



25th October 2011
Embargo – Wednesday 26th October

‘IBCA members reduce salt content by 48%’

The Irish Breakfast Cereal Association (IBCA) today welcomed the Food Safety Authority of Ireland (FSAI) update on the progress of its voluntary salt reduction programme with the food industry

The members of the Irish Breakfast Cereal Association, which include Kelloggs, Nestle Cereals and Flahavans, have reduced the salt content of their products by an average of 48% since the inception of their salt reduction initiative in 1998.

IBCA Secretary, Thomas Burke, said “IBCA members have been to the forefront of the salt reduction drive reducing salt levels in their products by 48% since 1998. Our category was amongst the first to undertake a voluntary salt reduction programme and we have continued to invest significant time and money in the pursuit of lower salt products. As a category we have reduced the salt levels in our products on a sales weighted basis, meaning that our most popular products have been included in the scope. This enables us to provide a meaningful public health benefit.”

Mr. Burke continued “The IBCA looks forward to continuing to work with the FSAI in the coming years to continue our efforts in relation to salt reduction, subject to consumer acceptance and where technically feasible”.

For further information please contact:

Aoife Keane, IBEC Press Office
Ph: 01 6051637
Aoife.keane@ibec.ie

Thomas Burke, IBCA Secretary
Ph: 01 6051688
Thomas.Burke@ibec.ie

Notes to Editor:

The Irish Breakfast Cereal Association (IBCA) is affiliated to FDII/IBEC and represents the interests of a number of breakfast cereal companies in the Republic of Ireland. Its members include Flahavans, Kellogg’s, and Nestle Cereals.