

Sugar Reduction

FrieslandCampina has been focusing on sugar reduction for the last 10 years. In 2009, the company mounted a major sugar-reduction programme with the goal of making its products even healthier and to contribute to helping consumers avoid unnecessary over-consumption of calories. Over an eight-year period, the company reduced the sugar content for a large portion of its products by one to 45 percent (see table 1).

The possibilities for sugar reduction have been globally inventoried. These differ by region, as Asians, for instance, are used to a higher sweetness level, compared to the Europeans. When reducing sugar content, we take these regional differences into account.

As the reduction of sugar content has an effect on the taste and texture of products, adjustments in recipes are necessary. These efforts require research and development time. Consumers also often have to get used to these product changes. To this end, FrieslandCampina has opted for adjusting the recipes in small steps. Sweetness levels are lowered progressively to habituate consumers and to get them accustomed to less sugar gradually.

In addition, FrieslandCampina has anchored sugar reduction in its nutrition policy. As part of our efforts in reformulation, we continue to explore new technologies and alternatives to discover sweetness-modulating ingredients that can contribute to sugar reduction or no-added-sugar concepts. At the same time, we work with partners that are able to add value to our endeavours in creating better products.



Country	Brand/product	Sugar content before	Sugar content after	Sugar reduction %	Start- and end date
Netherlands	Fristi drink	14	7,9	44%*	2010-2018
Netherlands	Yoki drink	11.2	7,8	31%*	2010-2018
Netherlands	Vifit GoedeMorgen!	10.3	7,2	31%*	2010-2018
Netherlands	Mona Luchtige Pudding	24.1	19,6	19%*	2010-2018
Netherlands	Vifit drink	9.8	8,3	15%*	2010-2018
Netherlands	Campina season custard	14.7	13	11%*	2010-2018
Netherlands	Campina Fruit melk	10.1	9,2	10%*	2010-2018
Netherlands	Campina Fruit yogurt	11.9	10,8	9%*	2010-2018
Netherlands	Mona yogurt and quark	16.6	15,2	8%*	2010-2018
Netherlands	Mona desert of the month	21.2	19,8	6%*	2010-2018
Netherlands	Chocomel	11.7	11	6%	2010-2018
Indonesia	Frisian Flag Sterilised Milky 180&120ml	8.5	6.5	24%	2014-2015
Indonesia	Frisian Flag Sterilised Fruity grape/str.	12.5	8.5	32%	2014-2015
Indonesia	Frisian Flag UHT and sterilised Chocolate	10	8.5	15%	2010-2012
Indonesia	Frisian Flag UHT/sterilised Strawberry	8.5	7.5	12%	2010-2012
Indonesia	Frisian Flag SCM Gold	45.1	44.2	2%	2014-2015
Indonesia	Frisian Flag SCC chocolate	46.3	45.7	1.3%	2014-2015
Indonesia	Frisian Flag SCC BKM	47.5	46.1	3%	2014-2015
Malaysia	Dutch Lady pasteurised drinking yogurt	9.0-9.5	6.4-7.1	25%	2010-2011
Malaysia	Dutch Lady pasteurised milk	6.2	3.4	45%	2011-2012
Malaysia	Dutch Lady UHT milk – mainstream	6	3.4	43%	2011-2012
Malaysia	Dutch Lady UHT milk – kids	6	3.4	43%	2011-2012
Malaysia	Dutch Lady sterilised milk	6	3.4	43%	2018
Indonesia	UHT FF PLS choco CP	7.8	6.5	17%	2018
Indonesia	UHT PF Strawberry	7.5	6.5	13%	2018
Vietnam	LAD Orange	12	8.7	28%	2018
Vietnam	LAD Strawberry	12	8.7	28%	2018
Vietnam	LAD Grape	12	8.7	28%	2018
Vietnam	LAD Apple	12	8.7	28%	2018
Thailand	UHT FM Kid Sweet	5.2	5.0	3%	2018

Table 1. FrieslandCampina global sugar reduction between 2010 and 2018.

*Average of different flavours