



Public Health
England

Protecting and improving the nation's health

Salt reduction targets for 2024

September 2020

About Public Health England

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Salt reduction targets

This document contains 2 sets of targets for levels of salt in food products and drinks, to be achieved by 2024.

Work on salt reduction began in the UK in 2004 following advice from the Scientific Advisory Committee on Nutrition (SACN), published in the 2003 report on Salt and Health,ⁱ that recommended population average salt intakes should be reduced to 6g per day to reduce the risk of high blood pressure and hence cardiovascular disease (CVD). CVD causes a quarter of all deaths in the UK and is the largest cause of premature mortality in deprived areas.ⁱⁱ

Four previous sets of voluntary salt reduction targets for individual categories of food have been published by government (in 2006, 2009, 2011 and 2014). The targets set for industry in 2014, which were to be achieved by 2017, were republished by Public Health England (PHE) in 2017ⁱⁱⁱ when salt reduction became part of the reduction and reformulation programme that PHE oversees on behalf of government. In December 2018 PHE published an assessment of the food industry's progress towards achieving the 2017 targets,^{iv} and an updated assessment, including an assessment of progress at business-level, was published in September 2020^v.

Published in July 2019, the government's Prevention Green Paper^{vi} made a commitment to continue to improve the nutritional content of food and drink. In relation to salt, the government's ambition is to further reduce population salt intakes to 7g per day. As part of the wider work to achieve this, PHE was commissioned to develop and publish revised salt reduction targets and report on industry's progress.

The targets published here, to be achieved by 2024 (to align with calorie reduction ambitions), are the 5th set of voluntary salt reduction targets. These aim to continue to gradually reduce the levels of salt in the foods that contribute the most salt to our diet. They have been based on the 2017 targets, with revisions made where it is believed there is scope for further salt reduction. More information on the development of the targets, including a summary of stakeholder feedback, can be found in Appendix 1.

Businesses are expected to work towards achieving the 2024 salt reduction targets. Retailers and manufacturers should ensure their products meet table 1 targets. Where retailers provide an eating out of home food offer (eg in-store cafe, food on the go, takeaway) they should also ensure their products meet the table 2 targets. Businesses that provide the food and meals that we buy and eat out of the home, take away or have delivered to the home (referred to as the eating out, takeaway and delivery sector) should ensure they procure and/or make products that meet the relevant table 1 and table 2 targets.

PHE is committed to transparent monitoring of the salt reduction programme. A report on the food industry's progress towards meeting the 2024 targets is anticipated in 2022.

Businesses are also expected to reduce levels of sugar and calories in products in line with ambitions set for the sugar and calorie reduction programmes. Nearly all products covered by calorie reduction categories^{vii}, and some products covered by sugar reduction categories^{viii} also have salt reduction targets.

Sodium replacers

In 2013, SACN was asked by the Department of Health and Social Care (DHSC) to provide advice on the potential risks and benefits of reducing the sodium (salt) content of foods through the use of potassium-based sodium replacers. SACN and the Committee on Toxicity of Chemicals in Food, Consumer Products and the Environment (COT) conducted a benefit-risk assessment on the impact and benefit of substituting sodium with potassium. SACN-COT concluded that overall, at a population level, the potential benefits of using potassium-based sodium replacers to help reduce sodium in foods outweigh the potential risks. The beneficial effects at an individual level are likely to be small in size but will impact a large proportion of the population.

PHE's preferred approach is for businesses to gradually reduce the overall saltiness of their products allowing for people's palates to adjust to less salty foods. It is a business decision if and how they wish to use sodium replacers.

Table 1 – salt targets for 2024

These are the latest version of this set of salt targets which have been published 4 times previously. They cover 84 specific food groups (76 from 2017 and 8 new) that contribute most to people's salt intakes and are set to be achieved by 2024. As with previous sets of targets, it is understood that the levels set for some categories are considered aspirational and will require acceptable technical solutions if they are to be achieved in full, but progress towards these goals will bring public health benefits.

The aim is for all products or volume sales within an individual category to meet the targets. However, because there can be technical or other difficulties associated with this, businesses can say they have met the target(s) for an individual sub-category if 95% of products or volume sales meet the targets and if efforts have been made to reduce salt in the remaining 5% of products or volume sales to a minimum.

All new products introduced to the market should meet, or fall below, the current maximum target for the relevant category. For the limited number of categories that do not have a maximum target (bacon, ham, mozzarella (used in food products), blue cheese, lightly salted butter, canned tuna, canned salmon) any new products should use the average figure as a maximum.

Retailers and manufacturers should ensure their products meet table 1 targets. Where retailers provide an eating out of home food offer (for example, in-store café, food on the go, takeaway) they should also ensure their products meet the table 2 targets.

The eating out, takeaway and delivery sector is expected to make every effort to procure and/or make products that meet the relevant table 1 target(s) as outlined. Outlets should also commit to meeting the maximum per serving table 2 targets designed specifically for the eating out, takeaway and delivery sector.

