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KANTAR WORLDPANEL

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Monitoring progress in Scotland against the Food Standards Agency salt targets using market research data

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Abstract

Background: There is a direct relationship between higher sodium intakes and raised blood pressure levels. Salt is the major source of sodium in the diet. Raised blood pressure increases the risk of health problems such as cardiovascular disease. A reduction in the average population salt intake to 6g/day would deliver significant public health benefits to reduce cardiovascular disease. In Scotland, we need a 25% reduction in salt intake to achieve this target using focussed or targeted action on reformulation to bring about a gradual but sustained reduction in the salt content of processed food to improve health. Monitoring the salt levels in manufactured foods is a vital part of this process. To support this aim, voluntary salt (sodium) targets for 85 food categories were published by the Food Standards Agency (FSA) in 2006. These targets were revised in 2010 to take account of industry achievements, and new targets were set for 2012. Industry data suggests that salt purchase into the home has reduced in Scotland by more than 10%* but there has been no clear evidence of a significant decrease in total salt intake by the Scottish population from urinary survey data.

Aim: To obtain evidence on progress by the food industry on salt reduction in Scotland against the 80 salt target categories set for achievement in 2012.

Design: Take home food and drink purchase data, from around 3,000 Scottish households collected between Jan 1st and July 31st 2012 were matched to the FSA salt target categories. Volume sales were combined with salt content (mg/100g) from label data collected almost entirely within the previous year to calculate the mean and range of salt content for each food category.

Results:

- Results were calculated for 69 of the 80 FSA salt categories set for achievement in 2012 as well as five additional sub-categories.
- The five largest category contributors to salt providing more than 40% of the salt from all the analysed categories and around 20% of the total salt purchased into the home, were bread and rolls (9.2%), bacon (4.3%), Italian and traditional ready meals (3.5%), cheddar and hard pressed cheese (2.5%) and fat spreads (2.3%)
- The main category contributors to salt were very similar in Scotland compared to GB
- For some of the top 5 categories many products were close to hitting the 2012 targets already e.g. bread and rolls and hard pressed cheese, other categories have some way to go, e.g. bacon and ready meals

- For many categories supermarket own label products had lower salt levels than branded products

Conclusion: The results provide evidence on progress by the food and retail industry on salt reduction in Scotland for products purchased into the home and can usefully inform policy on salt reduction.

*based on data provided by Kantar Worldpanel.

Introduction

Without action to reduce salt intake we will miss the opportunity to reduce the chronic disease burden in Scotland due to hypertension and cardiovascular disease. The Scientific Advisory Committee on Nutrition (SACN)[1] and all UK Governments continue to advise that a reduction in the average population salt intake to 6g/day would proportionately lower population average blood pressure levels and confer significant public health benefits by contributing to a decrease in the burden of cardiovascular disease. Average salt intake in Scotland at around 8.8g/day[2] is well above the target of 6g/day with about 75% of salt coming from manufactured foods.

In order to support industry and retail efforts to reduce the salt content in their products, FSA published salt targets for 85 individual food categories in 2006. Eighty revised salt targets were published in 2010 and set for achievement in 2012[3]. In England and Wales, responsibility for this work moved to the Department of Health (DH) and the Welsh Assembly Government respectively in 2010, and is being taken forward in England through the Responsibility Deal[4]. In Scotland the FSA retains responsibility for monitoring progress against the FSA salt targets, and continues to work with other UK governments to support policy to ensure action on salt reduction.

Reformulation of products has removed tonnes of salt from the diet over recent years and results published by DH in 2012[5], based on urinary surveys carried out in UK countries between 2000/1 and 2011, showed a significant downwards trend in mean salt intake overall. However around 70% of participants in England in 2011 still had a daily intake of salt higher than 6g per day. The mean estimated salt intake in England in 2011 was 8.1g per day, around 6% lower than the average intake for Scotland measured in 2009. To date there has been no evidence of a significant decrease in the population intake of salt in Scotland between 2006 (9.0g/day) and 2009 (8.8g/day) based on urinary survey data[2].

It is clear that although some sectors report making good progress on salt reduction, more action is needed to ensure that 2012 salt reduction targets are met and work continues to further reduce salt intake in Scotland. Assessment and monitoring are essential to evaluate industry progress and for setting a baseline for new targets and encourage further reductions. Monitoring industry progress on food reformulation is challenging however due to the constantly changing composition of national and global food supplies. Market research companies collect purchasing data from household consumer panels and provide estimates of national product sales. One such company, Kantar Worldpanel (KWP), also regularly collects nutrient content label data to match to purchase data. Combining food purchasing data with salt labelling data offers the opportunity to assess salt content and monitor progress in salt reduction. DH is monitoring progress on a UK basis. Separate and

proportional monitoring in Scotland by FSAS allows us to check whether there are any differences in food purchasing patterns which are likely to affect salt purchase in Scotland.

