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**All Party Parliamentary Food and Drink Manufacturing Group Meeting
Monday 02 November 2009, 1200-1400**

Would you compromise on taste? Join us to discover the challenges of changing product recipes

Summary

The Food and Drink Manufacturing All Party Parliamentary Group met on Monday 02 November to discuss the challenges manufacturers face in changing product recipes.

The session was chaired by Bill Wiggin MP and attended by a range of companies with samples of their products to demonstrate some of the technical difficulties they face when trying to remove fat, salt and sugar from popular food and drink brands.

The manufacturing companies at the meeting included:

- Allied Bakeries
- Kraft
- Mars
- McCain
- United Biscuits
- Young's Seafood

Julian Hunt from the Food and Drink Federation gave a short speech, which highlighted that changing the recipes of well-known British brands is a complex task – and it needs to be done in a way that does not impact functionality, quality, price or consumer appeal.

FDF's members have been voluntarily embracing this particular challenge for a number of years, and they are now leading the way when it comes to the reformulation of popular products – meeting consumer concerns about health in a way that doesn't make any compromises on taste.

Around 20 stakeholders attended including representatives from NGOs, trade associations and manufacturers.

The Parliamentarians who attended included:

- Timothy Boswell MP
- The Baroness Gardner of Parkes
- Robert Goodwill MP
- Doug Henderson MP
- The Baroness Howe of Idlicote
- James Paice MP
- The Lord Taylor of Holbeach
- Bill Wiggin MP

Mission Statement:

To consider the issues of concern to the food and drink manufacturing industry and to raise awareness of these matters in Parliament.