

SODIUM SOLUTIONS

Redefining Sodium Reduction as a Flavor Opportunity

Reducing sodium isn't just a health initiative - it's becoming a global mandate. Stricter regulations and health-conscious consumers are fueling demand for foods with lower sodium content.



Taste still reigns supreme

32%

of global consumers consider low salt an essential driver for purchase.



88%

of global consumers say flavor is the #1 reason they choose a food product.



<40%

of reformulated or newly launched products see sales growth after two years.



What are Craveable Impact Sodium Solutions?

Flavor-First Approach

We ensure flavor, texture, and satisfaction still reign supreme when we reduce sodium.

Master Blenders

We select the best raw materials to craft proprietary, custom-tailored solutions.

Built for Performance

Achieved up to 70% sodium reduction* while maintaining in-market performance.

Global Toolkit, Locally Relevant

Our flexible portfolio easily adapts to diverse markets and applications.

*In select regional cases and applications

Our path to lower sodium success

Our technical, culinary, sensory and regulatory know-how work together to deliver superior, ready-to-scale solutions.

Applicable in:



Meat & Poultry



Snacks



Prepared Meals



Sauces & Dressings



Breadings & Coatings



Plant-Based Proteins

The Sodium Solutions Development Process



Starting Point

Understanding Your Brief

Consumer Target
Flavor Profile
Sodium Target

Our Process

Blending Expertise

Food Science
Technical feasibility

Culinary
Flavor-first product design

Sensory
Iterative testing & validation

Nutrition
Quantify the full health impact

Regulatory
Assess labeling implications

Process
Guarantee performance at scale

Outcome

Sodium Reductions

~25% Achieve ~ 25% sodium reduction in finished products while still delivering great taste.

UP TO 70% Target more ambitious goals with proprietary tailored systems, including lower sodium and no-sodium blends – with select cases achieving up to 70% sodium reduction.