REDUCE THE SALT, KEEP THE FLAVOR:
GETTING STARTED WITH FOODSERVICE PROVIDERS

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A BIT ABOUT US

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  Director - CIA Consulting and Industry Programs
TRUE CHANGE
the meaningful, sometimes altruistic vision of impacting the way we enjoy eating

- Clearly defined and understood by all
- A change that positively affects all stakeholders
- Becomes part of the evolution of the goal
- Is permanent and measurable
- Embraces the constant values
OUR TOPICS

• Causing a paradigm shift - true change
• The high sodium 10 & changing proportions
• Communicating with the FSP community
• Training & communication strategies
• Best practices & successes
PARADIGM SHIFT
causing change that will stick

diet focus
- portion reduction
- plants 1st
- fresh conversion
- good fats

perception
- product quality
- retrain buds
- bold flavors
- special salt

salt facts
- top 10
- read labels
- buying standards
- menu tactics

cooking
- global styles
- seasonings
- cook well
- measure reduction
PARADIGM SHIFT #1

value based deliciousness...

1. diet focus
   - plants 1st
   - fresh conversion

2. perception
   - retrain buds
   - bold flavors

3. cooking
   - seasonings
   - cook well
PARADIGM SHIFT #2
communication & marketing...

perception  |  salt facts  |  cooking
---|---|---
product quality  |  top 10  |  global styles
retrain buds  |  read labels  |  seasonings
bold flavors  |  buying standards  |  cook well
special salt  |  menu tactics  |  measure reduction
2010 DIETARY GUIDELINES - SODIUM

- Reduce intake to less than 2300 mg per day
- Further reduce intake to 1500 mg per day for
  - Adults ages 51+
  - African Americans ages 2+
  - People ages 2+ with high blood pressure, diabetes, or chronic kidney disease
- The 1500 mg recommendation applies to half the total population (ages 2+) and to the majority of adults
APPROXIMATE MEAN DAILY SODIUM INTAKE

FIGURE 3-1. Estimated Mean Daily Sodium Intake, by Age-Gender Group, NHANES 2005-2006

2010 US Dietary Guidelines
TYPICAL INTAKE VS RECOMMENDED

FIGURE 5-1. How Do Typical American Diets Compare to Recommended Intake Levels or Limits?

Usual intake as a percent of goal or limit

Eat more of these:
- Whole grains: 15% vs 59%
- Vegetables: 42% vs 52%
- Fruits: 44% vs 61%
- Dairy: 44% vs 61%
- Seafood: 40% vs 56%
- Oils: 28% vs 75%
- Fiber: 28% vs 75%
- Potassium: 28% vs 75%
- Vitamin D: 28% vs 75%
- Calcium: 28% vs 75%

Eat less of these:
- Calories from SoFAS*: 280% vs 200%
- Refined grains: 149% vs 200%
- Sodium: 110% vs 200%
- Saturated fat: 110% vs 200%

Percent of goal or limit

2010 US Dietary Guidelines
## Top 10 Sources of Sodium in the Diets of the U.S. Population

<table>
<thead>
<tr>
<th>Rank</th>
<th>Source</th>
<th>Rank</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yeast breads</td>
<td>6</td>
<td>Condiments</td>
</tr>
<tr>
<td>2</td>
<td>Chicken and chicken mixed dishes</td>
<td>7</td>
<td>Tortillas, burritos, tacos (Mexican mixed dishes)</td>
</tr>
<tr>
<td>3</td>
<td>Pizza</td>
<td>8</td>
<td>Sausage, franks, bacon, ribs</td>
</tr>
<tr>
<td>4</td>
<td>Pasta and pasta dishes</td>
<td>9</td>
<td>Regular cheese</td>
</tr>
<tr>
<td>5</td>
<td>Cold cuts</td>
<td>10</td>
<td>Grain based desserts</td>
</tr>
</tbody>
</table>

*NHANES 2005-2006*
FIGURE 3-2. Sources of Sodium in the Diets of the U.S. Population Ages 2 Years and Older, NHANES 2005–2006

- Yeast breads: 7.3%
- Chicken and chicken mixed dishes: 6.8%
- Pizza: 6.3%
- All other food categories: 31.9%
- Pasta and pasta dishes: 5.1%
- Cold cuts: 4.5%
- Condiments: 4.4%
- Tortillas, burritos, tacos: 4.1%
- Sausage, franks, bacon, ribs: 4.1%
- Beef and beef mixed dishes: 3.3%
- Grain-based desserts: 3.4%
- Regular cheese: 3.5%
- Soups: 3.3%
- Eggs and egg mixed dishes: 2.6%
- Rice and rice mixed dishes: 2.6%
- Burgers: 2.4%
- Salad dressing: 2.4%
- Ready-to-eat cereals: 2.0%
- All other food categories: 31.9%