Aim

The main aims of this project were to provide:

- an estimation of progress towards the FSA 2012 salt targets for Scotland
- identification of the food categories contributing the most salt in Scotland
- identification of the proportion of own label and branded products contributing most salt for each category
- a comparison with data from other parts of Great Britain

Data and Methods

Analyses were undertaken using household consumer panel data collected by KWP from around 3,000 Scottish households between January 2012 and July 2012. Households were asked to scan barcodes of all food and drink purchased that is brought back into the home on a continuous basis. A code book was provided to capture non-barcoded products and information on price and promotions. KWP carefully monitor output to ensure the panelists record all purchasing. Inclusion into the overall dataset depended on checks on spend levels on a four weekly basis. The results were weighted to represent the total GB take home market. Data were not collected for foods consumed out of the home.

To limit the cost and time involved in categorising the thousands of individual products purchased into the 80 salt target categories, an already defined set of around 340 KWP food sub-categories were placed into the FSA salt reduction categories as appropriate. Discussion took place between FSAS and KWP to agree the inclusion of products within the categories to ensure consistency with the published FSAS category definitions as far as possible.

KWP routinely collect data for energy, protein, carbohydrate, sugar, total fat, saturated fat and dietary fibre as well as salt from package labels for around 80,000 UK products covering all food and drink categories. The nutritional information is updated annually using product images collected by KWP fieldworkers from retail outlets. ‘Real’ data on salt content from the label (defined as sourced from fieldwork, product samples and product packaging images and those copied across from similar products), were available for over 80% of products with 15% imputed from similar products. In some cases for non-bar coded products where package label data was not found (around 5% of products) published values from generic data derived from national food composition tables was used[7]. For around 95% of products the data were either collected in the field within the previous year or imputed from these field values.

For some product categories (bread, rolls, morning goods, cakes, and pastries) salt content values were provided per serving rather than per 100g. To maintain consistency with other categories and estimate salt content per volume purchased for these categories, additional calculations were undertaken where possible using existing KWP data to convert salt results based on number of servings to salt per 100g.

In order to directly compare salt purchase levels between Scotland and other parts of GB for the 20 main salt providing categories, data routinely collected at a GB level over the same time period was categorised using the same inclusion criteria and analysed using the same methodology.

Purchase volume data based on the consumer panel records combined with the salt content information was used to estimate the salt contribution by category in relation to total salt purchase. The un-weighted mean salt concentration per 100g was calculated for each food category. Weighted means were also calculated by using data on total product volumes purchased (product weight × number of units sold).

In the final stage of the analysis all individual products at the minimum and maximum of the salt range for all salt target categories (Scotland and GB) were checked to verify the salt content and ensure that they met the category inclusion criteria.

Results

Data from 29,475 individual food products matching the salt target categories (given in brackets, see Annex) were included in the analyses, representing approximately 54% of the total salt purchased into the home and 38% of the total volume of food and drink purchased into the home in Scotland.

Results were calculated for 69 of the 80 FSA 2012 salt target categories. It was not possible to assess the salt content of sandwiches (13.1, 13.2) and take-away meals (28.1, 29.1, 30.1), because insufficient labelling data had been collected in the field for these categories. Some small categories were excluded from the analyses because of insufficient purchase (meat free bacon (25.3), mozzarella (4.3), regional butter (5.1.1)), other categories were amalgamated because some products were difficult to differentiate; reformed muscle (1.5.2) was included with cooked uncured meat (1.5) and filled and unfilled sweet and savoury biscuits (16.1, 16.2, 16.3, 16.4) were combined. Some 2012 categories were split and analysed separately: flavoured and plain cottage cheese (4.2.2 and 4.2.3); ready meals and meal centres (8.1, 8.2), (8.3, 8.4), dry and wet soup (9.1, 9.2) and pasta and noodles (17.1) were split into dried and as eaten. An additional category of savoury snacks included all savoury snacks not easily categorised such as potato crisps, extruded and

pelleted snacks. The final list contained 74 salt target categories due to some categories being split and analysed separately, as described above. The list with the number of products included in each category is provided in the Annex.

