

# REFORMULATION FOR HEALTH

**Making Scotland's favourite foods healthier.** Removing billions of calories, and tonnes of fat, sugar, and salt from popular Scottish brands.

Over the last 5 years the Reformulation for Health programme has provided unprecedented support to the food and drink industry in Scotland and is making it easier for Scotland's people to improve their dietary health; by making food healthier.

Funded by the Scottish Government, the **Reformulation for Health** programme works to demonstrably improve the health of Scotland's everyday foods consumed from breakfast to bedtime. The Reformulation for Health programme has strived to embed itself as a go-to-voice for industry on reformulation support for Scotland by:

- ✓ Funding projects with 80 of Scotland's popular brands to make their products healthier.
- ✓ Engaged hundreds of food business on making their products healthier through reformulation.
- ✓ Supported hundreds of food businesses and stakeholders through our upskilling training events.
- ✓ Involved the whole system from ingredient suppliers to academia to promote collaboration for successful reformulation of Scottish products.
- ✓ Making everyday favourites healthier from butteries and black pudding to empire biscuits and scotch pies.



Working with the Reformulation for Health Team has been an invaluable experience for Food Science students it has allowed them to gain real-world work experience with industrial partners. The supportive environment created by the FDFS & Reformulation for Health Team has delivered a excellent experience for the both students and Food Science staff.

**Dr Janice Taylor**

Programme Lead Food Science at **Glasgow Caledonian University**

Making everyday  
favourites healthier

Over **880 million**  
calories removed from  
pastry and pie products

**9 tonnes of salt**  
removed from pie shells

**30% reduction** in  
black pudding fat content

**109 million fewer**  
calories in macaroni  
cheese recipe

**60 Food manufacturers**  
supported with **£159k**  
of funding through 4 rounds  
of the Reformul8  
Challenge Fund

**66 Reformul8 Partners**  
committed to supporting  
successful reformulation  
and collaboration across  
the whole food system

**8 innovative academic**  
projects delivered through  
the Healthier Product  
innovation Fund,  
with **£80k** of funding

**13 Scottish bakers**  
were supported to improve  
the nutritional content of  
their products, with **£50k**  
of funding from Food  
Standards Scotland

**16 student placements**  
developing innovative  
ideas and creating the next  
generation of food scientists  
to deliver change

# Celebrating Success!

## Butchers, Bakers and Ready Meal makers



### Simon Howie

Scotland's best-selling black pudding producer Simon Howie explored whether they could reduce the fat content in the product, reducing the calories and making it a healthier choice for our customers. With support and funding of £3000 which covered raw materials used in the development phase, production time and the nutritional and microbiological testing of the finished product. **The project saw results of almost 30% reduction in fat as well as sodium reductions.**



### Bells pies

As Scotland's no.1 pie brand, Bells are proud to be part of everyday Scottish life. **Bells received £5,000 of funding from the Reformul8 Challenge Fund 2** to reduce the sodium content of their pie shells and achieved after some trail runs **achieved a reduction almost 50% sodium**, which equates to a reduction per annum of almost 9 tonnes of salt, the equivalent to 9 cars!! Bells were also successful in receiving funds from the Reformul8 Challenge Fund 3 and have estimated a fat reduction of over **880 million calories per annum!**



### Strathmore Foods

Strathmore Foods, one of the UK's leading ready meal manufacturers, was **awarded £2000 from the Reformul8 Challenge Fund 2**, along with tailored advice and guidance, to review its existing food range and develop an action plan to meet UK calorie and salt reduction targets.

**Over 109 million calories (based on estimated sales) removed from macaroni cheese products**, through just 1 small change to the base recipe.



One of the biggest wins from our reformulation project was finding a use for a by-product from within our own production chain.

**Katherine Wernsen-Towler**  
Technical Director, Simon Howie



Our sales volumes mean that the overall benefits from our reformulation project could be significant. A 10% reduction in salt or calories across our products could add up to some huge figures – almost Brian Cox scale numbers – in reduced calorie and salt consumption nationwide.

**James Smiles**, Technical Manager, Strathmore Foods

# Innovative Initiatives – Funding success

To support the food and drink manufacturing industry to make products healthier a number of innovative initiatives have been created and developed as core deliverables for the programme.

