

SUGAR REDUCTION

Progress Update



Sainsbury's

Why we're reducing sugar in our products

More than half of adults in the UK are overweight or obese. By the time children in the UK leave primary school, one in three is overweight and one in five is obese.

As one of the UK's leading food retailers, with around 26 million customer transactions every week, we have a pivotal role to play in providing healthy food options which meet our customers' lifestyles and budgets.

Since 2011 we have been committed to ensuring our customers can trust that they can always choose nutritious and healthy foods when they shop with us. Whether that be through increasing our range of healthy foods or helping our customers to increase their veg consumption through promoting new ways to try vegetables. We also have an ongoing programme of reformulation, reducing sugar, salt and saturated fat from our own brand products.

We have been reducing sugar for a number of years but do this work gradually as to change the taste of products too quickly could potentially lead to customers choosing less healthy options. Our ongoing development programme will therefore ensure we continue to improve the nutrient profile of our products while ensuring we never compromise on quality or taste for our customers!

To find out more, see our full commitments on how else we are helping our customers to live healthier lives. www.about.sainsburys.co.uk/making-a-difference/health

What have we achieved?

18%

reduction in sugar tonnage since 2015 in the key categories¹ that contribute to children's sugar intake.

¹These categories include: biscuits, breakfast cereals, cakes, dessert toppings and sweet spreads, confectionery, ice cream, morning goods, puddings and yogurts.

At Sainsbury's we know our customers and how they shop. We have been committed to reducing sugar for a number of years from Sainsbury's brand products – both from those key categories outlined by Public Health England but also more broadly, to ensure we have the most positive impact on our customer's diets. The following are just some of the examples of where we have removed sugar from our customer's baskets over the years...

2014

2267 tonnes

Own brand drinks

of sugar removed from our own brand fizzy drinks, high juice squash and premium juice drinks



2015

4 teaspoons

Ready meals

of sugar removed per pack from by Sainsbury's Sweet and Sour Oriental ready meal (450g)



Yogurts

Through the reformulation of 16 by Sainsbury's yogurts, we have removed 37 tonnes of sugar

37 tonnes



2016

13% reduction

Cereal

in sugar³. That's over 452 tonnes of sugar removed

³Average sugar reduction across the total cereal range



Bakery

removed by reducing fat, saturated fat as well as 75 tonnes of sugar

²From our in-store bakery glazed ring doughnuts and core bakery cookie recipes.

1.5 billion calories²



2017

400+
tonnes

Soft drinks



of sugar removed from our ambient squash and mixers.

Baked beans & canned pasta meals

Over
4
tonnes

of sugar removed. 96% of these products count as one portion of vegetables – making it easier for our customers to achieve their 5-a-day.



Table sauces

Over
29
tonnes

of sugar removed from our tomato ketchups – equivalent to 58 million calories.



2018

557
tonnes

Juice drinks



of sugar removed⁵ – equivalent to 2.2 billion calories.

⁵From 1L and 2L ambient and chilled from concentrated juice drink range.

Biscuits

11%
reduction

in sugar⁴ across our key *by* Sainsbury's biscuits so far... and we have even more to come



⁴Average sugar reduction per 100g

Ice cream

Over
99
tonnes

of sugar removed – equivalent to 397 million calories⁶

⁶Our 1L and 2L ice creams will launch in store later this year



All sugar tonnage based on last 52 weeks sales from launch

“ We know that even small changes can have a significant impact on the nutrient profile of our products which is why our investment in reformulation is just one of our areas of focus. We have made significant progress to date and are committed to continue to reduce levels of sugar, saturated fat and salt; while not compromising on quality or taste.”

Jessica Weston, Nutritionist at Sainsbury's