



**SYNERGY**  
INSPIRING TASTE™



Beverage

# HFSS: Meeting the guidelines

New legislation set out by the UK government is set to restrict where products high in fat, salt and sugar (HFSS) are positioned in-store from October 2022 and banning their inclusion in promotional offers from October 2023. Manufacturers considering reformulation to make their products non-HFSS can take many different forms with a variety of associated taste challenges.

## THE APPROACH

The target for beverages is an HFSS score of 1 or less. In order to achieve this, reformulation of products will focus primarily on reducing sugar. Progress has already been made in this space since the introduction of a soft drinks sugar levy in 2018. However, manufacturers may now be taking the next step towards natural positioning by focusing on the use of natural sweeteners, flavours and extracts.

### TASTE CHALLENGES

- Loss of sweetness
- Undesirable notes from sweeteners
- Flavour impact loss

### SOLUTION

- Sweetness modulator flavours
- Harmonising flavours
- Natural flavours & extracts tailored for less-sweet beverages

Partner with Synergy and discover how we can support your next reformulation project

Contact your account manager or email [UK.marketing@synergytaste.com](mailto:UK.marketing@synergytaste.com)