Table 1: Salt reduction targets 2024

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
<p>The salt targets have been set for products 'as sold' unless otherwise stated within the category name and description. The targets have been set according to mg sodium that should be present and include all sources of sodium. The sodium figures have been multiplied by 2.5 to give the salt equivalent figure. The targets should therefore be met for both sodium and salt.</p>			
<p>There are 2 types of average used within the targets table. The first is a processing average (average p) and is used to account for ranges of salt levels that occur in a single product eg bacon and tuna. The second is a range average (average r) which is used to take account of a range of different flavours (eg standard potato crisps) or products (eg morning goods) covered by a single target. All range averages should be calculated on a sales weighted basis.</p>			
1. Meat Products	1.1 Bacon Includes all types of injection cured bacon, eg sliced back, streaky, smoked and unsmoked bacon, bacon joints. Excludes all dry and immersion cured bacon.	2.59g salt or 1035mg sodium (average p)	2.88g salt or 1150mg sodium (average p)
	1.2 Ham/other cured meats Includes hams, cured pork loin and shoulder, corned beef etc. Excludes 'Protected Designation of Origin' and traditional speciality guaranteed products, eg Parma ham, salami, pepperoni. Also excludes speciality products produced using traditional methods such as immersion and dry cured processes including cured tongue.	1.63g salt or 650mg sodium (average p)	1.63g salt or 650mg sodium (average p)
	1.3 Sausages 1.3.1 Sausages Includes all fresh, chilled and frozen meat sausages, eg pork, beef, chicken, turkey, etc.	1.08g salt or 430mg sodium (average r) 1.31g salt or 525mg sodium (maximum)	1.13g salt or 450mg sodium (average r) 1.38g salt or 550mg sodium (maximum)
	1.3.2 Cooked sausages and sausage meat products Includes all cooked sausages and sausage meat products eg stuffing, turkey roll with stuffing etc. Excludes Scotch eggs (see category 22.1).	1.30g salt or 520mg sodium (average r) 1.53g salt or 610mg sodium (maximum)	1.38g salt or 550mg sodium (average r) 1.7g salt or 680mg sodium (maximum)
	1.4 Meat Pies 1.4.1 Delicatessen, pork pies and sausage rolls Includes all delicatessen pies, pork pies and sausage rolls eg	0.93g salt or 370mg sodium (average r) 1.08g salt or 430mg sodium (maximum)	0.98g salt or 390mg sodium (average r) 1.13g salt or 450mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	game pie, cranberry topped pork pie, Melton Mowbray pork pie etc.		
	<u>1.4.2 Cornish and meat-based pasties</u> Includes all Cornish and meat-based pasties only.	0.80g salt or 320mg sodium (average r) 0.90g salt or 360mg sodium (maximum)	0.9g salt or 360mg sodium (average r) 1.0g salt or 400mg sodium (maximum)
	<u>1.4.3 Other meat-based pastry products</u> Includes all meat-based pastry products, pies, slices etc. whether chilled, canned, frozen etc. Excludes pork pies and sausage rolls (see category 1.4.1) and Cornish and meat-based pasties (see category 1.4.2).	0.60g salt or 240mg sodium (average r) 0.71g salt or 285mg sodium (maximum)	0.68g salt or 270mg sodium (average r) 0.75g salt or 300mg sodium (maximum)
	1.5 Cooked uncured meat Includes all roast meat, sliced meat etc. Excludes ham (see category 1.2) <u>1.5.1 Whole muscle</u> Includes all chilled, frozen and canned whole muscle eg beef, lamb, chicken, turkey etc. Also includes rotisserie and roasted products.	0.68g salt or 270mg sodium (maximum)	0.68g salt or 270mg sodium (maximum)
	<u>1.5.2 Reformed whole muscle</u> Includes all reformed whole muscle eg beef, lamb, chicken, turkey etc.	0.9g salt or 360mg sodium (maximum)	0.9g salt or 360mg sodium (maximum)
	<u>1.5.3 Comminuted or chopped reformed meat</u> Includes all comminuted or chopped reformed and shaped uncured meats eg beef, lamb, chicken, turkey etc.	1.35g salt or 540mg sodium (maximum)	1.35g salt or 540mg sodium (maximum)
	1.6 Burgers and Grill Steaks Includes all standard, speciality and topped burgers and grill steaks eg fresh and frozen burgers and grillsteak, beef burgers, hamburgers, pork/bacon burgers, chicken burgers, turkey burgers and all kebabs. Excludes canned burgers (see category 1.7.1).	0.68g salt or 270mg sodium (average r) 0.84g salt or 335mg sodium (maximum)	0.75g salt or 300mg sodium (average r) 0.88g salt or 350mg sodium (maximum)
	1.7 Frankfurters, hotdogs, and burgers <u>1.7.1 Canned frankfurters, canned hotdogs and canned burgers only.</u> Excludes fresh and frozen burgers	1.30g salt or 520mg sodium (average r) 1.75g salt or 700mg sodium (maximum)	1.38g salt or 550mg sodium (average r) 1.75g salt or 700mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	(see category 1.6), sausages (see category 1.3) and chilled frankfurters (see category 1.7.2).		
	<u>1.7.2 Fresh chilled frankfurters</u>	1.5g salt or 600mg sodium (average r) 1.88g salt or 750mg sodium (maximum)	1.5g salt or 600mg sodium (average r) 1.88g salt or 750mg sodium (maximum)
2. Bread	2.1 Bread and rolls Includes all bread and rolls: pre-packed, part-baked and freshly baked (including retailer in-store bakery) white, brown, malted grain, wholemeal and 50:50 bread or rolls including seeded products, French bread, ciabatta, focaccia, pitta, naan, chapattis, tortillas etc without "high salt" additions (eg cheese, olives, sundried tomatoes etc, for these products see category 2.2) Includes pizza bases (fresh and frozen).	0.85g salt or 340mg sodium (average r) 1.01g salt or 405mg sodium (maximum)	0.9g salt or 360mg sodium (average r) 1.13g salt or 450mg sodium (maximum)
	2.2 Bread and rolls with additions Includes all bread and rolls (as listed at category 2.1 above) with "high salt" additions e.g. cheese, olives, sundried tomatoes etc.	0.90g salt or 360mg sodium (average r) 1.08g salt or 430mg sodium (maximum)	1g salt or 400mg sodium (average r) 1.13g salt or 450mg sodium (maximum)
