
International Food Technology Summit & Expo 2010

Iniciativas Saludables



Productos Reducidos en Sodio

Mesa Panel



HEINZ MEXICO



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Estrategias e Inicitivas para la reducción de sodio en productos Heinz.

La iniciativa de la reducción de sodio para HJ Heinz viene desde la creación del programa:

Health and Wellness

En el año fiscal FY- 2007 y 2008

Mediante la estrategia de productos:

Better for You

Buenos para Ti



Revision del Flujo de la Estrategia

Executive Summary

- **Estrategia Global H&W**
 - FY07-08: BFY (4 tiers)
 - FY09: Plataformas de Crecimiento
 - FY10: Revision de BFY
- **“Better-for-you:” New Thinking**
 - Creación de Valor
 - Manejo del Riesgo
- **#1 Risk Today: Sodio**
 - Correlación con la Salud
 - Presión Externa
 - Consumidores
- **HJH: Ser parte de la solución de Na Issue**
 - Historia, progreso
 - Reducción de Sodio

TODAY'S ASKS

1. **Alineación de la propuesta BFY**
 - Valor = Estimular y Explorar H&W
 - Risk = Asignación de recursos, presupuesto
2. **Elevar la conciencia del riesgo del Na, acciones**
 - Revisión de Formulas = Revisión de Na
 - “Indulgent” = No Exento
3. **Hacerlo parte de una estrategia global**
 - Participación de todos los BU

*HJH H&W Vision:
“The World’s Trusted Source for
Great Tasting, Nutritionally Balanced
Food Every Day”*



Estrategia H&W: Revisión del Progreso

FY07-FY08:

Productos = "Better-For-You"



FY09:

Consumidores = Crecimiento

Lifestyle



Weight Management



Infant / Nutrition



Health Management



FY10: Revisión "Better-For-You"

- **Economía Global → Confusión en Marketing**

"Ser Bueno y Saludable es importante ahora?"

Si lo es, como lo comunico?"

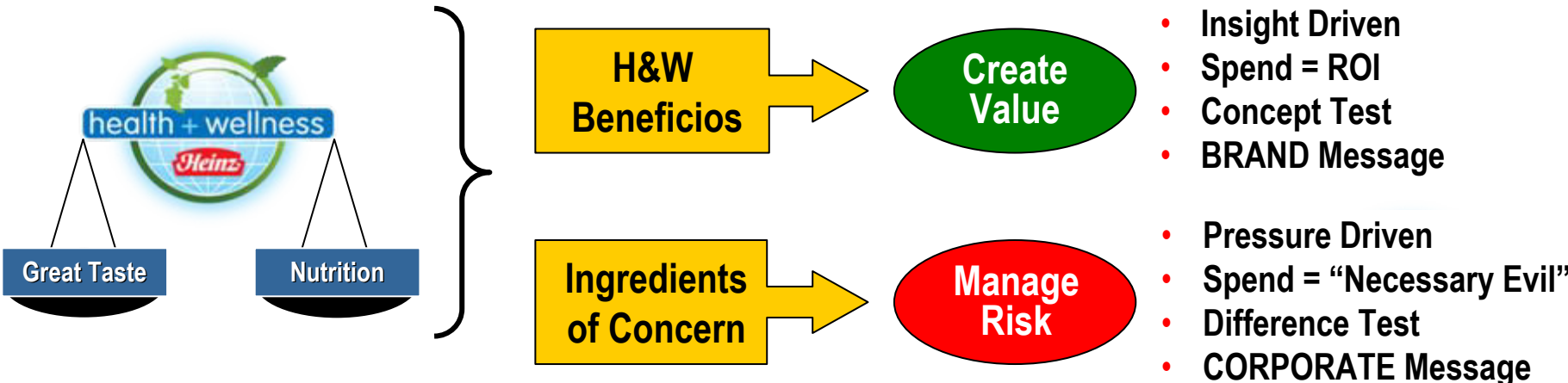


Better-For-You: Una nueva forma de pensar

- Pensamiento Actual: Todas las iniciativas BFY crean valor



- Nueva Pensamiento: Interes por los ingredientes = Manejo del riesgo



Estrategia Global BFY : Tendencias H & W



HJH H&W Vision:
"The World's Trusted Source for Great Tasting, Nutritionally Balanced Food Every Day"