2010 US Dietary Guidelines
TOP SOURCES OF CALORIES AMERICANS TWO YEARS AND OLDER

1. Grain-based desserts
2. Yeast breads
3. Chicken and chicken mixed dishes
4. Soda/energy drinks/sports drinks
5. Pizza

TASTE, PRICE, HEALTHFULNESS
DRIVE FOOD SELECTION

Source: International Food Information Council Foundation 2014 Food & Health Survey
AMERICANS ARE MAKING AN EFFORT ON SODIUM REDUCTION...

More than four out of five Americans have made an effort to eat more fruits and vegetables. The least popular action is to cut back on full fat dairy.

<table>
<thead>
<tr>
<th>Action</th>
<th>Began in Past Year</th>
<th>Doing for More Than a Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat more fruits and vegetables</td>
<td>31%</td>
<td>51%</td>
</tr>
<tr>
<td>Cut calories by drinking water, low and no calorie beverages</td>
<td>26%</td>
<td>53%</td>
</tr>
<tr>
<td>Eat more foods with whole grains</td>
<td>23%</td>
<td>49%</td>
</tr>
<tr>
<td>Cut back on foods higher in added sugars</td>
<td>25%</td>
<td>45%</td>
</tr>
<tr>
<td>Cut back on foods higher in salt</td>
<td>20%</td>
<td>46%</td>
</tr>
<tr>
<td>Consume smaller portions</td>
<td>30%</td>
<td>36%</td>
</tr>
<tr>
<td>Cut back on foods higher in solid fats</td>
<td>21%</td>
<td>42%</td>
</tr>
<tr>
<td>Compare sodium in foods like soup, bread, and frozen meals, and choose the foods with lower numbers</td>
<td>19%</td>
<td>40%</td>
</tr>
<tr>
<td>Balance calories to manage my weight</td>
<td>22%</td>
<td>35%</td>
</tr>
<tr>
<td>Cut back on full fat dairy and replace with a low- or no-fat alternative</td>
<td>15%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Over the past year, which of the following, if any, have you made an effort to do?  

2014 n=1,005; Arrows indicate significant (95 level) differences vs. 2013.
WHERE IS THE SODIUM COMING FROM?

- Processed & Prepared 77%
- Naturally occurring 12%
- At the table 6%
- In cooking 5%

HOW DOES SODIUM “BUILD”?  

Big 3  

• Bread  
• Processed meat  
• Cheese
HOW DOES SODIUM “BUILD?”

<table>
<thead>
<tr>
<th>SANDWICH</th>
<th>MG SODIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 OZ. BREAD</td>
<td>395</td>
</tr>
<tr>
<td>2 OZ. HAM</td>
<td>590</td>
</tr>
<tr>
<td>2 OZ. CHEESE</td>
<td>110</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>1095</strong></td>
</tr>
</tbody>
</table>
HOW DOES PORTION SIZE AFFECT SODIUM?

1 cup spaghetti with tomato sauce and small meatballs: 630 mg sodium

2 cups spaghetti with tomato sauce and large meatballs: 1010 mg sodium
## How Does Sodium “Build?”

<table>
<thead>
<tr>
<th>Pizza Slice</th>
<th>MG Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 oz. Crust</td>
<td>475</td>
</tr>
<tr>
<td>2 T Sauce</td>
<td>170</td>
</tr>
<tr>
<td>3 oz. Mozzarella</td>
<td>555</td>
</tr>
<tr>
<td>2 oz. Pepperoni</td>
<td>330</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>1530</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pizza Slice</th>
<th>MG Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 oz. Crust</td>
<td>315</td>
</tr>
<tr>
<td>2 T Sauce</td>
<td>170</td>
</tr>
<tr>
<td>1 oz. Aged Goat Cheese</td>
<td>100</td>
</tr>
<tr>
<td>1.5 oz. Mozzarella</td>
<td>275</td>
</tr>
<tr>
<td>2 oz. Grilled Chicken</td>
<td>85</td>
</tr>
<tr>
<td>1 oz. Arugula</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>950</strong></td>
</tr>
</tbody>
</table>
### How Does Sodium “Build?”

