



## Sodium

### Overview, Rationale, and Goal

Sodium, which is an essential mineral that occurs naturally in foods, can also be added to food during processing. While obtaining enough sodium is critical to human health, excess consumption of sodium is associated with elevated risk for high blood pressure and cardiovascular disease. The current World Health Organization (WHO) guideline recommends that people limit their daily intake of sodium to 2000mg.

Informed by the guidelines on sodium intake provided by the WHO and other authorities, we have set a goal to help consumers reduce the amount of sodium in their diets. Our goal, as part of our Performance with Purpose (PwP) 2025 agenda, is that **by 2025, at least three-fourths of our global foods portfolio volume will not exceed 1.3 milligrams of sodium per Calorie**. An example of a product that meets these criteria is Smartfood Delight Sea Salt popcorn with 0.8mg sodium per Calorie.

While global dietary intake data shows snacks are a relatively small proportion of total sodium intake, we developed our goal so that it shifts a significant portion of our foods portfolio towards lower sodium levels that make it easier for our consumers to follow the WHO's recommendations.

### Approach

To better meet consumer needs and potential emerging regulations, we are applying reduction and reformulation strategies to our foods portfolio.

Using various reformulation ingredients to reduce sodium, we are improving our foods portfolio to better meet the desires and nutritional goals of consumers worldwide. We are creating new recipes and ways to season foods using different seasonings and ingredients from around the world. For example, in Mexico, most of our Cheetos portfolio has been reformulated to comply with our sodium targets. In addition to reformulation of existing products, we are also introducing new products with less sodium, such as reduced sodium multigrain Kurkure in India.

We are also exploring salt-reduction methods and technologies that will allow us to maintain our products' great taste while accommodating consumers' changing palates. This includes using smaller salt particles to enhance taste while reducing a product's overall sodium level.

### Performance & External Validation

By the end of 2017, 55 percent of our foods volume in our Top 10 global markets, (representing 78 percent of our global foods volume), was in line with our PwP goal of sodium levels that do not exceed 1.3 mg/Calorie. In addition, 2017 is the first year we are able to report our performance against this goal in our Top 23 global markets, (representing 90 percent of our global foods volume), with 56 percent of global foods volume in these markets in line with our PwP goal.

We have also formed an agreement with Partnership for a Healthier America (PHA), an organization that works with the private sector to help improve the health of youth in the United States by addressing childhood obesity, to conduct an independent review of our progress against our sodium goal. The first year of this review, which looked at 2016 SKU level data of products in our Top 10 global markets, confirmed the accuracy of our calculations and the reliability of the methodology we use to make those calculations. Further detail about the review is published within [PHA's annual report](#). We plan to continue conducting independent reviews of the data and methodology, in order to continue to drive transparency around this important goal.