H&W Benefits →

Create Value

- ✓ Granos enteros
- ✓ Harinas enriquecidas
- ✓ Ayuda a la digestión

- ✓ Control de Peso
 - Saciedad
 - Control de Porciones
- ✓ Ingredientes Funcionales

- ✓ Edades específicas
 - Adultos
 - Niños

Ingredients of Concern →

Manage Risk

- ✓ Sodio
- ✓ Alta Fructosa

- ✓ Grasa Saturada

- ✓ Azucares
- ✓ Calorias

FY09-10

FY11-12

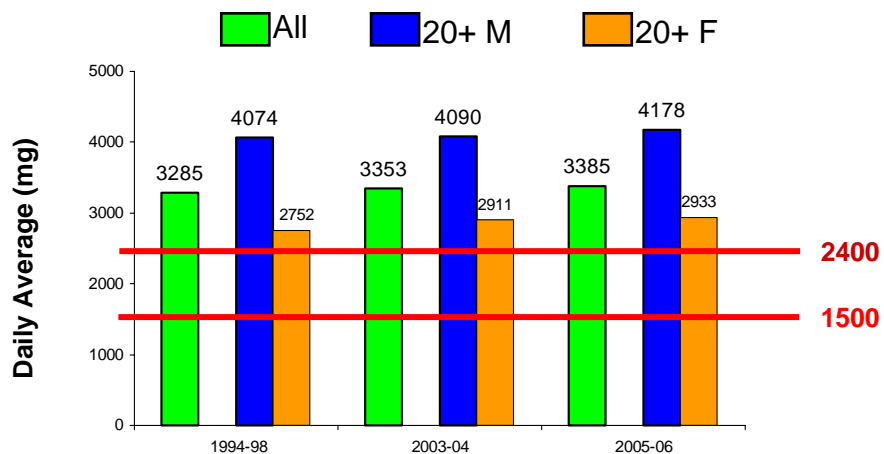
FY13+



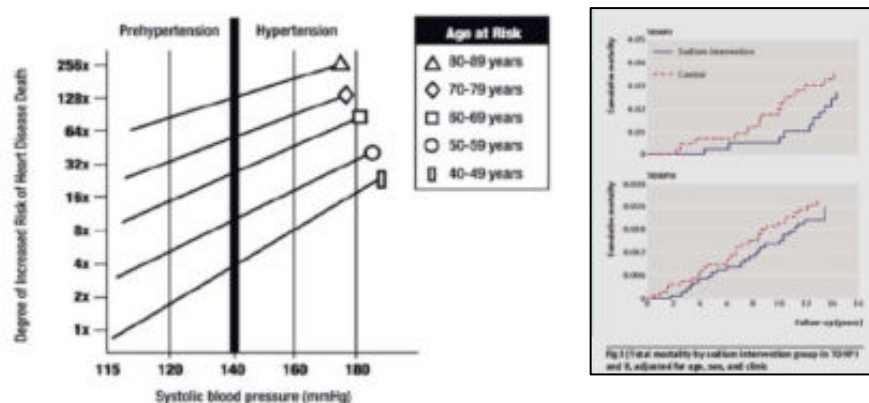
#1 Risk = Sodio: Porque no podemos ignorarlo?