## Reformul8 Challenge Fund

Established to support industry with the associated financial cost of reformulating products, including trialling recipes and process changes, improving production capacity, nutritional testing and technical support. Four rounds of the Reformul8 Challenge Fund have been delivered with £159k of funding secured from Scotland Food & Drink. Over 90 applications received and 60 successfully funded projects delivering a range of projects from fat, sugar and sodium reduction to fibre enrichment. Funded projects include a range of well-loved Scottish brands including MacSween, Bells, Malcolm Allan, Simon Howie, Borders, Deans, Arran Dairies, Cobbs, JG Ross and Strathmore foods.



## Healthier Bakery Fund – The Bakers Dozen

Launched in 2023, with £50,000 of funding provided by Food Standards Scotland, 13 Scottish bakers have risen to the challenge of making their products healthier. Projects ranging from fat, salt and sugar reduction to fibre enrichment and portion size reduction. Much-loved brands and high street bakers have received funding including Aulds Delicious Desserts, Cobbs Bakery, Dean's of Huntly, Stoats, and Stockan's Oatcakes have been awarded funding and bespoke support.

**You really can have your cake and eat it!!**



# Reformulation for Health Timeline

2019	<p><b>Launch of Reformulation for Health programme</b></p> <p>Programme of awareness raising to industry</p> <p>First student placement</p>
2020	<p>Consumer and Business research on attitudes to reformulation</p> <p>Reformul8 Advice Tool goes live</p> <p>Healthier sweet and savoury bakery webinars with QMU</p> <p>Reformul8 Champions launched</p> <p><b>Reformul8 Challenge Fund - first Round</b></p>
2021	<p>Three webinars on reformulation in bakery, and the role of fibres in reformulation</p> <p>Four podcasts, covering the process of reformulating, the use of fibres in reformulation, and all things sugar.</p> <p><b>Reformul8 Challenge Fund- second round</b></p> <p>Launched our Reformul8 Partnership</p>
2022	<p>Fibre February campaign, webinar and podcast on fibre use in reformulation</p> <p>Salt Awareness Week webinar, podcast, and newsletter</p> <p>Reformul8 Showcase; 'Celebrate, Collaborate, Reformulate' event</p> <p>Reformulation for Health guide launched</p> <p>Focus on Fat campaign, with a podcast and newsletter</p> <p>Celebrating Food and Nutrition week -Action on Fibre</p> <p>Sensory analysis and Consumer testing guide launched</p> <p><b>Reformul8 Challenge Fund - third round</b></p>
2023	<p>Healthier Product Innovation Fund - 8 academic projects</p> <p>Healthier Bakery Fund -13 successful projects</p> <p>Salt reduction supplier database published</p> <p>Healthier Bakery podcast with Bakery and Snacks Magazine</p> <p>66th Reformul8 Partner committed to support reformulation</p> <p>Celebrating Food and Nutrition – Innovation for Health</p> <p>Healthier Bakery webinar</p> <p>Healthier Bakery Guide launched</p>
2024	<p><b>Reformul8 Challenge Fund - fourth round</b></p> <p>Participated in Bakery &amp; Snacks podcast on health</p> <p>Presented at worldwide industry event Bakery Live</p> <p>Supported Action on Fibre – Fibre February webinar</p> <p>Hosted Celebrating Innovation and Reformulation for Health event</p>

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We reduced salt by an average of 39% across all 4 flavours and an average of 31% reduction of sugar. Our advice to businesses looking to reformulate? Talk to other people who have done it already. And do taste tests and focus groups with consumers – you need to understand what different people think.”

**General manager,**  
Growers Garden

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As a key food manufacturer in Scotland we consider ourselves to have an important responsibility to offer consumers healthier alternatives to traditional favourites... it makes sound commercial sense too and there is definitely strong consumer demand.

**Carlyn Paton,**  
Director, We Hae Meat

# Innovative Initiatives – Funding success

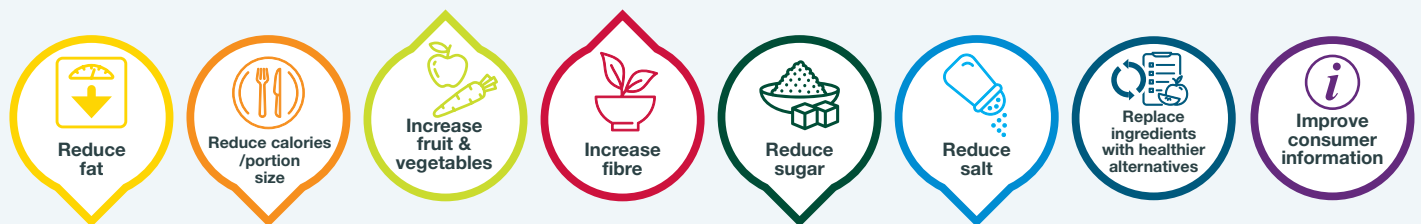
## Reformulation Partnership – together for success

**Food and drink manufacturers can't reformulate alone.** We have a network of committed organisations from across Scotland's whole food system who are active in a variety of areas of the reformulation process. We have grown our Reformul8 Partnership to a network of 66 organisations, all with a primary or facilitating role in reformulation from ingredient suppliers and food producers to academia and innovation specialists. The growth of the Partnership illustrates the potential for wider reformulation, especially with potential mandatory calorie labelling and HFSS legislation. Further support can ensure the agility and growth of this network.

