SALTWELL®

— LESS SODIUM · ALL NATURAL —

REVOLUTIONISING SALT REDUCTION IN STAPLE FOODS

Excessive salt intake stemming from manufactured staple foods - such as bread, cheese and meats – has been identified by the WHO and PHE as a serious concern. Although reducing salt can pose challenges for manufacturers due to the techno-functional and organoleptic role it plays, SALTWELL® offers a solution that aligns your products to HFSS targets without compromise.



Commercial bakery goods often use more salt than is required for the desired texture, flavour, and shelf life. By incorporating SALTWELL, which is naturally lower in sodium, Irish and UK bread producers can *reduce salt levels in this super staple by up to 30%* without affecting taste or function.



Hard cheeses have been identified as needing urgent salt reduction in a recent Action on Salt report. International studies and NPD initiatives utilising SALTWELL have demonstrated the feasibility of *reducing salt levels in hard cheese by at least 25%*, with no perceptible changes to production methods or the finished product's techno-functional properties.



Processed meat products like ham and bacon also contain some of the highest salt levels. In sensory and instrumental analysis of reformulated cold cuts, SALTWELL has been tested against KCl blends, yeast extracts, sea salts, and standard PDV salts; and found to *deliver up to 35% less salt* while preserving flavour, colour, slice-ability, moisture and textural elements of the meat.



As a natural clean label ingredient, SALTWELL® is both convenient and ideal for reformulating cheese, bread and meat products to have less significantly less salt. It performs consistently, with studies reporting superior flavour and function compared to other salt reduction solutions. **Talk to our experts now for information or to request a sample.**

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