Evidencia Cientifica = demasiado SODIO es Dañino

Consumo de Na = Well above guidelines



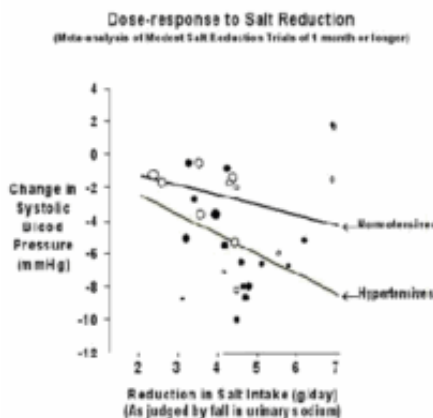
Link to BP, heart disease



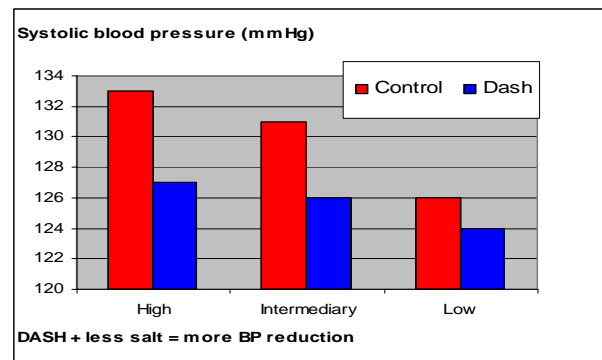
Trials of Hypertension Prevention (TOHP 1 & 2)

Lowering sodium reduces BP

Meta-analysis of salt-BP trials



Low sodium + healthy diet = Max BP reduction

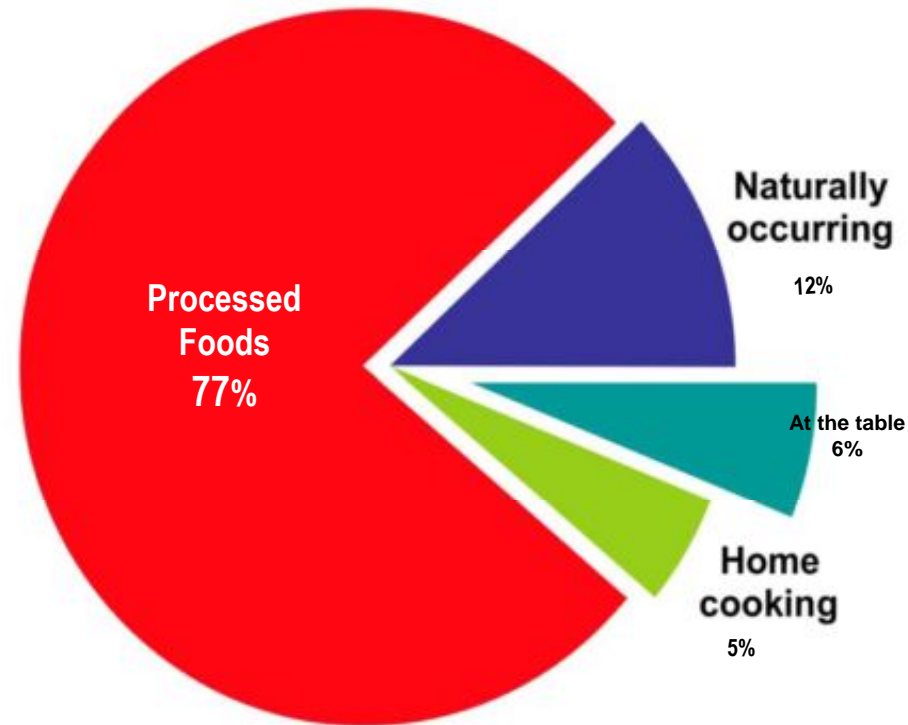


Appel et al, New Engl J Med 1997;336:1117-1124.

Sacks et al, New Engl J Med 2001; 34:3-10.