The five largest category contributors to salt which provided more than 40% of the salt from the 74 target categories and around 20% of the total salt purchased into the home were bread and rolls (9.2%), bacon (4.3%), Italian and traditional ready meals (3.5%), cheddar and hard pressed cheese (2.5%) and fat spreads (2.3%). The ten largest category contributors provided more than 60% of the salt from the 74 target categories and around 30% of the total salt purchased into the home, these additional categories were sausages (2.1%), cooking sauces (2.0%), breakfast cereals (2.0%), sweet biscuits (2.0%), ham (1.9%) (Figure 1).

Table 1 provides the mean salt levels for the top 10 salt contributing categories in Scotland. The proportion of products in each category meeting/not meeting the targets was based on a) the average sodium content per product and b) the sales weighted average sodium content. The average target (mg sodium per 100g) has been used for each category where available and the targets applied as a maximum. The proportion meeting the targets and the range of salt contents (excluding highest and lowest deciles) have been provided. Results suggest a wide variation in the salt content within many categories.

For some categories many products appeared close to hitting the 2012 targets e.g. bread and rolls and cheddar and hard pressed cheese (over 80% of products met the target), others have some way to go, e.g. bacon and Italian/ traditional ready meals (fewer than 50% of products met the target). It must be noted that the average salt content for bread and rolls was based on a much more limited selection of products where levels of sodium per 100g, rather than per serving could be obtained.

Figure 1 provides a comparison with GB in terms of the percentage of salt share in Scotland versus GB. The analysis suggests that the category contribution of salt is very similar across the whole of GB, with the same food categories contributing the most salt. The small differences that exist are likely to reflect differences in the quantities purchased in Scotland compared to GB, rather than a difference in the salt content of the products. KWP data suggest that Scotland purchased more ready meals, sausages, crisps and soup and therefore purchased more salt from these sources.

Examination of sales weighted average salt values (salt weighted by purchase volumes) showed that for many categories the sales weighted average was higher than the unweighted average, suggesting that market leaders in these food groups contain higher salt concentrations than do lesser-selling products. This was true of 7 of the 10 top salt contributing categories: bread and rolls;

bacon; cheddar and hard pressed cheese; fat spreads; sausages; sweet biscuits and breakfast cereals (Table 1).

Supermarket own-label products were in general less likely to exceed the salt target than branded products, analysis of the top 10 categories revealed that branded products were more likely to exceed the FSA 2012 targets for 7 out of 10 categories (Table 2).

Discussion

Monitoring levels of salt in food products is challenging due to the many thousands of food products available for sale in Scotland and their continuously changing composition.. Market research companies such as KWP collect household purchasing data and are able to provide estimates of national product sales. The simultaneous collection of nutrient content label data provided the opportunity to combine product sales data with nutrient data and assess progress in salt reduction.

The current analysis of salt purchase is limited by only including food purchased for consumption within the home. Food consumed outside of the home is important because it is increasingly popular and makes up a significant part of the diet, with an estimated one in six meals, and 20-25% of calories eaten out of the home[8]. Additionally, meals purchased out of the home typically contain more salt than meals eaten at home. Out of home information is more difficult to collect because of the diversity of the sector and the general lack of nutritional labelling information. It is important to try and capture equivalent data about food consumed outside the home so that salt levels can be monitored and reduced.

To limit the cost and time involved for this analysis, the results were based on KWP defined groups of products coded into the salt categories, rather than coding each individual product and this may have reduced the overall accuracy of the categorisation. Inclusion criteria were as close as possible to FSA/DH published definitions, but will not match exactly because KWP coding rules were followed. However, for our current purposes, it was important to have basic coding rules which could be easily and cost-effectively replicated in future.

It is recognised that a large proportion of salt purchase into the home is not captured by the salt targets and will not have been captured here. Salt is ubiquitous in the diet and many products which contribute small amounts are excluded from the salt targets. Although all food categories known to be major contributors to salt purchase are included in this analysis, this represents around 54% of the total volume sales of salt purchased into the home. Table salt which contributes around 22% to the total salt purchased is not included. Furthermore, we were not able to include every salt target categories in this analysis, in particular, take-away meals brought into the home because nutritional

information was not collected and we also excluded a small proportion of marginal products which did not clearly meet the inclusion criteria.

As mentioned above, the labelling information used was as up to date as possible without commissioning a full survey; labelling information however, may not accurately reflect the actual salt content of a product. Tolerances for nutrition labelling purposes are necessary as it is not possible for foods to always contain the exact levels of nutrients labelled due to natural variations in production and storage. Current guidance on tolerances is not well established, and may allow for as much as a 20% variation salt content. Labelled values require as a minimum calculation from generally established and accepted values. Without direct chemical analysis it is not possible to check the accuracy of the labelling information.