	2.3 Morning goods - yeast raised Includes all yeast raised morning goods such as bagels, croissants, fruited and non-fruited buns, hot cross buns, pain au chocolat, teacakes, brioche etc.	0.65g salt or 260mg sodium (average r) 0.83g salt or 330mg sodium (maximum)	0.73g salt or 290mg sodium (average r) 0.88g salt or 350mg sodium (maximum)
	2.4 Morning goods - powder raised Includes all powder raised morning goods such as waffles, pancakes, English muffins, crumpets, soda farls, scones, potato farls, wheaten bread.	1.01g salt or 405mg sodium (average r) 1.19g salt or 475mg sodium (maximum)	1.13g salt or 450mg sodium (average r) 1.25g salt or 500mg sodium (maximum)
3. Breakfast Cereals	3.1 Breakfast cereals Includes all breakfast cereals, eg muesli, cornflakes, hot oat cereals etc.	0.48g salt or 190mg sodium (average r) 0.90g salt or 360mg sodium (maximum)	0.59g salt or 235mg sodium (average r) 1.0g salt or 400mg sodium (maximum)
4. Cheese	4.1 Cheddar and other similar "hard pressed" cheeses Includes Cheddar, Cheshire, Lancashire, Wensleydale, Caerphilly, Double Gloucester, Leicester, Derby	1.66g salt or 665mg sodium (average r) 1.90g salt or 760mg sodium (maximum)	1.75g salt or 700mg sodium (average r) 2g salt or 800mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	etc, including mild, medium or mature and those products where levels of fat have been reduced. Also includes 'string type' cheese that contain no emulsifiers.		
	4.2 “Fresh” cheeses 4.2.1 Soft white cheese eg Philadelphia Includes all soft white cheese, flavoured or unflavoured, including reduced fat products. Excludes cottage cheese (see category 4.2.2). Also excludes fromage frais as no salt is added to this product; and Brie, Camembert and other similar soft rinded cheeses.	0.5g salt or 200mg sodium (average r) 0.68g salt or 270mg sodium (maximum)	0.5g salt or 200mg sodium (average r) 0.68g salt or 270mg sodium (maximum)
	4.2.2 Cottage cheese - plain and flavoured Includes all plain and flavoured cottage cheese.	0.45g salt or 180mg sodium (average r) 0.48g salt or 190mg sodium (maximum)	0.5g salt or 200mg sodium (average r) 0.53g salt or 210mg sodium (maximum)
	4.3 Mozzarella Includes mozzarella products for food industry use and grated mozzarella sold in retail outlets. Excludes fresh mozzarella sold in retail outlets.	1.35g salt or 540mg sodium (average p)	1.35g salt or 540mg sodium (average p)
	4.4 Blue cheese UK produced blue cheeses only.	1.80g salt or 720mg sodium (average p)	2.0g salt or 800mg sodium (average p)
	4.5 Processed Cheese 4.5.1 Cheese spreads	1.55g salt or 620mg sodium (average r) 1.8g salt or 720mg sodium (maximum)	1.63g salt or 650mg sodium (average r) 1.8g salt or 720mg sodium (maximum)
	4.5.2 Other processed cheese Includes all sliced cheese and 'string' type cheese with emulsifiers. Excludes stringed cheese without emulsifiers (see category 4.1 Cheddar).	1.63g salt or 650mg sodium (average r) 2.0g salt or 800 mg sodium (maximum)	1.7g salt or 680 mg sodium (average r) 2.0g salt or 800 mg sodium (maximum)
5. Butter	5.1 Salted butters and buttery spreads Includes all regional and salted butter and buttermilk-enriched spreads. Also includes flavoured butter and buttery spreads eg garlic butter.	1.33g salt or 530mg sodium (average r) 1.60g salt or 640mg sodium (maximum)	1.48g salt or 590mg sodium (average r) 1.68g salt or 670mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	5.2 Lightly salted butter Includes all lightly salted butters (made using different processes to that used for salted butters at 5.1.2 eg Lurpak).	1.06g salt or 425mg sodium (average p)	1.13g salt or 450mg sodium (average p)
6. Fat spreads	6.1 Margarines/other spreads Includes all margarines, spreads and spreadable butters which include an oil element and spreads, eg sunflower, olive oil, sterol/stanol etc. Excludes buttermilk-enriched spreads (see category 5.1).	0.95g salt or 380mg sodium (average r) 1.24g salt or 495mg sodium (maximum)	1.06g salt or 425mg sodium (average r) 1.38g salt or 550mg sodium (maximum)
7. Baked Beans	7.1 Baked beans in tomato sauce without accompaniments	0.56g salt or 225mg sodium (maximum)	0.56g salt or 225mg sodium (maximum)
	7.2 Baked beans and canned pasta with accompaniments Includes baked beans or canned pasta in tomato sauce with sausages, meatballs, other meats and cheese, spaghetti bolognese, macaroni cheese etc.	0.60g salt or 240mg sodium (average r) 0.69g salt or 275mg sodium (maximum)	0.68g salt or 270mg sodium (average r) 0.73g salt or 290mg sodium (maximum)
8. Ready meals and meal centres	8.1 Ready Meals and Meal Centres Includes all Chinese, Thai, Italian, traditional and other ready meals and meal centres with or without accompaniment (potato, rice, noodles, pasta, etc) made from meat, poultry, fish, Quorn or vegetables. Also includes side dishes such as vegetable curries, dhal and other dishes that can be consumed as a meal. This category also includes products such as cheese pies/rolls, breaded fish (excluding shellfish) and chicken, dressed salad with protein, marinated meats etc.	0.60g salt or 240mg sodium (average r) 0.90g salt or 360mg sodium (maximum)	0.63g salt or 250mg sodium (average r) 0.95g salt or 380mg sodium (maximum)
	8.2 Ready meal sides and accompaniments Includes bhajis, samosas, spring rolls, pakoras, gyozas and other similar products. Also includes vegetable-based croquettes, arancini, macaroni and cheese coated bites, onion rings, coated garlic mushrooms and other similar products. Excludes mini sausage rolls, pasties or pies which are included in 1.4.1, 1.4.2 and 1.4.3,	0.69g salt or 275mg sodium (average r) 0.88g salt or 350mg sodium (maximum)	New target for 2024

