

# FDF Scotland Success Report

March 2025

# REFORMULATION FOR HEALTH

## Improving the health of Scotland's products and people.

Removing billions of calories and tonnes of fat, salt and sugar from popular Scottish brands.

Since 2019 we have been reformulating the health of Scotland's diet, making everyday favourites healthier from scotch pies, black pudding, lorne sausage and haggis to ice cream, cheesecake, crisps and empire biscuits. Offering unprecedented support to the food and drink industry in Scotland. Paving the way for a healthier future through innovative industry support.

Funded by the Scottish Government the Reformulation for Health programme works to demonstrably improve the health of Scotland's diet and embed the Reformulation for Health programme as the go-to-voice for industry on reformulation support for Scotland. 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.

- ✓ Funding projects with over 90 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.
- ✓ Offering support to industry in meeting voluntary and legislative health targets, labelling and health claim goals.

“ 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

“ The Reformulation for Health programme is vital in supporting Scotland's food industry to improve the nutritional profile of their products, and through this to help everyone follow healthier diets. The success of the programme has highlighted the real benefit of expanding this service across the whole of the UK, to help ensure a healthier food environment for all.

**Karen Betts**  
CEO Food and Drink Federation

Helping food businesses

**REFORMUL**  
for a healthier future



## Making Scotland's favourite foods healthier

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

**11** food and drink  
businesses in the food  
service supply chain funded  
through the Healthier Food  
Service fund, with £50k  
provided by Food  
Standards Scotland

**58%** salt reduction in  
lentil wave snacks

**55%** calorie and **42%**  
Salt reduction in lorne  
sausage products

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

**78** 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

“ This was a learning experience for us all, not least that those tiny tweaks really can make a big difference in the nutritional analysis.

Sandra Nell | Product Developer, Taylors snacks

## Celebrating Success!

### Making everyday favourites healthier.

#### Taylors Snacks



##### Making Waves with new lentil product

The £5,000 we received in the fourth round of the Reformul8 Challenge Fund went towards the cost of ingredients, test packaging for a new 25g size as well as factory trials and nutritional analysis. **The salt content of the finished product has been reduced by around 58%**, from over 2g to under a gramme. We've established the lentil waves as a healthier snacking choice. They're no longer sitting in a nutritional grey area and we can really shout about the benefits that will allow us to market them as a healthy choice, a lower fat source of protein that is HFSS-compliant. It's also brought them within the Nutritional Requirements for Food and Drink in Schools (Scotland 2020).

#### Malcolm Allan



##### Lorne reborn

With funding of £5k from the Reformul8 Challenge Fund 4, Malcolm Allan have reduced the salt, fat and calories in their hugely popular lorne sausage products. The funding went towards lab testing for each modified product, which can be an involved and costly process. Driven by retailer requests to meet the Salt Reduction Targets 2024 salt was the first change we considered. After altering the salt levels in our seasoning we then decided to look at fat and calorie reduction. **We are delighted to have reduced salt by almost 50%, fat from 20% to 2.2% and calories reduced by 55%.**

#### Saltire Patisserie



##### Reducing salt at Saltire Patisserie

Saltire Patisserie, part of the Saltire Hospitality family, is a premier supplier of high quality bread and patisserie to the food service industry delivering excellence through carefully sourced ingredients, innovative recipes, and a commitment to quality that meets the needs of cafes, restaurants, hotels, and catering events across Scotland. They have raised the standard of breads and baked products provided in food service, by reducing the salt and enriching fibre in their breads and bagel products. With funding from the Healthier Food Service fund and Reformul8 Challenge fund 4 **Saltire Patisserie have worked to reduce the salt by 50% and enrich fibre by 50%** in some of their bread and bagel products positively impacting the food service supply chain by offering more diverse, health-conscious choices.

