



Call for sugar alternatives

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

FDF and the British Retail Consortium (BRC) have joined forces to put a call out to 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 to members of FDF and BRC.

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%.

Please fill out the survey with as much detail as possible. Any survey applications that have not been fully completed will not be accepted or passed along.