Salt targets were set per 100g and for some products sold loose, particularly, hard cheese, bacon, bread, rolls and sliced meats salt data was not available on the packaging, and more data was therefore imputed. Labelling information was sometimes provided per serving only (morning goods, cakes and pies) or as a mixture of per servings and per 100g (bread and rolls, bread and rolls with additions, fruit pies and cheesecake). Serving weights collected by KWP in early 2011 were used to convert the data to per 100g, but average serving weight was based on fewer products and it has been assumed that serving weights have not changed.

KWP provide expertise in panel management, running purchase and consumption panels across the world. A key strength of these analyses is that they comprise six months of food purchasing data from a large, nationally representative sample of households. The GB purchasing panel uses a sample of 30,000 households which equates to around 3000 Scottish households. The sample is selected to be representative of GB and covers all key demographic groups. The household sampling period is longer, and the size of the sample is much larger than equivalent food surveys in Scotland e.g. the Living Costs and Food Survey, and the number of foods included is substantially greater than in UK food composition databases. Furthermore, nearly all salt values were collected recently from food package labels, thus increasing the precision of estimates of salt content and providing a good baseline from which to monitor changes over time. Quality checks (including identification of the products at the top and bottom of the range of salt contents), identified some data errors, but overall the data were found to be generally robust. Importantly, integration of purchasing volumes with salt content allowed estimation of purchase-weighted means and a therefore a better assessment of the contribution of food categories to salt exposure in Scotland.

There was often a wide range of salt levels within a category and this reflects both the varying achievements made by some companies to reduce salt levels and the heterogeneous nature of

products within some categories, thus demonstrating that further reductions are possible even within categories where salt reductions may be more technically challenging, such as bacon.

The ability to directly compare salt purchase in Scotland with GB was useful in revealing that patterns of salt purchase were very similar in Scotland compared to the whole of GB. These data therefore provide useful evidence to support a collaborative programme of salt reduction across the UK. Results can also be used in Scotland to set a baseline for monitoring future trends and new salt targets to ensure that continued, enhanced efforts are made to reduce the salt content of manufactured foods and ensure that there is less salt available for consumption in the Scottish diet.

It was clear from the analyses that a small number of the salt target categories contribute a large proportion of salt purchased and prioritising salt reduction in bread and rolls, morning goods, bacon, ham, sausages, other meat products, ready meals, pizza, cooking sauces, table sauces, processed potato products, cheddar type cheese, spreads, biscuits, cakes, crisps, soup and breakfast cereals has the potential to have the biggest impact. However some of the largest salt contributing categories also have the most difficult technical issues which make it more challenging for some companies to achieve salt reduction. Where the 2012 salt targets have not been met it is important that that more effort is put in to achieving these. In addition, setting new targets beyond 2013 will help to maintain industry momentum on salt reduction. Ultimately salt reduction needs to take place across the whole diet including food eaten out of the home to allow consumers' palates to adapt to a lower salt flavour. Future urinary surveys will determine whether salt intake is reducing in the Scottish population.

References

[1] Science Advisory Committee on Nutrition. Salt and Health. Norwich, United Kingdom: The Stationary Office, 003. http://www.sacn.gov.uk/reports_position_statements/reports/salt_and_health_report.html

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[3] http://www.food.gov.uk/scotland/scotnut/salt/saltreduction

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[6] Ji C, Kandala N-B,Cappuccio FP. Spatial variation of salt intake in Britain and association with socioeconomic status. BMJ Open (2013)

[7] Food Standards Agency. McCance and Widdowson's the composition of foods, sixth summary edition. Cambridge, United Kingdom: Royal Society of Chemistry, 2002.