Helping food businesses  
**REFORMUL8**  
for a healthier future



### The 8 elements of the Reformulation for Health programme:



## Healthier Product innovation Fund

**Launched in 2023 The Healthier Products Innovation Fund for Scotland was developed in partnership with Interface.**

The competitive fund supports Scottish businesses in developing healthier products by utilising the world class knowledge base and facilities across Scottish universities, research institutes and colleges. 8 academia to business projects have shared £80k of funding through the Scotland Food & Drink Recovery Plan.



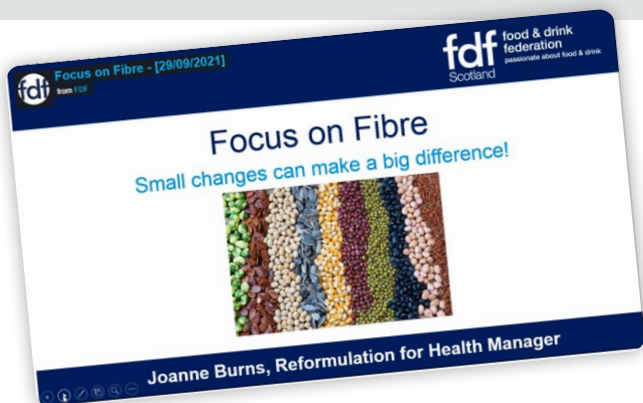
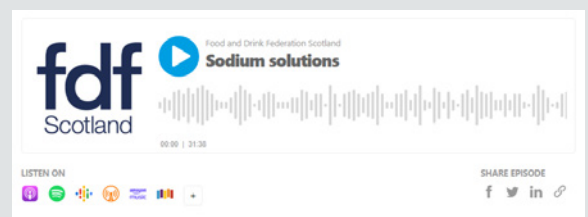
# Support for Industry

Across the food industry there are differing levels of awareness on reformulation, the solutions to help make products healthier and the range of labelling and nutritional targets that drive change. We have developed a suite of resources to support industry with their reformulation journey.



## Podcasts

9 podcasts have been developed and delivered to advise on how to reformulate successfully with hundreds of people tuning in for support from our range of guest speakers and industry experts. With topics such as Focus of Fibre, Chewing the fat and Sodium Solutions. We have also contributed to many external podcasts and webinars including Bakery & Snacks, Highlands and Islands Enterprise, Bakery Live, Opportunities North East.



## Webinars

Delivering a wide variety of in-depth webinars on current guidance and alternative ingredient solutions that deliver successful reformulation. Based on a range of reformulation themes including reformulation in the Bakery industry, Fat reduction, Spotlight in Sugars and Salt reduction. Providing knowledge transfer from academic partners, public health experts, ingredient companies and food manufacturers.



## Quarterly Upskilling campaigns

Campaigns covering topics such as salt awareness, focus on fibre, fat reduction and spotlight on sugars have been shared with our network of food manufacturers and stakeholders with input from innovative ingredient manufacturers, food producers, academia and stakeholders and case studies from previous reformulation projects.



## Advice and guidance

Bespoke one to one business advice and support for all active reformulation businesses. Support can vary from benchmarking products against competitors in the market, developing their reformulation action plan to horizon scanning compliance with current public health targets such as HFSS NPM, Salt 2024 targets and front of pack labelling and connecting businesses to Reformul8 partners who produce solutions that will help their project.



## Student Partnerships - Skills for the future

Working in partnership with Scottish academia to place 16 students within food manufacturers and industry in Scotland. As well as supporting reformulation projects, the initiative is developing the next generation of food technologists and innovators in health.

*"I feel very much inspired by the placement, giving me a strong desire and determination to help improve public health. I am very grateful for the opportunity that I have been given as this is not something that I considered prior to my placement as a Food Science student."*

“ Reformulation for Health have produced some excellent resources to support the food industry in making positive changes to the nutritional composition of their products. The webinars explain why change is important and how to achieve it- really excellent.

