



Retaining essential flavour properties and replicating salty impact, body, and linger when reducing sodium in processed foods



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Sodium Reduction is Society's Urgent Imperative

The global mean sodium intake of adults is 4310mg. This is more than double the World Health Organization's (WHO) recommendation for adults of less than 2000mg per day of sodium.

High-sodium foods pose a threat to public health, and the WHO has called for the food industry to address excessive sodium content in popular processed foods.

Reducing sodium content in processed foods while maintaining taste and quality presents a significant challenge for manufacturers.





Sodium Reduction is **Society's Urgent Imperative**

64%

of consumers know that **eating too much sodium** is unhealthy¹

3 million

people around the world are **dying every year** from the consequences of **excessive salt consumption**²

37%

of consumers **pay attention** to how much sodium they consume¹

18%

of consumers globally **lowered the salt / sodium** in their diet in the past 12 months³

European Consumers declare their intention to reduce their salt intake



Salt

remains in the top 5 ingredients that consumers are conscious of reducing / limiting in their diets



European consumers are actively looking at reducing their salt intake



>3 Million

Lives lost each year due to high salt intake in diets

% of consumers who stated they are reducing salt intake as part of an improved diet*



30%



38%



41%



32%



*Kerry Proprietary Research : Sustainability in Motion, Innova Health & Nutrition Survey, Global Nutrition Report - Global Nutrition Report

Governments across Europe respond with many countries implementing voluntary or mandatory nutrition policies

Irish Reformulation Roadmap | 2025



NUTRI-SCORE | 2017 & revised 2024



Adopted in France, Spain, Belgium, Germany, Switzerland, Luxembourg & The Netherlands

EU Farm to Fork | 2025/6

Restrictions on the promotion (via nutrition or health claims) of foods high in salt, sugars and/or fat.
Proposing mandatory Front-of-Pack Labelling