#### Bon Accord



##### Bringing well-loved beverages in line with HFSS

The introduction of promotional restrictions to products considered High in Fat, Sugar, and Salt (HFSS) in England prompted the Bon Accord team to review the recipes of the much-loved range. This led them to apply for support through the Reformul8 Challenge Fund 4, with the funding used for existing product development support. Brand owner Karen Knowles, great-granddaughter of the original business founders in 1903, started by reviewing the Cloudy Lemonade product, adjusting the base ingredient to bring natural sweetness from a fruit juice while also reducing the sugar content. **This product now contains 44% less sugar and is HFSS compliant.**

The learnings from this process have paved the way for further reformulations, with other flavours in line for sugar reduction.

# 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.

## Healthier Food Service Fund

Launched in summer 2024 with £50k of funding from Food Standards Scotland, the fund was developed to support the development of healthier options feeding into the food service sector in Scotland. The vital food service sector includes workplace dining, public sector catering, NHS staff and visitor feeding, higher and further education as well as event catering and cafes. We have been able to support 11 SME food and drink producers to improve the nutritional composition of their products including the development of healthier drinks by Brose Oats, Tempo Tea bar and IO Fibre water, healthier bakery products from Mimi's Bakery, Browning the Bakers and Saltire Patisserie, healthier butchery products from Malcolm Allan and MacSween of Edinburgh as well as improved sandwich ranges and yogurts and local authority provision by Sandwich Larder, Rowan Glen and East Ayrshire Council.

## 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 Auld's 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>Launch of Reformulation for Health programme</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> <p>Healthier Food Service Fund launched</p> <p>Celebrating Innovation for Healthier diets podcast</p> <p>Participated in Westminster Innovation for Healthier Diets tasting event</p> <p>Research on Scotland's retail and food service supply chain completed by Nesta</p>
2025	<p>Celebrating innovation and reform for health conference</p> <p>Developing an online training tool to upskill industry on reformulation processes.</p> <p>Developing a benchmarking tool to identify relevant nutritional standards and labelling claims of a product.</p>



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



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

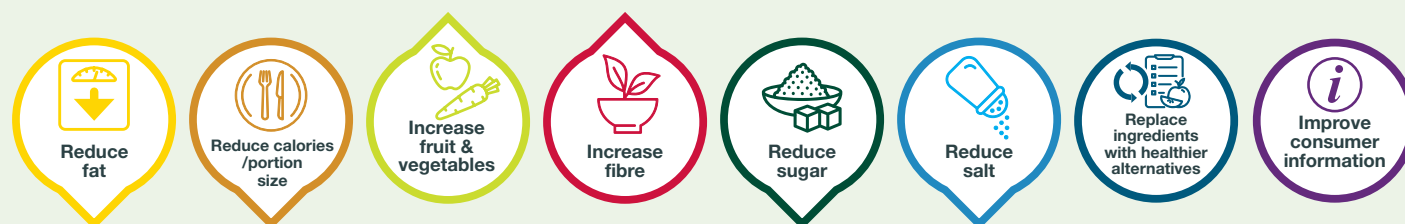
# Innovative Initiatives – Funding success

## 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.



## 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.



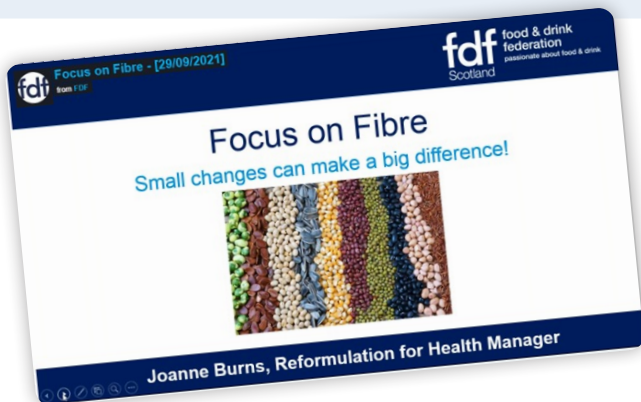
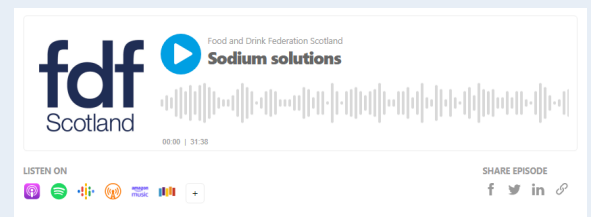
# Support for Industry

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.

