



Sodium Flex

9 out of 10 Middle Eastern consumers are influenced by how a product impacts their healthy wellbeing.*

Retailers are increasing the expectation on food manufacturers, and more specifically the snack producers, to stop using excess amounts of sodium. The requirement for sodium reduction remain clear but with this the true challenge becomes delivering three essential components: great taste, consumer acceptance and regulatory demands.

Source: Global Data Survey 2021

Nothing herein relieves you from your obligation to comply with all applicable laws and regulations including compliance to the current local regulatory environment.



Great tasting and reduced sodium - Griffco delivers balance to that challenge

Griffco has established itself as a pioneer specifically regarding taste and texture. We have risen to the challenge of retaining these elements whilst enabling our partners and customers to drastically reduce sodium in their formulations. We work with snack manufacturers to deliver ingredient and recipe

solutions that excite, push boundaries, and add value. Marrying this with our in-depth consumer insights capabilities and other core capabilities, we understand the critical factors faced by the savoury snacks industry.

Why Sodium Flex?

- ✔ Sodium Flex provides flexibility by offering a range of options from **'less sodium to no added sodium'**, all tailored to your stance on the matter.
 - 1) Toolkit that will help to **reduce your sodium seasoning from 25% up to 100%**.
 - 2) Toolkit that enables snack companies to go the extra mile by not only **reducing the sodium seasoning**, but also by **reducing the sodium used in the snacks**.
 - 3) Toolkit that allows you to offer snacks without adding sodium in the seasoning all while maintaining the great taste.
- ✔ Griffco does not compromise on taste therefore our toolkits enable less sodium intake for consumers whilst **maintaining a great taste**
- ✔ With a lower sodium content or even no sodium at all, Sodium Flex provides the ability for you to offer products that appeal to **consumers seeking a healthier lifestyle**.



We've created Sodium Flex that will help you **reduce sodium in your snack...**

"Great tasting seasonings, low or no sodium"

your partner for good™

Reach out to us at:

+971 4 5798767 | inquiries@griffcofoods.com

Join us as we help pioneer the next generation of culinary innovation at griffco-foods.com

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