

THOUSANDS OF TONNES OF SUGAR REMOVED

“ Retailers are fully committed to helping improve the health of their customers and have led the way in reducing sugar in their products. Thousands of tonnes of sugar have been removed from retailers’ own product ranges to date and continuing work will result in even greater reductions over the next few years. Retailers have shown that reducing sugar levels across a wide range of products is possible but all food businesses must follow suit if we are to see significant reductions in the level of sugar in the nation’s diet. **Andrew Opie, Director of Food Policy.** ”



ASDA
Save money. Live better.

22.5% SUGAR REMOVED IN FAMILY CEREALS



Nutritionist approved upper **sugar limits for 100%** of Boots branded products since 2007



11% OF SUGAR REMOVED
from 15 of the most popular breakfast cereals

M&S
EST. 1884

reduced sugar in soft drinks by

OVER 50%



12%

sugar reduced across their **5 categories**



141 TONNES

of sugar removed from **5 menu items**



204 MILLION TEASPOONS
/857 tonnes removed per year



REMOVED **168 TONNES**

of sugar from own brand soft drinks

the equivalent of 0.3 artic tonnies



Removed up to

50% SUGAR

from 13 products in the classic bakery range including Cakes, Pastries and Cookies



Iceland

173.7

TONNES

of sugar across the ice cream and ice lolly ranges

This is equivalent to the weight of 51 Asian elephants



Conducted extensive testing for new recipe for Kream ball and Krushems.

15% sugar reduction will be rolled out in 2018



112 TONNES

of sugar removed from 29 yoghurts



Achieved a sales weight

21.8%

average reduction of in their peanut butter range



716 TONNES
of sugar

removed from customers’ shopping baskets across **6 categories**



more than

452 TONNES

of sugar removed from own brand cereals



KEY POINTS

- Thousands of tonnes of added sugar have been removed from products.
- Hundreds of new own brand products have been introduced into the market, offering consumers more choice.
- Clear nutrition information including front of pack colour coding and energy declaration in food to go is available for all products to enable customers to make an informed choice.
- Work on sugar reduction started as early as 2008 in many products. A lot of earlier work was done on soft drinks, the top contributing category for sugar, but recent scientific evidence and government recommendations have accelerated work in other food categories. This is why progress varies from category to category.
- Reformulation is a complex process and retailers continue to look to new technologies and ingredients to help deliver progress in more complex products.
- Retailers also reduce portion size as way to reduce sugar consumption, particularly for products which are more indulgent and inherently contain sugar to avoid altering the taste.
- With any reformulation work and portion size reduction, consumer acceptance is essential.

*amounts removed reflective of market share.

ALDI	Removed 255 tonnes of sugar from own-label Grandessa jams, marmalades and peanut butters.
ASDA	Since 2015, 22.5% of sugar has been removed in family cereal lines. 12 more lines will be reduced in 2018.
BOOTS	Nutritionist approved upper sugar limits for 100% of Boots branded products since 2007.
CO-OP	Removed an average of 11% of sugar from 15 of the most popular breakfast cereals, including 25% from cornflakes and 17% from bran flakes.
GREGGS	Reduced sugar by 12% across the 5 categories they represent.
ICELAND	Removed 173.7* tonnes of sugar across the ice cream and ice lolly ranges. This is the equivalent to the weight of 51 Asian elephants. (*estimation based on FY17 sales of selected ice cream and ice lolly lines, compared to the same volume of projected FY18 sales).
KFC	In 2017 KFC conducted extensive testing for new recipe for Kream ball and Krushems. This has resulted in a 15% sugar reduction that will be rolled out in 2018.
LIDL	Lidl have reduced the sugar in both variants of Mister Choc Peanut Butter, the crunchy by 6.85% and smooth by 35.85%; this reduced the category SWA by 21.8%.
M&S	Reduced sugar in soft drinks by over 50% and by Summer 2018 will have achieved a 8% fewer calories, 9% less sugar and 10% less saturated fat across the desserts trifle range.
MCDONALD'S	In 2018 reduced the sugar by 12% in 5 menu items resulting in 141 tonnes of sugar being removed.
MORRISONS	Morrisons have to date removed 204 million teaspoons/857 tonnes per year from breakfast cereals, soft drinks, biscuits, ice-cream since the launch of the Childhood Obesity plan.
SAINSBURY'S	Removed more than 452 tonnes of sugar from own brand cereals in 2016 as well as increasing grain content. They have also removed sugar from a number of the other PHE categories including biscuits, cakes and yogurts.
SPAR	Removed 168 tonnes of sugar from own brand soft drinks; the equivalent of 6.3 artic lorries.
STARBUCKS	Removed up to 50% sugar from 13 products in the classic bakery range including Cakes, Pastries and Cookies.
TESCO	Over 112 tonnes of sugar removed from yoghurts between 2015 and 2016; this is an average sugar reduction of 6%. One product has an 18% sugar reduction.
WAITROSE	716 tonnes of sugar have been removed from our customers' shopping baskets across 6 product categories.