

PRESS RELEASE

Sugar reduction: challenges and opportunities

Diet and health are still of strategic importance to the food and drink industries, with targets still being set by the Food Standards Agency and the Department of Health - new Responsibility Deal pledges for overall calorie reduction were added last year.

With the government's diet and health spotlight now firmly focused on sugar, Campden BRI's [seminar](#), *Sugar reduction: challenges and opportunities*, which takes place on 14 October (see www.campdenbri.co.uk/sugar-reduction-seminar.php), will provide an insight into the range of sugar reduction strategies available and allow delegates to discuss common challenges when reformulating products for sugar reduction or creating new, reduced sugar products.

The following key areas will be covered:

- Information on specific ingredients (such as high potency sweeteners including steviol glycosides and monk fruit extracts, polyols, inulin)
- Technical challenges associated with sugar reduction/specific ingredients
- Legislative issues (e.g. regulatory approvals, health claims, permitted levels and advertising guidelines for sweeteners)
- Current trends

For further information on the seminar, please contact Daphne Llewellyn-Davies +44(0)1386 842040 daphne.davies@campdenbri.co.uk

Campden BRI (www.campdenbri.co.uk) provides technical, legislative and scientific support and research to the food and drinks industry worldwide – with a comprehensive “farm to fork” range of services covering agri-food production, analysis and testing, processing and manufacturing, safety,

training and technical information services. Members and clients benefit from industry-leading facilities for analysis, product and process development, and sensory and consumer studies, which include a specialist brewing and wine division.

*** Ends ***

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Notes to editors

1. An accompanying photograph is available from Mr Tim Hutton, Campden BRI, Station Road, Chipping Campden, Glos. GL55 6LD, UK. tim.hutton@campdenbri.co.uk +44(0)1386 842047
2. [Campden BRI](#) specialises in the practical application of technical excellence to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with over 2400 members from around 80 countries. It has nearly 400 staff based at its three sites: Chipping Campden (Headquarters), Nutfield (Surrey - brewing division), and Budapest (Hungary).
3. Its activities include assuring the safety of food and drinks, [food processing and manufacturing](#) support, [food analysis and testing](#), [training](#) and [publishing](#). Each year it hosts hundreds of business visits and trains around 6,000 people from food and drink companies worldwide. Further information on its activities can be found at www.campden.co.uk
4. Expertise at Campden BRI includes:
 - a. [manufacturing technologies](#) - food processing (heating, chilling, freezing), aseptic technology, [microwave heating](#), [malting and brewing](#), [milling](#), [baking](#) and extrusion technology, and process control and instrumentation, [packaging technology](#)
 - b. safety assurance - including [hygiene and sanitation](#), [microbiology](#) and preservation, processing technologies, analysis and testing (microbiological, chemical), and quality and safety management,
 - c. [product development](#) and quality, [consumer studies](#), market insights, [sensory science](#), [authenticity testing](#), shelf-life evaluation, labelling and [legislation](#)
 - d. [agri-food production](#), ingredients, raw materials, raw material technology,
 - e. underpinning science - [cereal science](#), [microbiology](#), [chemistry and biochemistry](#), molecular biology
5. Facilities at Campden BRI include:
 - a. 3,000 sq m of laboratories for food and drink microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, and packaging technology
 - b. 3,500 sq m food process hall and [pilot plant](#) including malting and brewing, retorting, chilling, milling, baking, hygiene and packaging
 - c. 800 sq m of dedicated training and conference facilities