

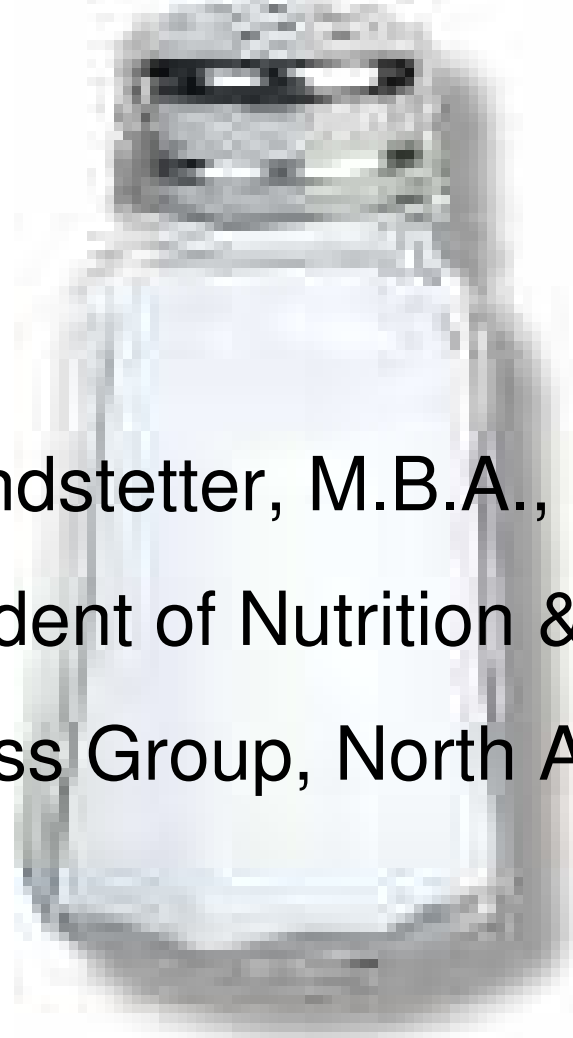
# Strategies to Reduce Sodium Intake

## FOODSERVICE PERSPECTIVES

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# Compass Group PLC

- World's leading foodservice company
- Over 400,000 employees around the world
- Ranked the 12th largest employer by Fortune magazine in 2006.
- Emphasis on Sustainability and Health & Wellness



# Key Foodservice Points



- Sodium content of foodservice menu items is by in large a function of the sodium content of ingredient products purchased
- Trend in foodservice has been toward models with less labor and less kitchen preparation space, encouraging the use of more convenience, partially prepared ingredients
- Foodservice uses upwards of 80,000 individual ingredients as compared with several hundred for many restaurants

# Foodservice Strategy



- Support sodium reduction targets of AHA, AMA, APHA
- Work with suppliers for better access to lower sodium ingredients
- Culinary training-taste first
- The debate continues: silent changes vs advertising & marketing

# What Works



- Targeting specific ingredients
- Sodium evaluation for any new ingredient products
- Sodium triggers for new product development

# Foodservice Challenges



- Availability of reduced sodium products in foodservice pack size and in foodservice distribution channels
- Lack of vendor sodium information
  - Local bakeries
- Identifying sources of sodium
  - Protein items with sodium pump
  - USDA database doesn't reflect this
- Functionality
  - Sodium pump in solid proteins adds moisture

# Foodservice Challenges & Opportunities



- How do we measure success?
- Need to preserve world cuisines that contain some natural higher sodium ingredients
- Variability in customer salt acuity
- Gradual changes, small step model