

reduct salt

Health in the Food Industry

Health Emergency

The WHO estimates that 1.89 million deaths occur each year as a result of excessive salt consumption, primarily because of its link to cardiovascular disease. Excessive sodium intake raises blood pressure, a major risk factor for stroke and heart attacks.

Source: W.H.O. Global Report on Sodium Intake Reduction



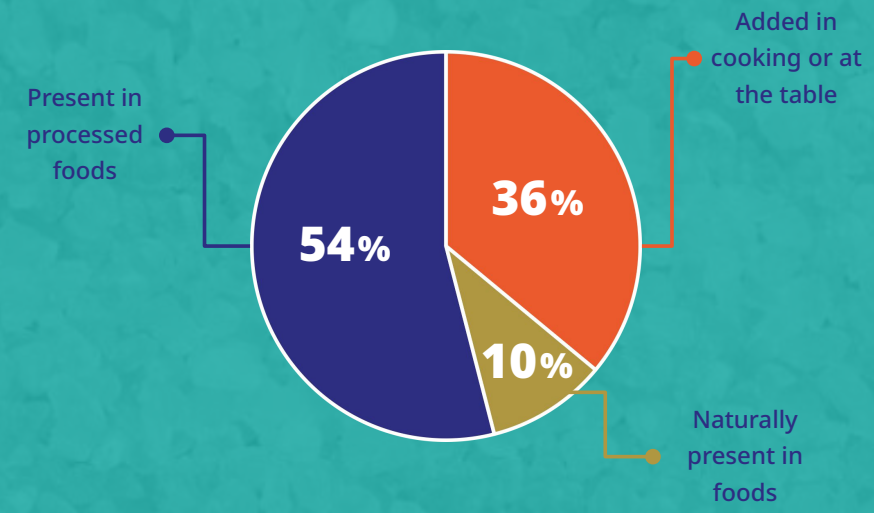
Where is the Sodium?

This situation is worsened by **the widespread presence of sodium-rich foods** and, in particular, ultra-processed products. However, **the issue is not limited to convenience foods and fast food**: many supermarket products also contain high levels of salt for preservation, flavor enhancement, and other industrial purposes.

While ultra-processed foods are an obvious concern, it is equally important to consider **the excess sodium hidden in many "traditional" or "high-quality" foods, such as baked goods, cured meats, cheeses, ready meals, and condiments.**

Excessive salt consumption is often linked to the difficulty of identifying sodium on food labels and to the fact that **people are unaware of how many sources of sodium exist — even in foods that are not perceived as salty.**

Source: W.H.O. Global Report on Sodium Intake Reduction

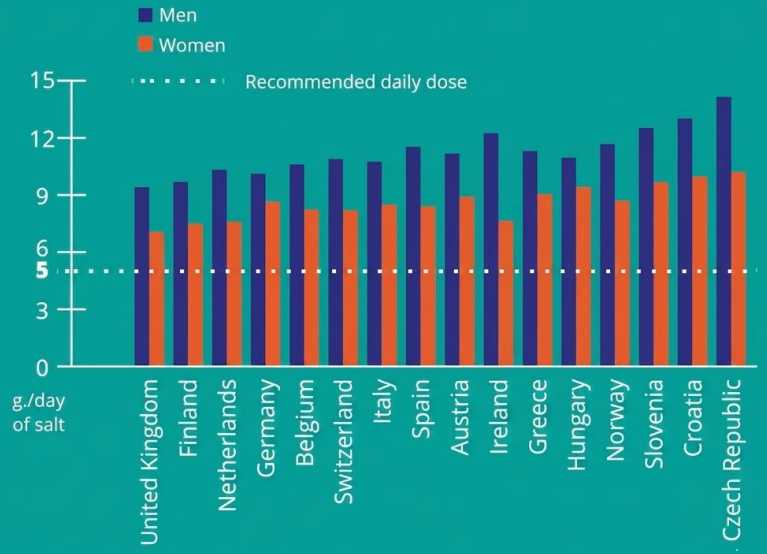


Sources of sodium in nutrition.