<table>
<thead>
<tr>
<th>BURGER</th>
<th>MG SODIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 OZ. BUN</td>
<td>425</td>
</tr>
<tr>
<td>6 OZ. SALTED MEAT</td>
<td>200</td>
</tr>
<tr>
<td>2 OZ. CHEDDAR</td>
<td>385</td>
</tr>
<tr>
<td>2 OZ. BACON</td>
<td>375</td>
</tr>
<tr>
<td>PICKLE</td>
<td>110</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>1495</strong></td>
</tr>
</tbody>
</table>

### Value Transition

<table>
<thead>
<tr>
<th>BURGER</th>
<th>MG SODIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 OZ. BUN</td>
<td>285</td>
</tr>
<tr>
<td>4 OZ. SPICED MEAT</td>
<td>100</td>
</tr>
<tr>
<td>1.5 OZ. CHEDDAR</td>
<td>290</td>
</tr>
<tr>
<td>1 OZ. BACON</td>
<td>185</td>
</tr>
<tr>
<td>2 T GREEK YOGURT MUSTARD</td>
<td>30</td>
</tr>
<tr>
<td>ICE BOX PICKLE</td>
<td>50</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>940</strong></td>
</tr>
</tbody>
</table>
SODIUM CONTENT OF VARIOUS SALTS

mg sodium per teaspoon

<table>
<thead>
<tr>
<th>Salt</th>
<th>Sodium (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table Salt</td>
<td>2360</td>
</tr>
<tr>
<td>Diamond Crystal Fine Sea Salt</td>
<td>2160</td>
</tr>
<tr>
<td>Morton Kosher Salt</td>
<td>1920</td>
</tr>
<tr>
<td>Coarse Sea Salt</td>
<td>1320 (Varies)</td>
</tr>
<tr>
<td>Diamond Crystal Kosher Salt</td>
<td>1120</td>
</tr>
</tbody>
</table>
HOW MUCH IS A PINCH?

1/8 teaspoon table salt
    =
    295 mg sodium

OR

1/8 teaspoon
    Diamond Crystal Kosher Salt
    =
    140 mg sodium
GET FSP’S ATTENTION

- Understand challenges, training, cost, constraints
- Customer satisfaction, value proposition/transition
- Process to change;
  - Identify goal
  - Design tactics
  - Equip facility
  - Document
  - Training
  - Procure
  - Implement
  - Market
**PRODUCE: COMPLEXITY & CHALLENGES**
**VOLUME FOODSERVICE OPERATOR’S PERSPECTIVE**

- **Do all formats count with nutrition influencers?**
- **Availability of specific varieties**
- **Flavor**
- **Shelf life extension in fresh packaging**
- **IQF cook technique**
- **Flavor extensions in IQF**
- **Value added fresh cut**

- **Format**

- **Consumer Demand**
  - **Flavor**
  - **Familiarity**
  - **Trends: What’s hot? What’s not?**
  - **Is it craveable? Is it memorable?**
  - **Perception of value**
  - **Health/wellness...shifting sands...**
  - **Convenience**
  - **Negative past experience**

- **Distribution & Supply**
  - **Quality**
  - **Regional production**
  - **Regional volume**
  - **Price**
  - **Four-season vs. fixed menu**

- **Seasonality**

- **Labor & Operations**
  - **Labor costs**
  - **Skills**
  - **Training costs**
  - **Familiarity with product**
  - **Negative past experience**
  - **Storage**
  - **Equipment**
  - **Cooking methods**
  - **Shelf life & food safety**

- **Consumer Communications**
  - **Nutrition info vs. marketing**
  - **Influence of social media**
  - **Menu descriptors**
  - **Promotions**

Source: The Culinary Institute of America Healthy Menus R&D Collaborative, Produce Working Group
KEY STRATEGY #1
MEASUREMENT

- Always measure ingredients
- Outfit cooks to follow recipes
- Communicate reasoning to team
- Discontinue “free salting”
- In general, most sodium use could be cut by 25% without any noticeable difference
KEY STRATEGY #2
SEASON

- Incorporate saltless spice rubs and seasonings
- Use spices to create the global profile
- Salt last
The Culinary Institute of America
Healthy Menus R&D Collaborative Priority Areas

- Improving Carbohydrate Quality
- Increasing Produce
- Reducing Sodium
- Strategic Calorie Design
HMC MEMBER:

“It's a dance. With one step, you are catering to consumers' old habits and menu preferences. And with the next, you are trying to lead them to a healthier place.”
Thanks for joining us!