

Call for sugar alternatives

Do you have a product that could help other manufacturers or retailers reduce the sugar content of their products?

We are calling for ingredient manufacturers, product specialists, and researchers who have products or ingredients that may help companies to reformulate. These could either be reduced sugar products or alternative ingredients to sugar. The product should help to reduce the sugar content, while enabling companies to maintain a product's quality and taste, product safety, and shelf life.

If you have a product that could help reduce the sugar content of other products, please fill out the [details here](#) where they will then be available and promoted to manufacturers.

This initiative is part of our ongoing commitment to reducing sugar following the publication of Public Health England's guidelines on sugar reduction, and supports the Government ambition laid out in the Childhood Obesity Plan, to reduce sugar by 20%.

If you have any questions about the database, please contact Amy Glass, Senior Executive (Diet and Health): amy.glass@fdf.org.uk