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	and coated prawns, calamari and deep-fried cheese.		
9. Soups	9.1 Soups (as consumed) Includes all wet soups (canned, condensed, ambient and fresh) and dried soups as consumed.	0.50g salt or 200mg sodium (average r) 0.59g salt or 235mg sodium (maximum)	0.53g salt or 210mg sodium (average r) 0.63g salt or 250mg sodium (maximum)
10. Pizzas	10.1 Pizzas with cured meat toppings (as consumed) Includes all fresh and frozen pizza with cured meat eg ham, pepperoni, as consumed (following cooking according to manufacturers' instructions).	1.00g salt or 400mg sodium (average r) 1.25g salt or 500mg sodium (maximum)	1.0g salt or 400mg sodium (average r) 1.25g salt or 500mg sodium (maximum)
	10.2 Pizzas with all other toppings (as consumed) Includes all fresh and frozen pizza without cured meat eg chicken, beef, fish, margherita, as consumed (following cooking according to manufacturers' instructions).	0.90g salt or 360mg sodium (average r) 1.13g salt or 450mg sodium (maximum)	
11.Crisps and snacks	11.1 Standard potato crisps All standard potato crisps (sliced potato or vegetable only), all flavours except salt and vinegar (see category 11.4). Includes crisps aimed at a more adult market.	1.25g salt or 500mg sodium (average r) 1.38g salt or 550mg sodium (maximum)	1.31g salt or 525mg sodium (average r) 1.45g salt or 580mg sodium (maximum)
	11.2 Extruded and sheeted snacks All extruded or sheeted snacks eg cheese flavour corn puffs, potato hoops, pretzels, formed crisps, sheeted crisps, tortillas, all flavours except salt and vinegar (see category 11.4).	1.61g salt or 645mg sodium (average r) 1.90g salt or 760mg sodium (maximum)	1.7g salt or 680mg sodium (average r) 2g salt or 800mg sodium (maximum)
	11.3 Pelleted snacks All snacks made from pellets eg prawn cocktail flavour shells, crispy bacon flavour corn snacks, curly cheese snacks, and mini poppadoms, all flavours except salt and vinegar (see category 11.4).	2.03g salt or 810mg sodium (average r) 2.73g salt or 1090mg sodium (maximum)	2.13g salt or 850mg sodium (average r) 2.88g salt or 1150mg sodium (maximum)
	11.4 Salt and Vinegar products All crisps, snacks etc salt and vinegar	1.78g salt or 710mg sodium (average r)	1.88g salt or 750mg sodium (average r)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	flavour only. Includes salt and vinegar popcorn and nuts.	2.25g salt or 900mg sodium (maximum)	2.5g salt or 1000mg sodium (maximum)
	11.5 Savoury popcorn All savoury and salted popcorn. Includes 'sweet and savoury' popcorn, and coated popcorn. Excludes no added salt popcorn and salt and vinegar popcorn (see category 11.4).	1.23g salt or 490mg sodium (average r) 1.44g salt or 575mg sodium (maximum)	New target for 2024
	11.6 Sweet popcorn All sweet popcorn, including coated popcorn. Excludes 'sweet and savoury popcorn' (see category 11.5), and popcorn kernels.	0.76g salt or 305mg sodium (average r) 1.00g salt or 400mg sodium (maximum)	New target for 2024
	11.7 Flavoured nuts Salted and flavoured nuts. Includes salted and flavoured dried seeds, beans, peas and corn eg dried wasabi peas, broad beans, edamame beans. Excludes coated nuts, fruit and nut mixes, and plain/unflavoured nuts.	1.00g salt or 400mg sodium (average r) 1.20g salt or 480mg sodium (maximum)	New target for 2024
12. Cakes, pastries, fruit pies and other pastry-based desserts.	12.1 Cakes Includes all sponge cakes, cake bars, malt loaf, American muffins, doughnuts, flapjacks, brownies etc. Also includes iced finger buns. All other buns are included in Morning goods - yeast raised (category 2.3).	0.40g salt or 160mg sodium (average r) 0.66g salt or 265mg sodium (maximum)	0.43g salt or 170mg sodium (average r) 0.7g salt or 280mg sodium (maximum)
	12.2 Pastries Includes all puff pastry based and laminated pastries such as Danish pastries, maple and pecan plait etc. Includes strudels and other products made with filo pastry. Excludes all sweet shortcrust and choux pastry-based products (see category 12.3).	0.33g salt or 130mg sodium (average r) 0.45g salt or 180mg sodium (maximum)	0.35g salt or 140mg sodium (average r) 0.45g salt or 180mg sodium (maximum)
	12.3 Sweet Pies and other shortcrust or choux pastry based desserts Includes all fruit pies and other desserts made with shortcrust and choux pastry eg apple pie, jam tarts, tarte au citron, tarte au chocolate, treacle tart, lemon meringue pie, custard tart, banoffee pie, éclairs,	0.23g salt or 90mg sodium (average r) 0.30g salt or 120mg sodium (maximum)	0.25g salt or 100mg sodium (average r) 0.33g salt or 130mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	profiteroles, choux buns etc. Excludes all puff pastry and laminated pastries (see category 12.2).		
13. Bought Sandwiches	13.1 Sandwiches with high salt fillings Includes sandwiches and wraps where the filling includes cured meat (eg ham, bacon, pastrami, chorizo, salt beef etc), olives, anchovies and smoked fish, hard cheese, prawns, crayfish, crab and tuna.	0.85g salt or 340mg sodium (average r) 1.43g salt or 570mg sodium (maximum)	0.9g salt or 360mg sodium (average r) 1.5g salt or 600mg sodium (maximum)
	13.2 Sandwiches without high salt fillings Includes all sandwiches and wraps with lower salt fillings eg chicken, vegetables, egg etc. for example, where ingredients are other than those specified in category 13.1 (see above).	0.64g salt or 255mg sodium (average r) 0.83g salt or 330mg sodium (maximum)	0.68g salt or 270mg sodium (average r) 0.88g salt or 350mg sodium (maximum)
14. Table Sauces and condiments	14.1 Tomato ketchup Includes standard and reduced salt and sugar varieties. Includes all flavours.	1.63g salt or 650mg sodium (maximum)	1.7g salt or 680mg sodium (maximum)
	14.2 Brown sauce Includes all standard and reduced salt and sugar brown, BBQ, curry-flavoured etc sauces.	1.2g salt or 480mg sodium (maximum)	1.2g salt or 480mg sodium (maximum)
	14.3 Salad cream Includes reduced fat varieties.	1.50g salt or 600mg sodium (maximum)	1.58g salt or 630mg sodium (maximum)
	14.4.1 Mayonnaise (not reduced fat/calorie) Includes all flavours. Includes vegan alternatives.	1.25g salt or 500mg sodium (maximum)	1.25g salt or 500mg sodium (maximum)
	14.4.2 Mayonnaise (reduced fat/calorie only) Includes all flavours. Includes vegan alternatives.	1.61g salt or 645mg sodium (maximum)	1.7g salt or 680mg sodium (maximum)
	14.5 Salad dressing Includes all oil and vinegar based dressings, including reduced fat varieties.	1.43g salt or 570mg sodium (maximum)	1.5g salt or 600mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	14.6 Chilli sauce Includes all chilli and sweet chilli sauce. Also includes Sriracha sauce. Excludes chilli cooking sauce.	2.88g salt or 1150mg sodium (maximum)	New target for 2024
	14.7 Dips Includes all ambient and chilled dips.	0.75g salt or 300mg sodium (average r) 0.9g salt or 360mg sodium (maximum)	New target for 2024
	14.8 All other condiments Includes horseradish, tartare sauce, mint sauce, chutney, seafood sauce.	1.8g salt or 720mg sodium (maximum)	New target for 2024
15. Cook-in and Pasta Sauces, thick sauces and pastes	15.1 All cook in and pasta sauces (except pesto and other thick sauces and pastes) Includes all cooking sauces, eg pasta sauce, curry, Mexican, Chinese etc. Excludes thick varieties.	0.68g salt or 270mg sodium (average r) 0.83g salt or 330mg sodium (maximum)	0.75g salt or 300mg sodium (average r) 0.93g salt or 370mg sodium (maximum)
	15.2 Pesto and other thick sauces Includes thick cooking sauces intended to be used in smaller quantities, eg pesto, stir fry sauces, etc. (for example, a portion size of under 90g).	1.3g salt or 520mg sodium (average r) 1.55g salt or 620mg sodium (maximum)	1.38g salt or 550mg sodium (average r) 1.63g salt or 650mg sodium (maximum)