[8] Food Service and Eating Out: An Economic Survey, DEFRA 2007

Table 1

Top 10 Categories	2012 Sodium Target g/100g	10th percentile g/100g	90th percentile g/100g	Sales weighted average g/100g	Per product average g/100g
2.1. Bread and rolls*	0.40	0.30	0.42	0.41	0.38
1.1 Bacon	1.15	0.8	1.72	1.28	1.25
8.2 Ready meals (Italian/trad)	0.25	0.15	0.46	0.29	0.29
4.1 Cheddar and hard pressed cheese	0.72	0.62	0.72	0.66	0.64
6.1 Fat spreads	0.45	0.40	0.64	0.59	0.54
1.3.1 Sausages	0.45	0.40	0.70	0.61	0.56
15.1 Cooking sauces	0.33	0.20	1.03	0.38	0.50
3.1 Breakfast cereals	0.27	0.00	0.45	0.28	0.20
16.1 Sweet biscuits	0.27	0.10	0.39	0.25	0.23
1.2.1 Ham meat	0.65	0.64	1.00	0.81	0.84

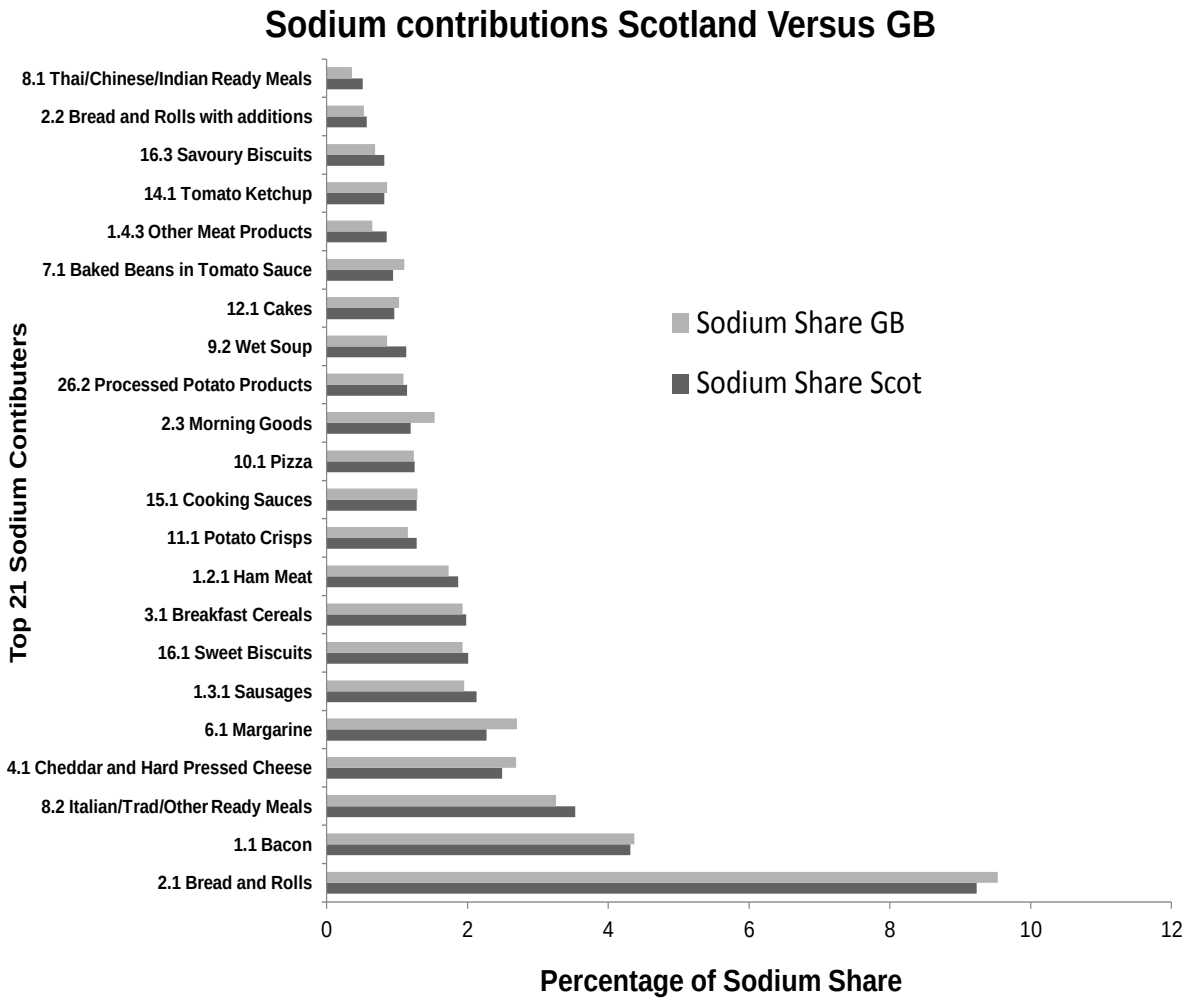
**Includes products where information on salt content per 100g has been estimated from serving weights collected in 2011