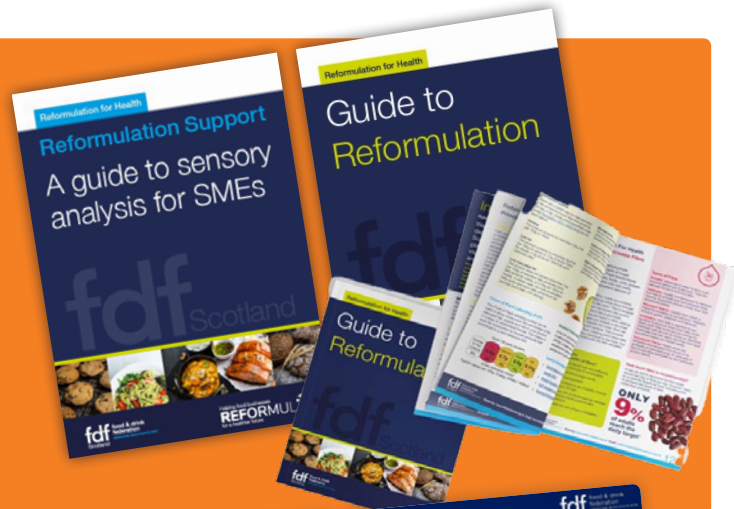
**Nuala Collins** | Reformulation Taskforce lead, Food Safety Authority of Ireland

**We have a range of tools and guides available for free on our website to support businesses with practical challenges of reformulation including, where there is a challenge we will try and find the solution.**



### Guides

From listening to our businesses and stakeholders we developed 3 industry guides free to support with common challenges. Our Reformulation for Health Guide covers the key principles of our 8 themes of reformulation. The Sensory Analysis Guide illustrates how SME food manufacturers can gather consumer testing and sensory information allowing them to select the best formulations for production, and our Healthier Bakery guide provides excellent advice and guidance to bakers on why and how to improve the nutritional composition of their products.



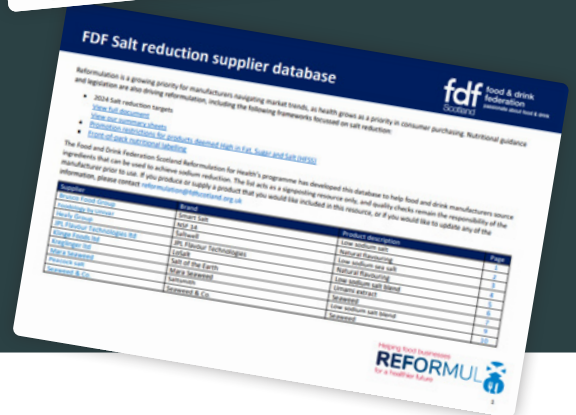
### Industry Fact Sheets

Navigating the wide range of public health targets including Salt reduction 2024 and calorie reduction can be a long and challenging process for some SMEs. We have condensed the relevant targets and collated them into user friendly sector specific factsheets, negating the need to understand the full document. These include sector specific guides for bakers, butchers, dairy, ready meals & pizza, crisps and snacks and sandwiches.



### Sodium Reduction Supplier Database

Developed by the Reformulation for Health programme to help food manufacturers find the right solution for their sodium reduction projects. Detailing a range of lower sodium ingredient suppliers and the technical application of their products, as well as linking to nutritional guidance and legislation relevant to sodium reduction.



### On-line Advice Tool

The user friendly online tool generates sector specific advice to help producers use health as a business driver. Bespoke guidance is generated for each business including advice on sector specific nutritional and public health targets and links to support mechanisms.

## Expert Opinions

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We have seen the real benefit of the Reformulation for Health programme, not only with the support we have had for student engagement with industry, but with working with industry to help them to start the process of reformulating their products for health. I am in no doubt that this programme can bring about the changes required to ensure the Scottish Food and Drink industry feeds the nation in a health-conscious manner.

**Jonathon Wilkins** | Programme Leader for Food and Consumer Science, Abertay University

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The Reformulation for Health programme plays a crucially important role promoting the need for reformulation and providing bespoke support to food manufacturers in Scotland to reformulate.

**Laura Wilson** | Head of Public Health Nutrition, Food Standards Scotland

### Thank you for your support and engagement with the programme to date.

We look forward to supporting the industry over the coming years as we develop a range of guidance tools, training and events to assist the food industry to meet new legislation, policy and health targets.

If you would like further information on any elements of the Reformulation for Health programme, please contact us on:

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