	15.3 Thick pastes Includes all thick pastes used in very small quantities (eg15-20g) such as curry and Thai.	3.09g salt or 1235mg sodium (average r) 3.56g salt or 1425mg sodium (maximum)	3.25g salt or 1300mg sodium (average r) 3.75g salt or 1500mg sodium (maximum)
16. Biscuits	16.1 Sweet Biscuits Includes all filled and unfilled sweet biscuits, whether coated (full or half) or not, breakfast biscuits and cereal bars.	0.55g salt or 220mg sodium (average r) 0.85g salt or 340mg sodium (maximum)	0.55g salt or 220mg sodium (average r) 0.95g salt or 380mg sodium (maximum)
	16.2 Savoury biscuits Includes all filled and unfilled savoury biscuits.	1.3g salt or 520mg sodium (average r) 1.75g salt or 700mg sodium (maximum)	1.3g salt or 520mg sodium (average r) 1.75g salt or 700mg sodium (maximum)
17. Pasta	17.1 Pasta and noodles, plain and flavoured Includes fresh, canned, frozen pasta (including spaghetti/hoops in tomato sauce) and noodles. Also includes dry flavoured noodles and pasta with flavour or sauce sold as a snack or meal – in these circumstances, the target is for the products as consumed	0.43g salt or 170mg sodium (average r) 0.58g salt or 230mg sodium (maximum)	0.5g salt or 200mg sodium (average r) 0.88g salt or 350mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	(made up according to manufacturer's instructions) and not as sold. Excludes stuffed pasta and pasta ready meals (see category 8) and canned pasta in tomato sauce with accompaniments (see category 7.2). Also excludes dried pasta.		
18. Rice	18.1 Rice (unflavoured), as consumed Includes all unflavoured rice and cous cous, dried, cooked (made up according to manufacturer's instructions, where appropriate).	0.15g salt or 60mg sodium (maximum)	0.18g salt or 70mg sodium (maximum)
	18.2 Flavoured rice, as consumed Includes all pouched, flavoured rice and cous cous, including ambient and dried products, as consumed (made up according to manufacturer's instructions, where appropriate).	0.43g salt or 170mg sodium (average r) 0.58g salt or 230mg sodium (maximum)	0.45g salt or 180mg sodium (average r) 0.58g salt or 230mg sodium (maximum)
19. Other cereals	19.1 Other cereals Includes ready made pastry – puff, short crust, filo etc. (fresh and frozen); Yorkshire puddings, dumplings, batter and crumble mix, taco shells, flan cases, vol au vent cases, tempura batter and Chinese pancakes. Excludes flavoured and unflavoured cous cous (see category 18) and mini poppadoms (see category 11.3). Also excludes large poppadoms.	0.53g salt or 210mg sodium (average r) 0.6g salt or 240mg sodium (maximum)	0.55g salt or 220mg sodium (average r) 0.63g salt or 250mg sodium (maximum)
20. Processed puddings Excludes mousses, crème caramel, jelly, rice pudding, ready to eat custard and custard powder as these contain no added salt (the sodium present is that	20.1 Dessert mixes, as consumed Includes dehydrated dessert mixes (made up according to manufacturer's instructions). Excludes custard powder and jelly crystals.	0.45g salt or 180mg sodium (maximum)	0.45g salt or 180mg sodium (maximum)
	20.2 Cheesecake Includes ambient, chilled, frozen and dehydrated (as consumed, made up according to manufacturer's instructions).	0.26g salt or 105mg sodium (average r) 0.33g salt or 130mg sodium (maximum)	0.28g salt or 110mg sodium (average r) 0.35g salt or 140mg sodium (maximum)
	20.3 Sponge-based processed puddings Includes jam roly-poly, spotted dick,	0.38g salt or 150mg sodium (average r) 0.56g salt or 225mg sodium (maximum)	0.43g salt or 170mg sodium (average r) 0.63g salt or 250mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
naturally occurring in the ingredients only). Jelly crystals are also excluded for technical reasons.	sticky toffee pudding etc. Excludes canned versions.		
	20.4 All other processed puddings Includes all other processed and pre-prepared puddings eg bread and butter pudding, brownie desserts, crumbles, trifle etc. Excludes sweet pies and all other desserts made with shortcrust and choux pastry (see category 12.4).	0.16g salt or 65mg sodium (average r) 0.25g salt or 100mg sodium (maximum)	0.18g salt or 70mg sodium (average r) 0.28g salt or 110mg sodium (maximum)
21. Quiche	21.1 Quiches Includes all quiches and flans.	0.5g salt or 200mg sodium (average r) 0.6g salt or 240mg sodium (maximum)	0.55g salt or 220mg sodium (average r) 0.68g salt or 270mg sodium (maximum)
22. Scotch Eggs	22.1 Scotch eggs Includes vegetarian/vegan alternatives.	0.78g salt or 310mg sodium (maximum)	0.78g salt or 310mg sodium (maximum)
23. Canned Fish	23.1 Canned tuna Includes all tuna canned in oil, brine, spring water etc. Excludes canned fish with sauce or other additions (see category 23.3).	0.85g salt or 340mg sodium (average p)	0.9g salt or 360mg sodium (average p)
	23.2 Canned salmon Includes all standard canned salmon. Excludes canned fish with sauce or other additions (see category 23.3).	0.8g salt or 320mg sodium (average p)	0.8g salt or 320mg sodium (average p)
	23.3 Other canned fish Includes sardines, mackerel, pilchards in brine, oil etc and canned fish with sauces or other additions eg tomato, barbeque, mustard etc. Also includes canned shellfish eg prawns, crab, mussels etc. Excludes anchovies, smoked fish, lumpfish caviar and fish roe.	0.81g salt or 325mg sodium (average r) 1.43g salt or 570mg sodium (maximum)	0.85g salt or 340mg sodium (average r) 1.5g salt or 600mg sodium (maximum)
24. Canned vegetables	24.1 Canned and bottled vegetables Includes all vegetables, pulses and passata in cans, jars, cartons and tetra-packs etc. Excludes processed, marrowfat and mushy peas (see category 24.2) and sauerkraut.	0.13g salt or 50mg sodium (maximum)	0.13g salt or 50mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	24.2 Canned processed, marrowfat and mushy peas Includes these products only.	0.45g salt or 180mg sodium (maximum)	0.45g salt or 180mg sodium (maximum)
25. Meat alternatives	25.1 Plain meat alternatives Includes plain tofu, Quorn ingredients (eg mince, plain pieces and fillets), meat free mince and other similar products.	0.63g salt or 250mg sodium (maximum)	0.63g salt or 250mg sodium (maximum)
	25.2 Meat free products Includes all meat and fish alternative products eg sausages, burgers, bites, pies, en croute products, sausage rolls, nut cutlets, falafel, flavoured “meat” pieces eg chicken fillets, “meatballs”, all meat-free “meats” eg ham, turkey etc, including “beanburgers”, “vegieburgers” and other similar products. Excludes bacon (see category 25.3), baked beans (category 7), canned vegetables (category 24), ready meals and meal centres (category 8).	0.85g salt or 340mg sodium (average r) 1.19g salt or 475mg sodium (maximum)	0.9g salt or 360mg sodium (average r) 1.25g salt or 500mg sodium (maximum)
	25.3 Meat-free bacon Includes all meat-free bacon type products, whether made from soya, Quorn or other ingredients.	1.78g salt or 710mg sodium (maximum)	1.88g salt or 750mg sodium (maximum)
26. Other processed potatoes	26.1 Dehydrated instant mashed potato, as consumed Includes all instant mashed potato products, plain and flavoured, as consumed (as made up according to manufacturer’s instructions).	0.15g salt or 60mg sodium (maximum)	0.15g salt or 60mg sodium (maximum)
	26.2 Other processed potato products Includes all other processed potato products, including frozen and chilled chips with coatings, potato waffles, shaped potato, wedges, mash, potato dauphinoise etc. Excludes oven chips or other processed potato products with no added salt.	0.39g salt or 155mg sodium (average r) 0.65g salt or 260mg sodium (maximum)	0.46g salt or 185mg sodium (average r) 0.69g salt or 275mg sodium (maximum)
27. Beverages	27.1 Dried Beverages, as consumed Includes drinking chocolate, instant chocolate drinks, instant malted drinks,	0.14g salt or 55mg sodium (maximum)	0.15g salt or 60mg sodium (maximum)

