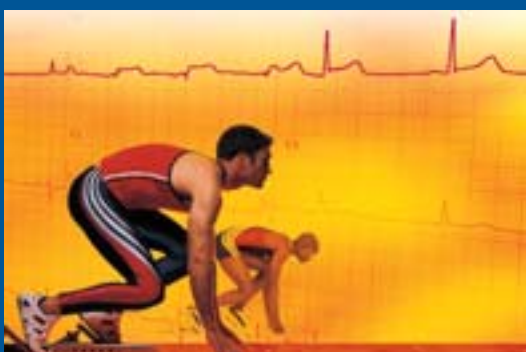


Ingredient of the Year Award 2008

sub4salt<sup>®</sup>



Jungbunzlauer

# Frost & Sullivan lauds Jungbunzlauer for the successful introduction of sub4salt®

The 2008 Frost & Sullivan Award for “Ingredient of the Year” is presented to Jungbunzlauer. The award is in recognition of the company’s successful introduction of the highly beneficial food additive sub4salt® in the European food additives market. The product is used as a substitute for salt and is capable of reducing sodium content in processed foods by up to 50 %. This offering is hence extremely significant in the market. High levels of sodium consumed with food are associated with hypertension and subsequently lead to cardiovascular ailments.

The sub4salt® is superior to the common substitutes of salt as its usage does not compromise with food taste and quality. It is the only product available in the market that is a 1:1 replacement for salt. Its competitive advantages as compared to other products have helped it realise immense market acceptance and is recognised as the most promising ingredient of the year.



## Significance of sub4salt® in the Industry

The daily diet of an average adult in Western countries contains 12 g of salt (sodium chloride), which comes mainly from processed foods (77 % of sodium is consumed from processed food). Various researches conducted across the globe suggest reduction of salt intake to 6 g (that is at least 25 % sodium reduction) for a healthy life as there exists a clear linkage between sodium uptake and high blood pressure and cardiovascular diseases.

### sub4salt® is part of HealthyChoices@Jungbunzlauer

Jungbunzlauer has countered these challenges by developing sub4salt® that reduces sodium content without loss of taste and functionality. sub4salt® is part of Jungbunzlauer’s HealthyChoices portfolio. This portfolio offers solutions as per prevailing food manufacturing trends such as sugar reduction or mineral fortification. The emergent solutions of this program help the company to meet new regulatory requirements. Jungbunzlauer sub4salt® complies with the new Health Claims Directive pertaining to nutrition and health. It contains only permitted additives.

## Advantaged Application Areas

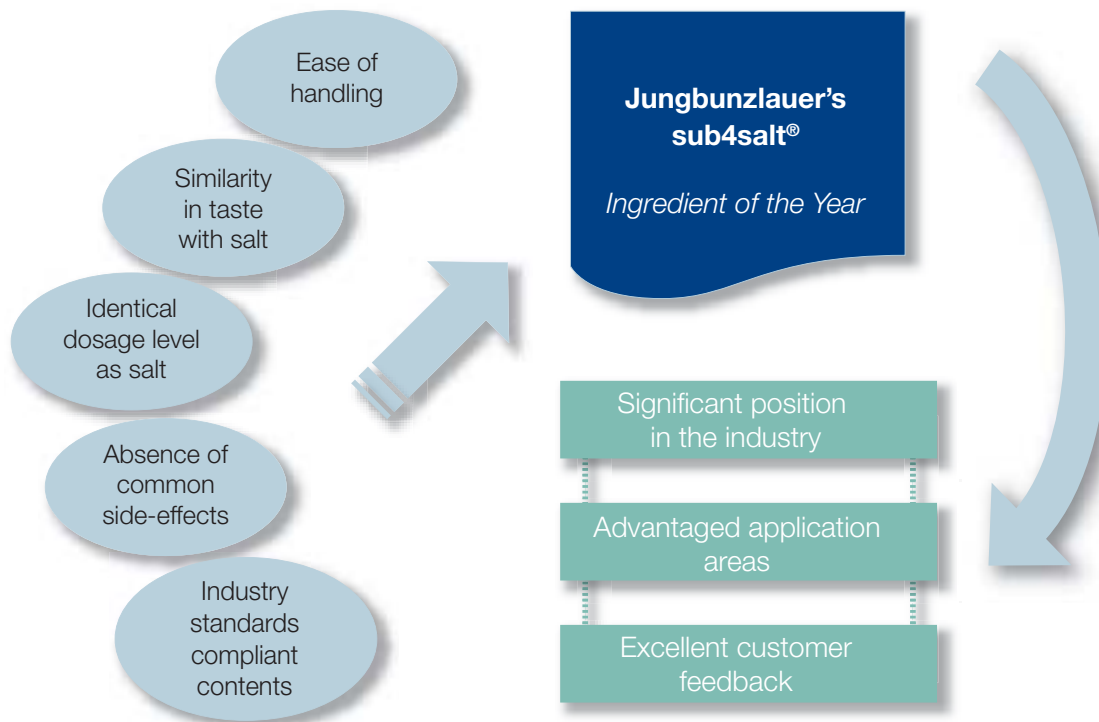
In the European functional ingredients market, sub4salt® has various attributes to eliminate the side-effects of common substitute products of salt. However, no other competing product of sub4salt® has yet been able to match its effectiveness and price competitiveness. Jungbunzlauer’s sub4salt® is much ahead of competition with its ability to replace salt completely without having to sacrifice on taste. Several tests with sub4salt® in various formulation have resulted in superior outcomes across different application areas.

## Excellent Customer Feedback

Jungbunzlauer introduced sub4salt® into the market at a time when the authorities across many countries were framing new directives and regulations for manufacturers to produce sodium reducing additives for processed food in view of the health hazards associated with high sodium content in the food. The new product by Jungbunzlauer, capable of reducing up to 50 % sodium content in the food without loss of taste was thus an instant favorite among customers and end-users. It has been tested by various panels of experts and success proved across a host of application areas such as bakery, meat products, snacks and soups.



The chart below shows the factors that make Jungbunzlauer the worthy recipient of Frost & Sullivan Award for “Ingredient of the Year” in the European functional ingredients market for 2008.



Source: Frost & Sullivan



## Benefits of using sub4salt®

Application area	Application challenges	Benefits
<b>Bakery products</b>	To maintain taste levels as reducing the salt content affects the fermentation process or biochemical reactions during dough formation.	Tests conducted on breads produced with 22.9 g sub4salt®/1000 kg flour instead of 20 g salt resulted in a sharp 25 % reduction in sodium content without remarkable change in taste, appearance or production process.
<b>Soup</b>	Significantly affects organoleptic parameters.	1:1 replacement with sub4salt® in different soup types such as tomato, sweet corn, asparagus and bouillon, led to 35 % sodium reduction without causing any variation in taste from the original soup.
<b>Meat products</b>	Sodium reduction in meat products leads to two main problems namely, lower water binding capacity and yield loss during cooking.	Using 2.2 % of sub4salt® instead of 2 % salt in hams resulted nearly 30 % sodium reduction without any significant change in taste and the desired functionality was kept intact with sub4salt®.
<b>Snacks</b>	Reduction of sodium content in popular snacks such as potato chips and other salty snacks causes adverse effect on the flavor profile lowering market acceptance.	A complete substitution of salt in snacks item with sub4salt® reduced sodium content by up to 35 % with negligible or no impact on the flavor profile.

[www.jungbunzlauer.com](http://www.jungbunzlauer.com)

# Jungbunzlauer

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