Table 2

Top 10 Categories	Number of Supermarket own label products above FSA 2012 salt target (%) from top ten companies	Number of branded products above FSA 2012 salt target (%) from top ten companies
2.1. Bread and rolls*	13/394 (3)	58/115 (50)
1.1 Bacon	327/525 (62)	**
8.2 Ready meals (Italian/trad)	1585/2927 (54)	**
4.1 Cheddar and hard pressed cheese	24/380 (6)	17/43 (40)
6.1 Fat spreads	51/60 (85)	49/65 (75)
1.3.1 Sausages	221/290 (76)	51/53 (96)
15.1 Cooking sauces	245/541 (45)	176/334 (53)
3.1 Breakfast cereals	97/326 (30)	169/397 (47)
16.1 Sweet biscuits	192/528 (36)	98/375 (26)
1.2.1 Ham meat	465/553 (84)	**

*Includes products where information on salt content per 100g has been estimated from serving weights collected in 2011
**Insufficient data available as less than 3 companies represented

Figure 1


Sodium contributions Scotland Versus GB
Top 21 Sodium Contibuters
8.1 Thai/Chinese/Indian Ready Meals
2.2 Bread and Rolls with additions
16.3 Savoury Biscuits
14.1 Tomato Ketchup
1.4.3 Other Meat Products
7.1 Baked Beans in Tomato Sauce
12.1 Cakes
9.2 Wet Soup
26.2 Processed Potato Products
2.3 Morning Goods
10.1 Pizza
15.1 Cooking Sauces
11.1 Potato Crisps
1.2.1 Ham Meat
3.1 Breakfast Cereals
16.1 Sweet Biscuits
1.3.1 Sausages
6.1 Margarine
4.1 Cheddar and Hard Pressed Cheese
8.2 Italian/Trad/Other Ready Meals
1.1 Bacon
2.1 Bread and Rolls
Sodium Share GB
Sodium Share Scot
0
2
4
6
8
10
12
Percentage of Sodium Share

Annex

Product	Definition	Number of products in category
1.1 bacon	Includes all types of injection cured bacon, e.g. sliced back, streaky, smoked and un-smoked bacon, bacon joints etc. Excludes all dry cured bacon.	**695**
1.2.1 ham meat (includes continental hams which should be excluded)	Includes hams, cured pork loin and shoulder etc. Excludes continental meats. . Excludes cured tongue	**714**
1.3.1 sausages	Includes all fresh, chilled and frozen meat sausages, e.g. pork, beef, chicken, turkey, etc. Includes black and white pudding and haggis and fresh stuffing.	**557**
1.3.2 cooked sausages	Includes all cooked sausages	**56**
1.4.1 pork pies and sausage rolls	Includes all pork pies and sausage rolls	**421**
1.4.2 Cornish and meat pasties	Includes all pasties only	**186**
1.4.3 other meat products	Includes bradies, Scotch pies, fresh frozen and canned meat pies and meat puddings, canned burgers. Excludes quiches and macaroni pies.	**784**
1.5.1 whole muscle	Includes all chilled, frozen and canned whole and reformed muscle without stuffing e.g. beef, lamb, chicken, turkey etc. Also includes rotisserie and roasted products.excludes tongue	**434**
1.5.3 communities	Includes all comminuted or chopped reformed and shaped uncured meats e.g. beef, lamb, chicken, turkey etc.	**65**
1.6.1 standard burgers	Includes beef burgers, hamburgers, pork/bacon burgers, chicken burgers, turkey burgers and all kebabs. Excludes canned burgers (see category 1.7.1)	**190**
1.6.2 flavoured burgers	Includes all flavoured products.	**91**
1.7.1 canned frankfurters and burgers	Includes canned frankfurters, canned hotdogs and canned burgers only Excludes fresh and frozen burgers (see category 1.6), sausages (see category 1.3) and chilled frankfurters (see category 1.7.2).	**62**
1.7.2 fresh chilled frankfurters	A new category has been included for fresh chilled frankfurters. These products require higher levels of salt than canned products for food safety and technological reasons.	**130**
2.1. bread and rolls	Includes all bread and rolls: pre-packed, part-baked and freshly baked (including retailer in-store bakery) white, brown, malted grain and wholemeal bread or rolls including seeded products, French bread, ciabatta, focaccia, pitta, naan, chappattis, tortillas etc without additions (e.g. cheese, olives, sundried tomatoes etc, see category 2.2)	**1093**
2.2 bread and rolls with additions	Includes all bread and rolls (as listed at category 2.1 above) with "high salt" additions e.g. cheese, olives, sundried tomatoes etc. Also includes cheese scones.	**421**
2.3 morning goods	Includes plain and fruit scones, crumpets, pikelets, English muffins, Scotch pancakes, bagels, croissants, brioche, soda farls and waffles etc. Also includes all buns, e.g. hot cross, teacakes etc, except iced finger buns (see category 12.1 Cakes). Excludes cheese scones (see category 2.2).	**576**
3.1 breakfast cereals	Includes all breakfast cereals, e.g. muesli, cornflakes, hot oat cereals, etc.	**1001**
4.1 cheddar and hard pressed cheese	Includes Cheshire, Lancashire, Wensleydale, Caerphilly, Double Gloucester, Leicester, Derby etc.	**986**
4.2.1 soft white cheese	Includes all soft white cheese, flavoured or unflavoured, including reduced fat products. Excludes cottage cheese (see categories 4.2.2 and 4.2.3)	**52**
4.2.2 cottage cheese plain	Includes all unflavoured cottage cheese. Excludes flavoured products (see category 4.2.3)	**34**
4.2.3 cottage cheese flavoured	Includes all flavoured cottage cheese (onion and chive, pineapple)	**36**
4.4 blue cheese	UK produced blue cheeses only, also includes white stilton	**73**
4.5.1 cheese spreads		**64**
4.5.2 other processed cheese		**111**
5.1.2 salted butter	Includes all other “standard” salted butters	**84**
5.1.3 lightly salted butter	Includes all lightly salted butters (made using different processes to that used for salted butters at 5.1.2 e.g. Lurpak)	**36**

