

# Case Study

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## Alpro



### Plant-Based Alternative to Yoghurt

At the end of 2017 two Alpro plant-based alternative to yoghurt with more fruits and no added sugars (Mango and Cherry flavours) were launched with 5.6g and 6g sugars/100g respectively. This is, on average, 45% lower than the average sugars content of Alpro standard fruited plant-based alternative to yoghurt (baseline 2015). In addition, in February 2019 three more reformulated Alpro plant-based alternative to yoghurt (Strawberry Big Pot 500g, Vanilla Big Pot 500g and Blueberry Big Pot 500g) were launched. The sugars content ranged from 9.2g to 9.6g sugars/100g before reformulation, compared with 7.4g to 7.9g sugars/100g after reformulation. This achieved an average sugars reduction of 29%.



## Premier Foods



### Brand: Ambrosia

Premier Foods has worked extensively on the reformulation of many of the top-selling Ambrosia products in an effort to reduce sugar consumption in UK diets and contribute towards PHE's sugar reduction programme. Reformulation has been successful in standard and 'light' versions of Ambrosia custard and rice pudding impacting all formats, from sharing cans to individual pots. Recent work includes reformulation of Ambrosia rice pudding, Ambrosia flavoured rice pudding pots, Ambrosia flavoured custard, Ambrosia Light 30% less sugar & fat custard and Ambrosia Light 30% less sugar & fat rice pudding (formerly Ambrosia Light custard & Ambrosia Light rice pudding).

All sales data based on volume sales Kantar data 52 weeks ending 8th Sept 2019

Sugar and calorie reductions achieved are as follows:

Product	Sugars Reduction (per 100g)	Energy Reduction (kcal) (per 100g)
Ambrosia Rice Pudding cans	2.3%	3.1%
Ambrosia Rice Pudding pots	3.3%	6.9%
Ambrosia flavoured rice pudding pots	3.5 – 3.8%	3.9 – 4.1%
Ambrosia flavoured custard	19.7 – 30.7%	12.4 -16.2%
Ambrosia Light 30% less sugar & fat custard	32.7%	13.4%
Ambrosia Light 30% less sugar & fat rice pudding	32.6%	12.5%

In total, the reformulation work contributed to a reduction of 305 tonnes of sugar from the UK diet.