

97%
of our own
brand products
meet the
Government's
2017 maximum
targets for
SALT
reduction*

In August 2018 we reduced the salt content by 21% in our top selling canned soup (by Sainsbury's Cream of Tomato Soup)

21% Salt Reduction

In September 2018 we cut the salt content of all Sainsbury's chilled Cod Fishcakes is at least 40% lower than other retailers' own brand chilled cod fishcakes**

40% lower Salt content than other retailers

In 2017 we removed 23% of salt from our packs of by Sainsbury's 6 Mini Melton Mowbray Pork Pies.

23% Salt Reduction

SEPT 2018

In January 2018 we reformulated our Own Brand Ambient Stir Fry Sauces and removed all (6) red traffic lights across the range

We've eliminated RED TRAFFIC LIGHTS for salt across the range

AUG 2018

JAN 2018

2017

In 2017 we removed 11 tonnes of salt from Own Brand Breakfast Cereals

11 Tonnes of Salt Removed annually from Own Brand Cereals

2017

2016

In 2016 we removed 9.5 tonnes of salt from in-store bakery glazed ring doughnuts and our core bakery cookie recipes

9.5 Tonnes of Salt Removed annually from in-store baked cookies & donuts

*Based on previous 52 weeks sales data (from 10/03/2018)

**Salt content of chilled cod fishcakes: Aldi Cod Fishcakes 0.59g/100g, ASDA 4 Crumb Cod Fishcakes 0.62g/100g, Marks & Spencer 2 Cod Fillet Fishcakes 0.78g/100g, Morrison's 2 Cod Fishcakes 0.73g/100g and Essential Waitrose Cod Fishcakes 0.49g/100g, in comparison to by Sainsbury's chilled Cod Fishcakes 0.28g/100g. Data correct as of 06/12/2018.