5.1.4 unsalted butter	Includes all unsalted butters apart from whey butters.	**30**
6.1 margarine	Includes all margarines and spreadable butters which include an oil element and spreads, e.g. sunflower, olive oil, buttermilk enriched, sterol/stanol containing, etc.	**148**
7.1 baked beans in tomato sauce		**94**
7.2 baked beans with accompaniments	Includes baked beans or canned pasta in tomato sauce with sausages, meatballs, other meats and cheese, macaroni cheese etc.	**114**
8.1 thai/chinese/indian ready meals and meal centres	Includes all Chinese, Thai and Indian ready meals with accompaniment (potato, rice, noodles etc) made from meat, poultry, fish or vegetables e.g. sweet and sour chicken with rice, thai green curry with noodles, chicken tikka massala etc.	**860**
8.2 italian/traditional/other ready meals	Includes all Italian, traditional and other ready meals with accompaniment (potato, rice, noodles etc) not covered in 8.1, made with meat, poultry, fish or vegetables e.g. lasagne, chilli con carne with rice, coq au vin with potato, cottage pie. Includes fresh stuffed pasta with sauce.	**3941**
9.1 dried soup	Includes all soups in a cup and other dried soups as consumed, i.e. once rehydrated.	**294**
9.2 wet soup	Includes all canned, condensed (as consumed), ambient packed and fresh (chilled) soups.	**667**
10.1 pizza	Includes all pizzas	**819**
11.1 potato crisps	Includes all standard potato crisps, all flavours except salt and vinegar. Includes products aimed at the adult market.	**581**
11.2 extruded snacks	Includes all extruded snacks e.g. cheese flavour corn puffs, potato hoops, all flavours except salt and vinegar	**283**
11.3 pelleted snacks	Includes all snacks made from pellets e.g. prawn cocktail flavour shell, crispy bacon flavour corn snacks, curly cheese snacks, all flavours except salt and vinegar. Also includes pappadoms.	**174**
11.4 salt+vinegar products	Includes all crisps, snacks etc salt and vinegar flavour only.	**132**
12.1 cakes	Includes all sponge cakes, cake bars, malt loaf, American muffins, doughnuts, flapjacks, brownies etc. Also includes iced finger buns. All other buns are now included in Morning goods (category 2.3).	**1980**
12.2 pastries	Includes all puff pastry based and laminated pastries, such as Danish pastries, maple and pecan plait etc. Excludes all sweet shortcrust and choux pastry-based products (see category 12.3).	**42**
12.3 fruit pies	Includes all fruit pies and other desserts made with shortcrust and choux pastry e.g. apple pie, tarte au citron, tarte au chocolate, treacle tart, lemon meringue pie, custard tart, banoffee pie, eclairs, profiteroles, choux buns etc. Excludes all puff pastry and laminated pastries (see category 12.2).	**405**
14.1 tomato ketchup		**79**
14.2 brown sauce	Includes all brown, BBQ, curry-flavoured etc.	**145**
14.3 salad cream		**60**
14.4.1 mayonnaise		**98**
14.4.2 low fat mayonnaise		**55**
14.5 salad dressing	Includes all oil and vinegar based dressings.	**163**
15.1 cooking sauces	Includes all cooking sauces, e.g. pasta sauce, curry, Mexican etc. Excludes thick varieties - for Pesto and other thick sauces see category 15.2; for thick pastes see category 15.3)	**1248**
15.2 pesto	Includes thick cooking sauces intended to be used in smaller quantities, e.g. pesto, stir fry sauces, etc. (e.g. a portion size of under 90g)	**70**
15.3 thick pastes	Includes all thick pastes used in very small quantities (e.g.15-20g) such as curry and Thai.	**99**
16.1 sweet biscuits	Includes all filled and unfilled sweet biscuits.	**2087**
16.3 savoury biscuits	Includes all filled and unfilled savoury biscuits.	**591**
17.1.1 dry pasta	Includes dried, fresh, canned, frozen pasta (including spaghetti/hoops in tomato sauce) and noodles. Also includes dry flavoured noodles and pasta with flavour or sauce sold as a snack or meal - in these circumstances, the target is for the products as consumed (made up according to manufacturers instructions) and not as sold. Excludes stuffed pasta and pasta ready meals (see category 8) and canned pasta in tomato sauce	**460**

