



# Product Development

## “Consumer acceptance of salt reduction”

### Business background



- Product development optimizes the product formula using consumer liking data related to detailed sensory attribute analyses.
- Product formula were adjusted for different products to reduce salt content, retaining consumer acceptance.

### Science behind it



#### Aim:

Successfully reduce salt content by replacing it with naturally brewed soy sauce maintaining consumer liking.

#### Methods:

- Establishment of a product-specific optimal exchange rate by adjusting product formula according to psychophysical ranges.
- Consumer sensory testing of different products, e.g. salad dressing, soup and stir-fried pork.

#### Results:

We managed to obtain salt reductions up to 50% in real foods without losing consumer acceptance, using natural soy sauce.

“In product development the combination of consumer perception in relation to product ingredients is essential”