Main product category	Sub-categories (where relevant)	SALT TARGET FOR 2024 (g salt or mg sodium per 100g)	SALT TARGET FOR 2017 (g salt or mg sodium per 100g)
	instant cappuccino drinks etc, as consumed (made up according to manufacturer's instructions). Excludes tea and coffee.		
28. Stocks and gravies	28.1 Stocks, as consumed Includes all flavours of stocks and bouillons including granules, powder, pastes, cubes, reduction jellies and ready to use products, as consumed (made up according to manufacturer's instructions).	0.71g salt or 285mg sodium (average r) 0.9g salt or 360mg sodium (maximum)	0.75g salt or 300mg sodium (average r) 0.95g salt or 380mg sodium (maximum)
	28.2 Gravy, as consumed Includes all flavours of gravy including granules, powder, pastes, cubes, reduction jellies and ready to use products, as consumed (made up according to manufacturer's instructions).	0.85g salt or 340mg sodium (average r) 1.01g salt or 405mg sodium (maximum)	0.95g salt or 380mg sodium (average r) 1.13g salt or 450mg sodium (maximum)

Table 2 – eating out, takeaway and delivery sector maximum per serving salt targets

The purpose of the salt targets set specifically for the eating out, takeaway and delivery sector is to help consumers lower their salt intake by limiting the amount of salt in popular meals and dishes. There are 2024 salt reduction targets for 11 food categories (24 sub-categories), based on the 10 most popular food groups purchased in the eating out, takeaway and delivery sector with the addition of a specific target for children's meals.

