**Press Release**

**22nd February 2019**

**Lidl Northern Ireland Reviews over 850 Own-Brand Products and Commits to Significant Salt & Sugar Reductions by 2020**

* *20% reduction of added sugar across own brand products*
* *Reduction of salt content in own brand products in line with the UK’s Food Standards Agency targets by the end of 2020*

Lidl Northern Ireland has announced that over 850 own-brand products are being assessed as the retailer commits to a 20% reduction in added sugar content.

Over 30% of the product range will also have a reduction in salt levels in accordance with best practice standards\* by the end of 2020.

A recent Health and Nutrition Policy published by Lidl Northern Ireland outlines the strategy for reducing the sugar and salt content in own brand products. The new policy is being rolled out across the island of Ireland in response to customer’s demand for healthier food choices.

To actively promote healthier nutrition to customers, Lidl Northern Ireland has set the following targets;

* **Sugar:** Lidl Northern Ireland will reduce the added sugar content in own brand products by 20% by the end of 2020 focusing primarily on foods that are popular with and consumed by children. Food categories such as breakfast cereals, spreads, sauces, and sweet confectionery will be a major focus. Lidl Northern Ireland will be reviewing approximately 350 own brand products in order to reach this sugar target.
* **Salt:** Lidl Northern Ireland will reduce the salt content of own-brand products in line with the UK’s Food Standards Agency (FSA) 2017 salt targets by the end of 2020. The reduction of salt first focuses on food categories that are consumed on a regular basis and generally make up a large share of the daily salt intake including; ready meals, soups, pizzas, crisps, cakes and meat products. Over 500 of Lidl Northern Ireland's own brand products will be reviewed to reach this salt target.

Liam Casey, Commercial Director at Lidl Northern Ireland said, “Promoting and providing healthier food options for our customers is something we are passionate about at Lidl Northern Ireland and we are proud to be leading the way in the region’s retail market with our significant commitments. Our new Health and Nutrition Policy underlines our commitment to initiatives that are gaining more traction in the health sector.”

The nutritional pledge indicates how Lidl is aware of the positive impact that food retailers could have on the prevention of obesity in Northern Ireland. The salt and sugar pledge aims to achieve a reduction in the amount fat, salt and sugar in foods eaten regularly by consumers and to help create a healthier food environment.

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**Notes To Editor:**

**\*** UK’s Food Standards Agency (FSA) 2017 salt targets: [www.food.gov.uk/business- guidance/salt](http://www.food.gov.uk/business-%20%20%20guidance/salt)

* Lidl’s publicly accessible policy paper on the reduction of sugar and salt content across permanently listed own-band products is available here: [www.abettertomorrow-lidl.ie/sourcing/#healthier-products](http://www.abettertomorrow-lidl.ie/sourcing/#healthier-products)
* Measurement of progress will be based on the reduction of the average sugar or salt content per 100g of food or 100ml of beverage, weighted by units sold per year in Ireland and Northern Ireland. This means that within a given food category, the total amount of added sugar and salt will be determined for all products sold within a given year at Lidl in Ireland and Northern Ireland and divided by the total number of products sold.