As a global food company, Unilever is continuously working to reduce sodium levels in its products. The salt reduction strategy is now further intensified across the portfolio, in an effort to help consumers meet globally recommended sodium levels.

**BACKGROUND/OBJECTIVES:**

- The salt reduction strategy is now further intensified across the portfolio, in an effort to help consumers meet globally recommended sodium levels.
- Dietary impact modelling shows that, in Europe, reformulation of retail products by food industry has the potential to contribute substantially to salt-intake reduction.

**SUBJECTS/METHODS:**

- European sales company has initiated 50 product reformulation projects for salt reduction.
- Reformulation projects are designed to deliver on target of 1 g of sodium reductions per 100 g of product.
- Reformulation efforts are related to specific sodium reduction targets.

**RESULTS:**

- Reformulation efforts are related to specific sodium reduction targets.
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**CONCLUSIONS:**

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**REFERENCES:**

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