

Our position on sugar

Key message

Vandemoortele supports the World Health Organization's recommendation that people should reduce their energy intake from sugar. One way we do this is by offering customers and consumers a wide range of sweet and savoury products containing varying amounts and types of sugar. This makes it easy for them to choose products that are most appropriate for their diet.

Background

Sugars are types of carbohydrates (mono- and di-saccharides). They are naturally present in many foods, such as fruits, grains and honey. They are also added to foods during the manufacturing process for a variety of purposes – to enhance sweetness, to improve texture and colour, or to prolong shelf life, for instance.

Sugars, like any nutrient, can have a negative impact on health if consumed in excessive quantities. They provide the human body with 4 kcal of energy per gram. This means that, depending on an individual's energy requirements, consuming sugar may result in an excessive intake of energy. In turn, this may give rise to non-communicable diseases, such as Type 2 diabetes, or increase the risk of cardiovascular problems.¹

In 2015, the WHO recommended reducing the intake of free sugars to less than 10% of total energy intake. In the same year, the European Commission proposed that the proportion of added sugars in food products should be reduced by at least 10% by 2020.²

Our position

Sugar is a key ingredient in many of Vandemoortele's bakery products, especially in our range of our indulgent sweet products. As sugar not only contributes to the sweetness of our products, but also has certain essential

functional properties, it is a continuing challenge to reduce sugar content without hampering taste and mouthfeel. As many of our products are consumed as an indulgent treat, taste and mouthfeel are of critical importance in helping us meet consumers' and customers' expectations.

In order to cater to different health requirements, Vandermoortele is committed to offering customers and consumers a wide range of sweet and savoury products. These enable them to make appropriate food choices without compromising on taste. In addition, throughout our indulgent sweet product range, we are developing innovations that enable people to reduce their intake of sugar. These innovations include products with reduced portion sizes, or in which added sugars have been reduced or partly replaced, preferably using natural alternatives.

At Vandermoortele, we believe that the best way to help consumers make well-informed food choices that fit in with their diet is to provide transparent, accurate nutrition labelling. Accordingly, we are ready to participate in industry-wide initiatives to lower sugar intake (just as we have previously taken part in initiatives to reduce salt content).

¹EU Framework for National Initiatives on Selected Ingredients – Annex II: Added Sugars; 2015

²WHO Guideline: Sugar intake for adults and children; 2015