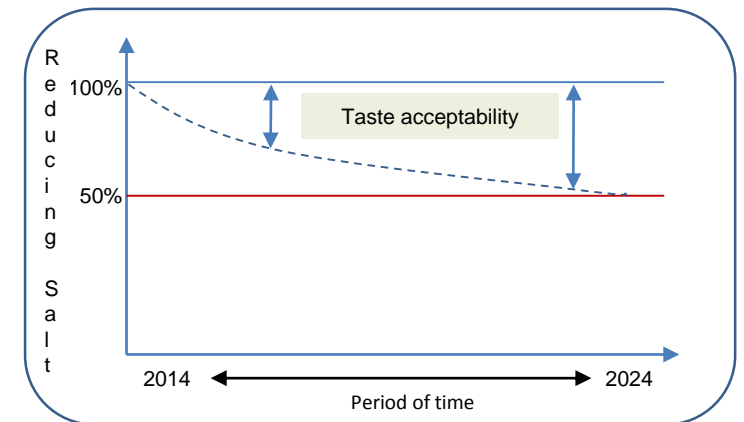
Product developers



Sensorial experts



Consumers



Outcomes – a new ingredient tailor-made has been created

International **patent** application no. PCT / HR2015 /000016 title; **published as WO2017046620A1**; SALT SUBSTITUTE COMPOSITION, PREPARATION AND USE THEREOF with the legal effect in **148 countries**.

A tailor-made ingredient - Supisol® is mineral salts blend (table salt, potassium chloride, magnesium potassium citrate) - **35% less sodium than table salt**

Gluten free | Lactose free | Suitable for vegetarians/vegans | Halal | 24 months shelf life

Supisol® is new Podravka's brand



Supisol® NUTRITION INFORMATION		
		Average quantity per 100 g
Energy	kJ	0
	kcal	0
Fat	g	0
Carbohydrate	g	0
Protein	g	0
Salt (NaCl)	g	65
Sodium (Na)	mg	25 570
Potassium (K)	mg	15 780
Magnesium (Mg)	mg	535

Supisol® is **solution for “reduced salt”** soups, ready meals, meat products, sauces, dressings, condiments

Outcomes - New Podravka's Soups - **25% less salt** (than regular soup market category → average 2.5 g of salt/serving)

CREAM OF ASPARAGUS SOUP WITH TARRAGON, 70 g



CREAM OF CARROT SOUP WITH CARDAMOM 80 g



CREAM OF TOMATO SOUP WITH DILL 80 g



CREAM OF RED BEET SOUP WITH APPLES 80 g



CREAM OF BROCCOLI SOUP WITH SPINACH AND NETTLE 65 g



Average nutritive information → 1 serving (250 ml)

Energy	369 kJ / 88 kcal	462 kJ / 110 kcal	403 kJ / 96 kcal	404 kJ / 96 kcal	345 kJ / 83 kcal
Fat	3.3 g	5,3 g	2,6 g	2,9 g	3,5 g
of which -saturates	2.0 g	3,5 g	1,6 g	1,8 g	2,1 g
Carbohydrate	12.0 g	13,0 g	15 g	14,0 g	11,0 g
of which - sugars	4.2 g	5,6 g	4,5 g	7,7 g	2,4 g
Fibre	0.4 g	0,7 g	0,9 g	1,8 g	0,6 g
Protein	2.6 g	2,9 g	3,5 g	2,6 g	2,6 g
Salt	1.6 g	1,7 g	1,6 g	1,8 g	1,6 g
Sodium	653 mg	673 mg	640 mg	720 mg	633 mg
Potassium	379 mg	434 mg	639 mg	438 mg	514 mg
Magnesium	11 mg	14 mg	11 mg	14 mg	16 mg

Outcomes - Reformulated, Podravka's meat products **25% less salt** → launched on the Croatian market (May, 2017)



Average nutritional information per 100 g

	GRILL sausages	GURMANSKA sausages	PIVSKA sausages
Energy	1249 kJ / 302 kcal	1340 kJ/324 kcal	1307 kJ/315 kcal
Fat	26 g	28 g	26 g
of which saturates	9,8 g	10 g	11 g
Carbohydrate	2,9 g	2,9 g	3,3 g
of which sugars	0,5 g	0,7 g	1,5 g
Protein	14 g	15 g	17 g
Salt *	1,4 g	1,6 g	1,6 g

*in relation to the amount of salt before reformulation



974 reformulated products (49%)

49% of total products launched at the market 2014-2016

Podravka's Commitment:

- Salt, sugar, fat & MSG reduction
- No trans fats
- Vitamins, minerals fortification
- Probiotic, Prebiotic, polyphenol fortification
- **By 2024 → up to 80% products fully in line with Podravka's Nutritional profiles**

<http://www.podravka.com/responsibility/consumers/podravka-s-nutritive-strategy/>



The challenges in the reformulation process



The biggest challenge

- ♥ Thinking about the box – rethinking
- ♥ Defining the concept of research
- ♥ Motivation of R&D team members (why, how, what)
- ♥ Fear of failure
- ♥ Price of Supisol®
- ♥ Make it superior taste with less...
- ♥ Taste bias of the internal product developers (attitudes barriers)
- ♥ Commercialisation
- ♥ Consumers acceptance

The biggest learning

- ♥ Open innovation in R&D (internal & external collaboration)
- ♥ New knowledge
- ♥ Team working
- ♥ Better communication
- ♥ The joy of creation
- ♥ The final results: better than we initially defined
- ♥ New opportunities for innovation & sales

Conclusion

Patent pending status with Supisol[®] was achieved → **a new tailor-made ingredient**

Supisol[®] is Podravka's new trade mark

Supisol[®] work as **"one-to-one" sodium/salt reduced solution** that boosts the other ingredients' flavour contribution → **help in reformulation process**

Commercialization with Supisol[®] in Podravka's assortment has started in Croatia and Adria region in 2017 and will be continued worldwide in 2018

Supisol[®] as b2b ingredient will be ready for a sale at the end of 2017

Deep understanding the brand archetype, rethinking the box in Podravka's R&D made new opportunities for the company's income.



Podravka

Always with a heart!

www.podravka.com