Salt consumption in Europe

Europe has some of the highest sodium consumption levels in the world, with significant differences between countries. For example, in some Northern European countries, per-capita sodium intake can exceed **10 grams per day** — well above the WHO-recommended limit of 5 grams (equivalent to 2 grams of sodium).





The Global Call to Action

In 2013, all 194 WHO Member States committed to reducing population sodium intake by 30% by 2030 (Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013–2030). This plan aims to reduce the risk of sodium-related noncommunicable diseases.

In Italy, the National Prevention Plan (PNP) follows the WHO's recommendations, committing to lowering salt consumption through national awareness policies, food reformulation initiatives, and improvements in dietary habits.



Source: Piano Nazionale della Prevenzione

Tools

The tools to achieve these objectives are essentially three:

- **proper nutrition education;**
- **using foods with reduced sodium content;**
- **encouraging the food industry to replace salt with reduced-sodium ingredients.**



The game changer
Reduct Salt represents a **revolution** in reducing sodium without compromising flavor.



Reduct Salt is a stabilized blend of chlorides designed for the food industry.

Advantages

- **1:1 replacement ratio**
- **Does not alter the original recipe, ensuring easy substitution.**
- **Does not affect the flavor of the final product compared to salt.**
- Provides at least a 30% **reduction in sodium content at equal dosage.**
- **Source of magnesium.**
- **Chloride content nearly identical to salt.**
- Its formulation **enhances saltiness**, allowing further reduction of the ingredient in recipes and additional **sodium reduction.**
- **Can help improve the product's NUTRISCORE.**
- **Also available in a potassium-free version**

NUTRI-SCORE
A B C D E

VEGAN FRIENDLY

CLEAN LABEL

- Without additives
- 100% natural
- Vegan product

reduct sal

Nutrition Facts
Average values per 100 g of product

Energy	kJ/kcal	**0**
Total Fat	g	**0**
of which saturates	g	**0**
Carbohydrates	g	**0**
of which sugars	g	**0**
Fiber	g	**0**
Protein	g	**0**
Salt	g	**66**
of which sodium	g	**26**

VS

Salt

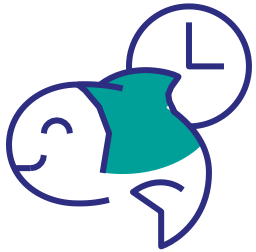
Nutrition Facts
Average values per 100 g of product

Energy	kJ/kcal	**0**
Total Fat	g	**0**
of which saturates	g	**0**
Carbohydrates	g	**0**
of which sugars	g	**0**
Fibre	g	**0**
Protein	g	**0**
Salt	g	**100**
of which sodium	g	**39**

Competitive Superiority

Characteristics	Traditional Salt	Potassium-based Substitutes	Reduct Salt
Low sodium content	✗	✓	✓
No taste alteration	✓	✗	✓
No production change	✓	✗	✓
Suitable for all consumers	✓	✗	✓
Clean label	✓	✓	✓
Source of magnesium	✗	✗	✓

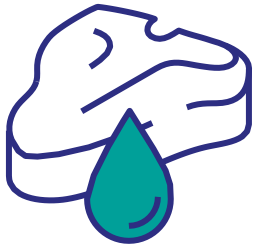
...further advantages



Extends **shelf-life**



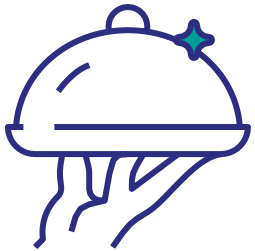
Enhances the product's **texture**, both on the palate and when cut.



