

Jungbunzlauer's way
to reduce sodium

sub4salt



Jungbunzlauer

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sub4salt

For tasty “low sodium” products

sub4salt helps to substitute sodium without compromising product quality. It is a new, patent-pending mineral salts blend which can reduce the sodium content up to 50% whilst achieving identical taste profiles in final products.

In Western diets the current daily salt uptake adds up to twelve grams of salt per day – most of it coming from processed foods. Research carried out in recent years in various countries showed that there is a linkage between sodium uptake and high blood pressure and cardiovascular diseases.

Awareness campaigns and national health plans have strongly encouraged manufacturers to reduce sodium in their products. The main challenge for manufacturers when doing so is the loss of palatability: adding less salt is not an option as the taste characteristics will no longer be the same.

With the growing market for salt/sodium reduced food products, there is an increased demand for salt substitutes or salty taste enhancing agents. Most of the existing salt substitutes do not match the taste characteristics of pure sodium chloride at a significant sodium reduction level and tend to have bitter or metallic off-notes.



sub4salt helps to reduce sodium content by 25-50% in a formulation without losses in taste.

Compared to other salt reduction systems, **sub4salt** offers four main advantages:

- similar salty taste characteristics
- no additional off-notes
- easy handling
- similar dosage levels

External and internal tests with **sub4salt** in various formulation have shown superior results especially in the following applications:

- soups
(tomato, sweet corn, asparagus, bouillon)
- bakery products
(white/wholemeal bread, pastry)
- sauces
- potato crisps seasonings
- meat products
(ham, coated chicken parts)

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