



# General Guidelines

“Worldwide Research & Development teams are continuously updating our nutritional guidelines, which act as a global framework for product innovations or reformulations. They are the result of in-depth collaboration and are referred to by all Puratos researchers when developing or renovating products.

The nutritional guidelines accompany the R&D teams, helping them increase nutrients and ingredients recognized for their positive impact on health, such as fibres or wholegrains. They also help them reduce nutrients that should be limited in our daily diet, such as salt and low quality fats”



## Calories

- Reduce calories mainly by decreasing fats of low nutritional quality (without increasing sugars) and/or replacing sugars with low calorie ingredients (e.g.: fibre, water, polyols etc.)



## Fat

- Remove or reduce fats of low nutritional quality (i.e. fats rich in saturated fatty acids) or replace them with fats of good nutritional quality (i.e. fats rich in unsaturated fatty acids)
- Remove trans fatty acids (TFA) (max 2% on fat basis)



## Salt

- Reduce the quantity of salt as much as possible



## Sugars

- Limit the quantity of sugars as much as possible
- Fat reduction must not be compensated by an increase in sugars



## Grains & Seeds

- Increase the quantity of grains & seeds as much as possible
- Focus on including wholegrain versions where possible



## Fibres

- Increase the quantity of fibres as much as possible