	with accompaniments (see category 7.2).	
17.1.2 pasta as consumed		**319**
18.1 rice unflavoured dried	Includes all unflavoured rice (dried, cooked, frozen cooked, pouched etc), as consumed (made up according to manufacturers instructions, where appropriate).	**219**
18.2.1 rice flavoured dried		**69**
18.2.2 rice flavoured as consumed	Includes all pouched flavoured rice, including ambient and dried products, as consumed (made up according to manufacturers instructions, where appropriate).	**159**
19.1 other cereals	Includes ready made Yorkshire pudding, ready made pastry, batter and pancake mix etc.	**56**
20.1 dessert mixes	Includes dehydrated dessert mixes (made up according to manufacturers instructions). Excludes custard powder and jelly crystals.	**1010**
20.2 cheesecake	Includes ambient, chilled, frozen and dehydrated (as consumed, made up according to manufacturers instructions).	**235**
20.3 sponge based puddings	Includes jam roly-poly, spotted dick, sticky toffee pudding etc. Excludes canned versions	**249**
20.4 other processed puddings	Includes all other processed and pre-prepared puddings e.g. bread and butter pudding, brownie desserts, crumbles, trifle etc. Excludes fruit pies and all other desserts made with shortcrust and choux pastry (see category 12.4).	**587**
21.1 quiches	Includes all quiches and flans	**211**
22.1 scotch eggs		**87**
23.1 canned tuna	Includes all tuna canned in oil, brine, spring water etc. Excludes fish with sauce products (see category 23.3).	**166**
23.2 canned salmon	Includes all standard canned salmon. Excludes fish with sauce products (excludes category 23.3).	**63**
23.3 canned other fish	Includes sardines, mackerel, pilchards in brine, oil etc and canned fish with sauces e.g. tomato, barbeque, mustard etc. Also includes canned shellfish e.g. prawns, crab, mussels etc. Excludes anchovies, smoked fish, lumpfish caviar and fish roe.	**235**
24.1 canned vegetables	Includes all canned vegetables and pulses. Excludes processed/ marrowfat/mushy peas (see category 24.2) and sauerkraut.	**204**
24.2 mushy peas	Includes these products only.	**59**
25.2 meat free products	Includes all meat and fish alternative products e.g. sausages, burgers, bites, pies, en croute products, sausage rolls, nut cutlets, falafel, flavoured “meat” pieces e.g. chicken fillets, “meatballs”, all meat-free “meats” e.g. ham, turkey etc, including “beanburgers”, “veggieburgers” and other similar products. Excludes bacon (see category 25.3), baked beans (category 7), canned vegetables (category 24), ready meals and meal centres (category 8) and takeaways.	**181**
26.1 instant mashed potato	Includes all instant mashed potato products, as consumed (as made up according to manufacturers instructions).	**28**
26.2 processed potato products	Includes all other processed potato products, including frozen and chilled chips with coatings, potato waffles, shaped potato, wedges etc. Excludes oven chips with no added salt.	**427**
27.1 dried beverages	Includes drinking chocolate, instant chocolate drinks, instant malted drinks, instant cappuccino drinks etc, as consumed (made up according to manufacturers instructions). Excludes tea and coffee.	**240**