#1 Risk = Sodio: Porque no podemos ignorarlo



Sodium Intake



Sodium Reduction Task Force Output

- Solidified Guiding Principles



- Refined Global Options

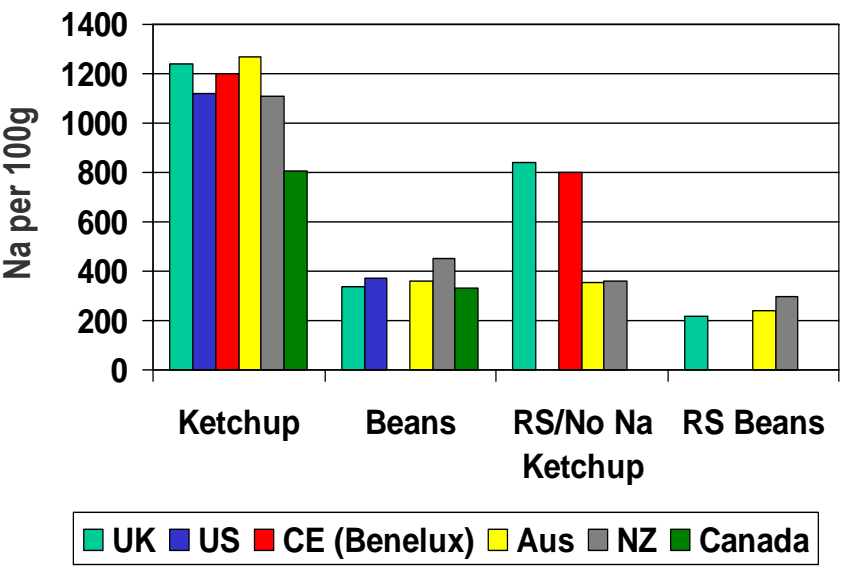


- ✓ Leverage scale
 - ✓ Global pricing
 - ✓ Proprietary technology
- Streamlined Communication
 - ✓ HJH Na Reduction Statement



Sodium Reduction Task Force Output

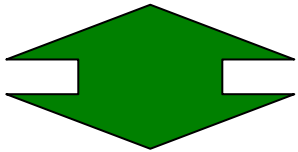
- Global Benchmarking



- Consolidating Regional Efforts

EU Ketchup Team - Netherlands

- Prototypes WIP = FSA targets
- Preference testing = Progress
- Salt replacers, enhancers



US Ketchup Team

- Evaluating ↓ Na = Regular Ketchup
 - Maintain ingredient list
 - Salt substitutes
 - Salt enhancers



Introducing Heinz Ketchup with 15% Less Sodium

Health and Wellness Insights

- Science increasingly shows that too much sodium is harmful
- American consumers' sodium intake is significantly above guidelines
- Consumers' primary source of sodium is processed foods



- Recent studies suggest a modest nationwide reduction in salt intake could save about \$24 billion in healthcare costs a year.*

To address these insights, Heinz is pleased to announce a **15% reduction in sodium** across all mainline Ketchup SKUs.

Rigorous Qualification

We know that consumers love the taste of Heinz Ketchup, and they don't want it to change. That's why we've undergone extensive testing to ensure that consumers like reduced sodium Heinz Ketchup as much as they always have!

There is no change in our ingredients, just a reduction in sodium!

Current Ketchup Nutrition Panel

Nutrition Facts	
Serving Size 1 Tbsp (17g)	
Servings per Container about 20	
Amount per Serving	
Calories 20	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 150mg	3%
Total Crap 10g	2%
Caloric Fiber 0g	0%
Sugar 0g	0%
Protein 0g	0%



Reduced Sodium Nutrition Panel

Nutrition Facts	
Serving Size 1 Tbsp (17g)	
Servings per Container about 20	
Amount per Serving	
Calories 20	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 128mg	2%
Total Crap 10g	2%
Caloric Fiber 0g	0%
Sugar 0g	0%
Protein 0g	0%

Product Details

- Flow-through in all core ketchup SKUs
- Ships beginning summer 2010

Source: Foodna (gov) Modest salt cut could save billions in healthcare costs, 27-Jan-2010





Summary

Reducir el Sodio en los alimentos procesados industrialmente contribuye:

- **Al mejoramiento de la salud pública**
- **Ayuda a prevenir la hipertensión causada por el consumo elevado de sodio.**
- **Reduce los costos del Seguro Social**
- **Previene enfermedades relacionadas con el consumo alto de sodio.**
- **Cambiar los hábitos de consumo de sodio en la población.**