Improves the product's **hydration**



Allows for a reduction of added **polyphosphates**



Finds **application** in all food-industry products

Certifications

Reduct Salt is **IFS** certified, ready for global export, and fully aligned with WHO strategies for sodium reduction.

It contains no potassium chloride, meets **clean label** criteria, and is a safe and stable salt alternative for all food categories.

ISO 9001:2015

IFS Food

Sustainability

- Bags produced with PE from organic and renewable sources with negative CO_2
- New one-way plastic pallets to ensure maximum compliance with regulations / certifications
- 20 kg bags
- Pallet of 48 bags – 960 kg



Countries that have already set sodium limits on finished products

Argentina:
Confectionery and bakery products, bread, savory snacks, ready meals, processed meats and seafood, sauces.

Saudi Arabia:
Bread, bakery products.

Austria:
Ready meals, sauces, and condiments.

Belgium:
Bread, bakery products.

Bulgaria:
Dairy products, bread, bakery products, processed meats, processed vegetables and legumes.

Croatia:
Bread, bakery products.

France:
Baguette and, shortly, on other types of bread.

Greece:
Ready meals, sauces, condiments, processed vegetables and legumes.

Netherlands:
Bread, bakery products.

Serbia:
Processed meats and seafood.

Slovakia:
Confectionery and bakery products, bread, savory snacks, ready meals, processed meats and seafood, sauces.

Spain:
Bread, bakery products.

South Africa:
Bread, bakery products.

Hungary:
Confectionery and bakery products, bread, savory snacks, ready meals, processed meats and seafood, sauces, beverages, dairy products, processed vegetables and legumes.

National Initiatives

Italy has fully committed to the WHO goals through the PNP

- **Objective:** Reduce the population's sodium consumption to **5 grams per day** (equivalent to **2 grams of sodium**), as recommended by the WHO.
- The plan includes a series of interventions, including **awareness-raising** and the **adoption of low-sodium foods.**

ISpecifically, Italy will participate in the 2026 "**Salt Awareness Week**", an international initiative focusing on reducing sodium consumption in the daily diet.

This week represents an opportunity to raise awareness among citizens, food industries, and healthcare professionals regarding the importance of reducing sodium to improve public health.

During this week, events, information campaigns, and educational activities will be organized to inform consumers about the risks of excessive sodium consumption and healthier alternatives, such as **Reduct Salt**.

The initiative is part of a global commitment to promoting **health and well-being** through a more balanced, low-sodium diet.

March 2025 Update



- WHO confirms its commitment to **reducing sodium intake by 30% by 2030** (2025 deadline extended to 2030);
- The WHO strategy to achieve this goal is based on reducing both discretionary and non-discretionary sodium consumption;
- WHO recommends using a salt and potassium blend for discretionary consumption;

- The following recommendations / evidence emerged from the WHO study:
  - Metallic and bitter taste
  - People suffering from kidney disease are exposed to a higher risk of hyperkalemia;
  - People taking diuretics such as amiloride or spironolactone, ACE inhibitors, angiotensin receptor blockers, or other medications should avoid taking potassium salts;
  - People with certain heart conditions could experience a worsening of specific heart rhythm disorders;

- Certain European large-scale retail (GD and DO) chains have decided to include the above warnings on labels.

<u>The WHO study did not consider other mixes, because at the time of the study, no other solutions were available.</u>

Italy: 2026 Tax Credit

- Reformulation testing with **Reduct Salt** is included in **Research & Development** activities, and therefore qualifies for **tax credit** opportunities.
- Benefit: Recovery of **10%** of the technical personnel cost.

FOR INFO:

https://www.mimit.gov.it/images/stories/normativa/LineeguidacreditoRS-4luglio2024.pdf





Innovate!

Replace salt with REDUCT SALT

REDUCT SALT is an **MVG srl** Faenza product.
Designed, produced, and developed in Italy.

For information:
info@reductsalt.com
+39 0546 46202
www.reductsalt.com

Follow us