Targets for the eating out, takeaway and delivery sector were first set in 2014, with the aim of bringing the salt content of products in this sector in line with the wider food industry. At that time the sector stated that it would be helped in achieving salt reduction by having its own set of targets that took account of generally higher levels of salt in products than those that are bought to be eaten at home.

Retailers and manufacturers should ensure their products meet table 1 targets. Where retailers provide an eating out of home food offer (eg in-store café, food on the go, takeaway) they should also ensure their products meet the table 2 targets. The eating out, takeaway and delivery sector should ensure they procure and/or make products that meet the relevant table 1 and table 2 targets.

Notes for clarification

Meal vs. dish target

There are 2 types of target used in table 2. The first is a 'Dish Target', which is used for individual dishes that can be served as part of a meal or on its own eg burgers, pies, chips. The second is a 'Meal Target', which is based around a specific dish, but includes sides and accompaniment eg pasta served with salad and garlic bread.

Combination meals

The meal targets also include combination meals, where customers select from a defined number of sides and accompaniments for a fixed price. In order to reduce unnecessary burden on businesses that employ this meal type format, non-standard combinations are excluded from the meal targets.

General exclusions

The targets cover a standardised item, which means a reproducible product that is offered for at least 30 days in a year. Items not meeting this criteria are excluded from the targets along with self-service items (where portion sizes are not standardised) and create your own product.

Table 2: Salt reduction targets for the eating out, takeaway and delivery sector 2024

Main product category	Sub-category	SALT TARGET FOR 2024 (g salt or mg sodium per serving)	SALT TARGET FOR 2017 (g salt or mg sodium per serving)	Additional information
DISH TARGET 1. Potato products	1.1 Seasoned fries Includes all chips below 8mm thickness.	0.88g salt or 350mg sodium	0.88g salt or 350mg sodium	Chips served unseasoned (ie without being pre-salted) are excluded from this target.
	1.2 Seasoned chips and other potato products Includes chips with an 8mm or bigger width that have been pre-seasoned before serving. Also includes other potato based products eg wedges, potato skins and roast potatoes. Excludes potato products cooked in a sauce such as Bombay potatoes, gratin dauphinoise etc.	1.35g salt or 540mg sodium	1.5g salt or 600mg sodium	
DISH TARGET 2. Burgers in Bun	2.1 Small burgers without cheese or other cured meats Includes single beef / pork patty burgers and chicken burgers. Excludes burgers with cheese or cured meat (eg bacon) additions. Also excludes single beef patties at or above 6oz in weight.	2.15g salt or 860mg sodium	2.4g salt or 960mg sodium	These targets cover burger patties, additions and sauces within a bun. Accompaniments served outside of the bun are considered side dishes and are not covered by the burger target. The targets include sauce and topping options where these are served in the bun and are included in the fixed price of the burger.
	2.2 Burgers with cured meats Includes single or multiple beef / pork patty burgers and chicken burgers with cured meat additions such as bacon or chorizo (eg bacon and cheese).	4g salt or 1600mg sodium	4g salt or 1600mg sodium	

Main product category	Sub-category	SALT TARGET FOR 2024 (g salt or mg sodium per serving)	SALT TARGET FOR 2017 (g salt or mg sodium per serving)	Additional information
	2.3 All other burgers Includes single patties with cheese, multiple patties with or without cheese and vegetarian / bean or fish alternatives. Also includes single beef patties at or above 6oz in weight.	3.33g salt or 1330mg sodium	3.5g salt or 1400mg sodium	
DISH TARGET 3. Battered or breaded chicken portions and pieces	3.1 Under 200kcal Includes all breaded chicken portions and pieces with a calorie level below 200kcal.	0.9g salt or 360mg sodium	1g salt or 400mg sodium	For larger sharing type products over 750kcal the targets should be applied on a suggested serving basis.
	3.2 200-400kcal Includes all breaded chicken portions and pieces with a calorie range from 200-400kcal.	1.8g salt or 720mg sodium	2g salt or 800mg sodium	
	3.3 Over 400kcal Includes all breaded chicken portions and pieces with a calorie level above 400kcal.	3.15g salt or 1260mg sodium	3.5g salt or 1400mg sodium	
MEAL TARGET 4. Battered or breaded seafood-based meals	4.1 Fish fillet meals Includes all battered or breaded fish fillet based meals, such as cod, haddock, coley etc.	2.75g salt or 1100mg sodium	2.75g salt or 1100mg sodium	Meal target includes sides and accompaniments (eg served with chips, mushy peas, tartar sauce).
	4.2 Bitesize seafood meals Includes all battered or breaded seafood meals eg fish nuggets, scampi and tempura prawns.	3.56g salt or 1425mg sodium	3.75g salt or 1500mg sodium	
MEAL & DISH TARGET 5. Pies	5.1 Pie based meals Includes all pies, pasties, slices, suet pudding and sausage rolls served with side dishes and accompaniments.	3.83g salt or 1530mg sodium	4.25g salt or 1700mg sodium	Meal target includes sides and accompaniments (eg served with mashed potato and gravy).

