

NEWS YOU CAN USE!



Process: Apply the cheese seasoning powder to warmed unsalted potato chips or warmed unsalted popcorn. Targeted pickup rate is 20—24%.

Sodium reduction in cheese seasoning with MagNaBoost™ SE-014

Product variations:	1	2	3
Ingredient	%	%	%
Cheese flavor Sharp EE ¹	30.00	32.40	32.40
Cheese powder KD-2 ²	30.00	32.30	32.30
Cheese flavor buttery cheddar 3RT ³	10.00	12.30	12.27
Kosher salt	23.00	16.00	16.00
Maltodextrin, cellulose gum, modified starch ⁴	7.00	7.00	7.00
MagNaBoostP SE-014	0.00	0.00	0.028
Total	100.00	100.00	100.00

1Kraft Heinz Ingredients, Glenview, Illinois
2Kraft Heinz Ingredients, Glenview, Illinois
3Kraft Heinz Ingredients, Glenview, Illinois
4Add-Here © CSA, TIC Gums, Whitmarsh, MD

Product 1 is the control with full sodium level.
Product 2 represents a 30% reduction in formulation salt.
Product 3 represents a 30% reduction in formulation salt and the addition of MagNaBoost™ SE-014 at 280 ppm in the seasoning blend.

Our industry-leading taste solutions are customizable, cost efficient and highly effective

MagNaBoost™ SE-014 supports up to a 30% sodium reduction in cheese seasoning without sacrificing taste. With MagNaBoost, formulators can create lower sodium products without the bitterness and metallic off-tastes often associated with sodium-reduced foods.

✓ **Masks Bitterness** ✓ **Masks Metallic Notes** ✓ **Reduce Sodium** ✓ **Enhances Taste**

Help older consumers understand that snacking can also be a form of healthy eating

As the population ages, there will be a greater need for snacks that cater to the taste of older consumers. One way of marketing salty snacks to older consumers is by leveraging common health concerns, with claims such as low/no/reduced (L/N/R) sodium.

FLAVOR

84%

of Indian consumers (55-65) agree that snacks can be both healthy and tasty

HEART HEALTH

45%

of US consumers aged 65+ are interested in trying snack innovations with ingredients that support heart health

LOW SODIUM

40%

of Singaporean consumers (55+)* agree that low salt content is one of the most important factors when shopping for food

Base: India: 507 Internet users aged 55-65

Source: Ipsos Observer/Mintel, Dec 2020

Base: Singapore: 110 Internet users aged 55+; US: 374 Internet users aged 65+

Source: Kantar Profiles/Mintel, Oct 2021 Kantar Profiles/Mintel, Mar 2022; Rakuten Insight/Mintel, Mar 2022; Kantar Profiles/Mintel



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