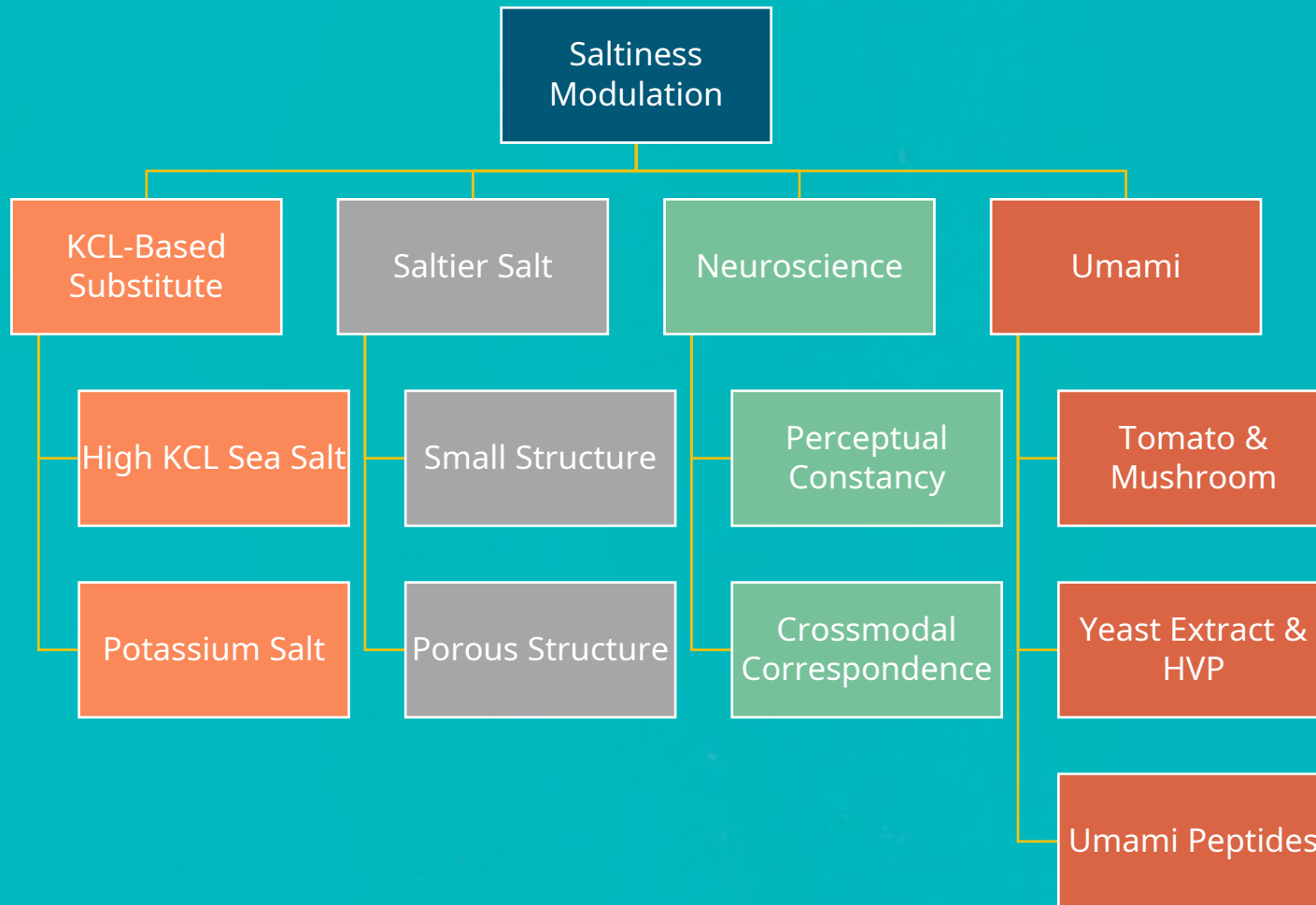


DHSC Targets
Public Health England
Salt, Calorie and Sugar reduction

HFSS UK | 2023 & 2025
Restricting marketing & advertising of food High in Fat, Salt and/or Sugar.



Strategies for Saltiness Perception



But there are **taste challenges** when reducing salt/sodium...

Succulence
Loss of salt taste
Overall enhancement
Strong after taste
Masking off-notes
Balance



Taste Challenges of Reducing Salt

	Challenge	What needs to be solved?
Upfront <i>Impact</i>	Physiological Response <i>activation of the Na ion channel</i>	Particle size (Micronised salts/KCL Sandwich), Mineral salts
	Balance Flavour	Acid profile
	Saltiness (Flavour)	Upfront taste of salt
Middle <i>Body & Depth</i>	Enhancement	Build up of the flavor profile such as depth, intensity, dimensional
Late <i>Lingering & Juiciness</i>	Succulence	Salivation, juiciness, body, & depth
	Bitterness masking	Aftertaste



Is there a way to create
Healthier products while
enhancing **Taste**?



Kerry's Salt Reduction Toolbox

Modulation

Fermentation
Umami &
Kokumi

Smoke & Grill

Dairy Taste



Sensory & Analytical

Process Engineering & Delivery

Application Expertise

Kerry has a
comprehensive
approach to
sodium
reduction

Regulatory & Nutritional

Flavour Creation Expertise

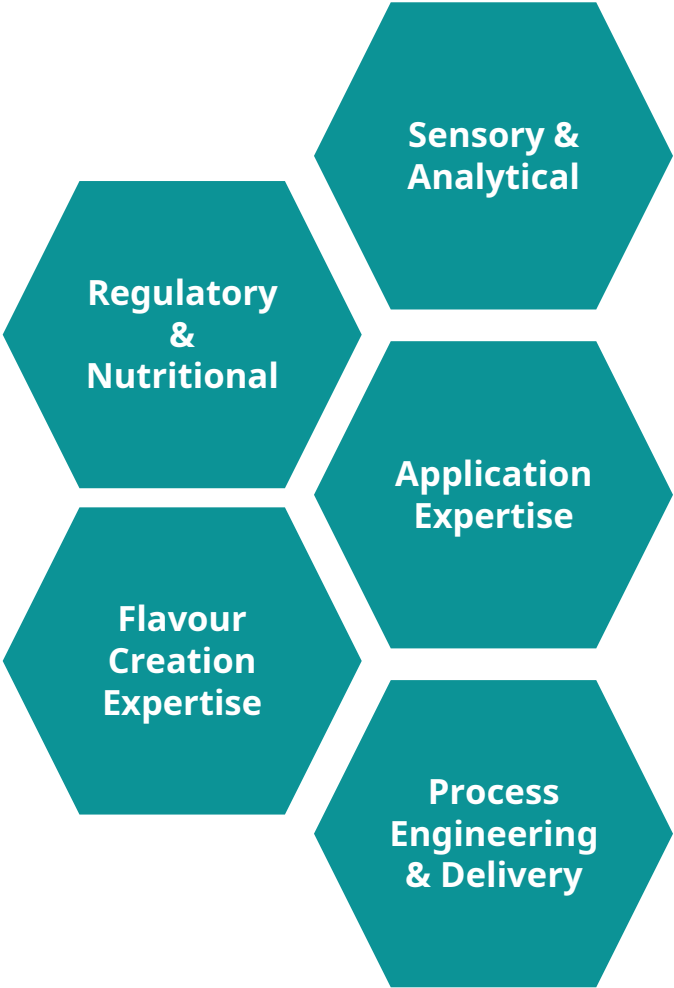
Kerry has a comprehensive approach to create tasty and consumer preferred **sodium reduced foods**