Main product category	Sub-category	SALT TARGET FOR 2024 (g salt or mg sodium per serving)	SALT TARGET FOR 2017 (g salt or mg sodium per serving)	Additional information
	<p>5.2 Pies only Includes all pies, pasties, slices, suet pudding and sausage rolls.</p> <p>For pies intended for sharing, the targets should be applied on a suggested serving basis.</p>	1.8g salt or 720mg sodium	1.9g salt or 760mg sodium	
MEAL TARGET 6. Sauce based main dishes	<p>6.1 Curry main meals Includes all curries of South / Southeast Asian origin (eg Indian, Thai.) served with side dishes and accompaniments.</p>	3.8g salt or 1520mg sodium	4g salt or 1600mg sodium	Meal target includes sides and accompaniments (eg served with side dishes such as rice, naan).
	<p>6.2 All other sauce based main meals Includes all dishes cooked in a sauce (eg chilli con carne, sweet and sour chicken). Excludes sauce based pasta dishes and dishes with a gravy or sauce topping added after cooking.</p>	3.2g salt or 1300mg sodium	3.2g salt or 1300mg Sodium	
MEAL TARGET 7. Beef steaks, grilled chicken and roast main meals	<p>7.1 Beef steaks, grilled chicken and roast main meals Includes beef roast dinners, carvery, steak, pork chops and vegetarian equivalents served with sides and toppings and gravy.</p>	4.05g salt or 1620mg sodium	4.5g salt or 1800mg sodium	<p>Meal target includes sides and accompaniments (eg roast potatoes, vegetables, steak sauces).</p> <p>Vegetarian alternatives include meals such as vegetarian nut roast.</p> <p>The targets include sauce options where this is part of the fixed price.</p>

Main product category	Sub-category	SALT TARGET FOR 2024 (g salt or mg sodium per serving)	SALT TARGET FOR 2017 (g salt or mg sodium per serving)	Additional information
DISH TARGET 8. Sandwiches	8.1 Cured meat sandwiches Includes rolls, baguettes, paninis, ciabattas, 6" subs and wraps with cured meat fillings eg bacon, ham, salami.	3.38g salt or 1350mg sodium	3.75g salt or 1500mg sodium	Uncured salami and pepperoni are included in cured.
	8.2 All other sandwiches Includes rolls, baguettes, paninis, ciabattas, 6" subs and wraps with fillings that do not contain cured meat eg tuna, cheese, vegetables.	2.48g salt or 990mg sodium	2.75g salt or 1100mg sodium	Brined meats fall into all other sandwiches.
MEAL TARGET 9. Pasta meal	9.1 Lasagne, risotto, gnocchi and pasta with cured meat additions Includes all meat and vegetarian lasagne, risotto and gnocchi based dishes. Also includes all pasta dishes with cured meat as a main ingredient eg carbonara.	3.56g salt or 1425mg sodium	3.75g salt or 1500mg sodium	Side dishes such as garlic bread and salad are included in the target if they are included in the price as a complete main meal.
	9.2 All other pasta dishes Includes pasta based dishes without cured meat as a main ingredient eg spaghetti bolognese, pasta in a tomato, cheese or cream sauce.	2.75g salt or 1100mg sodium	2.75g salt or 1100mg sodium	
DISH TARGET 10. Pizza	10.1 Take away style pizza with cured meat toppings (per slice) Includes all takeaway pizza toppings with	1.13g salt or 450mg sodium	1.25g salt or 500mg sodium	Take away style pizza is defined as any pizza that does not meet the

Main product category	Sub-category	SALT TARGET FOR 2024 (g salt or mg sodium per serving)	SALT TARGET FOR 2017 (g salt or mg sodium per serving)	Additional information
	cured meat eg ham, pepperoni.			<p>definition of an Italian style pizza. Generally, these pizzas are served in a variety of sizes and base options, have a thicker pre-sliced.</p> <p>Excludes speciality base (eg stuffed crust) combinations, although reformulation of dough and topping should extend to all base options.</p> <p>Uncured salami and pepperoni are included in cured meat.</p> <p>Brined meats fall into all other toppings.</p> <p>The following slice guide applies: Personal ≤7" = 4 slices Small >7" ≤9.5" = 6 slices Medium >9.5" ≤12.5" = 8 slices Large >12.5" = 10 slices or more</p>
	<p>10.2 Take away style pizza with all other toppings (per slice) Includes all takeaway pizza toppings without cured meat eg chicken, beef, fish, margherita.</p>	0.88g salt or 350mg sodium	0.88g salt or 350mg sodium	
	<p>10.3 Traditional Italian style pizza with cured meat toppings (per pizza) Includes all Italian style pizza, calzone and stromboli with cured meat eg ham, pepperoni.</p>	6g salt or 2400mg sodium	6g salt or 2400mg sodium	

Main product category	Sub-category	SALT TARGET FOR 2024 (g salt or mg sodium per serving)	SALT TARGET FOR 2017 (g salt or mg sodium per serving)	Additional information
	<p>10.4 Traditional Italian style pizza with all other toppings (per pizza) Includes all Italian style pizza, calzone and stromboli without cured meat eg Chicken, beef, fish, margherita.</p>	4.75g salt or 1900mg sodium	5g salt or 2000mg sodium	thin layer of topping, are below 12" in size, served unsliced and eaten by one person.
<p>MEAL TARGET 11. Children's main meals</p>	<p>All children's main meals Includes all main meals aimed primarily at children.</p>	1.71g salt or 685mg sodium	1.8g salt or 720mg sodium	<p>Does not include starters, desserts or drinks which may be included in some children's meal deals.</p> <p>Excludes school foods.</p>

References and endnotes

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