

Introducing



Craveable Impact 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.

But 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



Creating Better Together™

Griffith
FOODS

What Is 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, when compared to original/similar formulations. Additional review may be required due to specific country compliance.

Our Path to Lower Sodium Success

Our technical, culinary, sensory, and regulatory know-how working 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**.*

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Get in Touch

Let's co-create sodium solutions designed for Craveable Impact. Reach out to your Griffith Foods partner today to get started.