Understanding
of Sodium
Optimisation
Project



Sodium Reduction Toolbox	
Technology	Sensory Characteristics
Tastesense™ Masking	Masking of off-notes, bitterness & metallic notes (KCl)
Tastesense™ Mouthfeel	Brings back or improves mouthfeel / mouthcoating / full-bodiness
Tastesense™ Salt	Clean label salt substitute
Umamex™	Clean label savory enhancement
Natural Flavour Enhancer	Characteristics of MSG
Savoury Taste Portfolio	Savory inspired profiles: meat & seafood, vegetable & herb, smoke, cooking method, stocks & broths, yeast extracts
Dairy Taste Portfolio	Dairy inspired profiles
Preservation Systems	Alternative preservation solutions without sodium base





Tastesense™ Salt

Kerry answers your sodium reduction challenges by tackling **the Taste, Texture and Preservation dimensions holistically**.

Our Tastesense™ Salt tools are enabled by proprietary fermentation and peptide metabolism technology, combined with our expertise in Dairy, Smoke, Umami & Kokumi to deliver great Taste.

We integrate our **Taste solutions synergistically** with our leading portfolio in **Food preservation** and our **application expertise** to holistically solve Sodium reduction challenges.

Benefits

- Build back salt perception
- Rebalance overall taste experience
- Adds intensity and taste dimensions
- Covers bitter aftertaste
- Globally suitable
- Clean Label: Natural Flavor and Yeast Extracts

Potential Claims

- Low/ reduced sodium
- Clean label
- Kosher
- Halal

Applications

- Prepared Meals
- Sides
- Soups
- Sauces
- Dressings
- Potato Dishes

Sodium Expertise

- Tastesense™ Salt
- Tastesense™ Masking
- Umamex™



Kerry Tastesense™
Authentic Savoury™

The Challenge

Customers were **battling high sodium rates** which can bring a greater **risk of heart disease and stroke** for the consumer. But to **reduce global salt consumption**, customers were searching for a solution to allow the **taste of salt** in their products to **remain unchanged**, while **cutting the sodium** from their products.



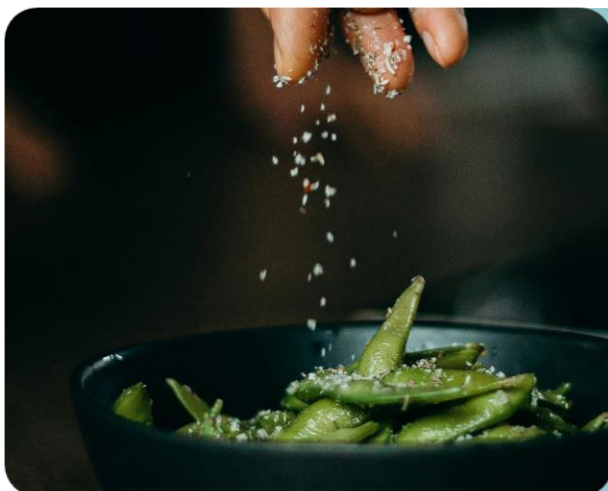
The Impact

Our technology aids people to remain in line with the **salt intake recommended** by the World Health Organisation. By **reducing 1.000 tons** of salt, we are saving 333 human lives from the high risks of a diet high in sodium.



The Solution

Kerry introduces **Tastesense Salt**, an innovative technology that **replaces and replicates the salt and umami taste**. With Tastesense's **flavour enhancing and preservation properties**, Kerry is prepared to solve the sodium reduction challenge across **a range of applications**; from meat to snacks, sauces and bakery alike.



So What?

Kerry's Tastesense Salt reduces the amount of sodium without compromising the **shelf-life, cost, texture or taste**. It also **improves the nutritional scoring** of the product which helps draw consumers.



THANK YOU

Any questions?



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