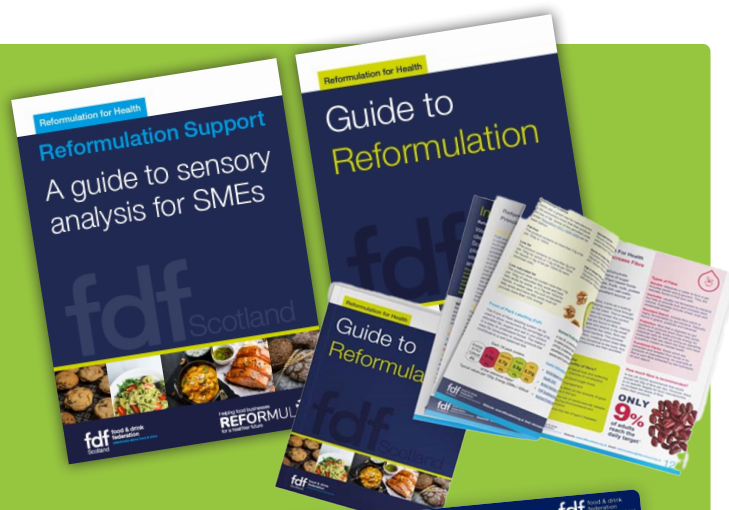
**Nuala Collins** | Reformulation Taskforce lead, Food Safety Authority of Ireland

**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.**



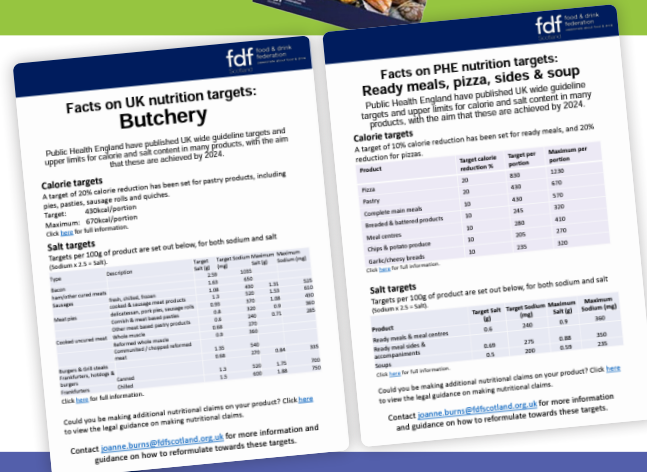
### Guides

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.



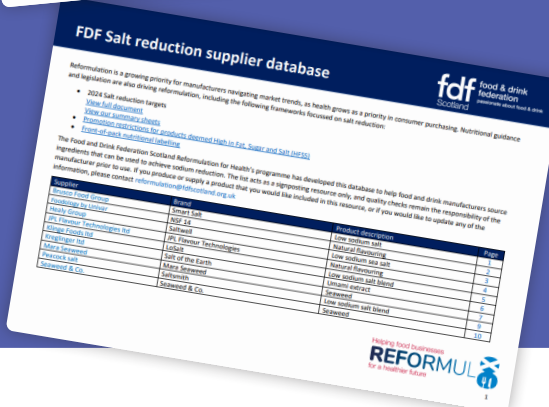
### Industry Fact Sheets

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.

## Academic Support – Futureproofing the industry

“ 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

“ 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 an excellent experience for the both students and Food Science staff.

**Dr Janice Taylor** | Programme Lead Food Science at Glasgow Caledonian University

**Thank you for your continued support for the Reformulation for Health programme in our drive to make Scotland's produce and people healthier.** We look forward to supporting Scotland's whole food system by developing a wide range of resources, including interactive training tools and benchmarking software to make reformulation easier for Scotland's food industry as well as future funding opportunities to help with the associated costs of reformulation, assisting the food industry to meet new legislation and health targets.

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

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Helping food businesses  
**REFORMUL**  
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