

NATIONAL SALT REDUCTION INITIATIVE CORPORATE COMMITMENTS

We are pleased to announce that 21 food companies have achieved their commitments to meet the 2012 sodium targets in the following categories:

COMPANY	2012 NSRI TARGETS: NEW ACCOMPLISHMENTS	2012 NSRI TARGETS: CONTINUED ACHIEVEMENTS
Au Bon Pain	<ul style="list-style-type: none"> ▪ Sandwiches with luncheon meat ▪ Other sandwiches ▪ Sweet yeast breads 	<ul style="list-style-type: none"> ▪ Chicken and fish sandwiches ▪ Breakfast sandwiches not on a biscuit ▪ Soup
	<p>Company Comment: From the onset of the NSRI initiative, Au Bon Pain has been committed to the guidelines. In 2012 we made notable progress in reducing the sodium levels by working with our supplier partners to use the freshest vegetables, whole grains, spices and herbs to provide our guest with great tasting food. We will continue to take this approach across our entire menu to achieve the 2014 targets.” -Sue Morelli, CEO and President, Au Bon Pain</p>	
Butterball	<ul style="list-style-type: none"> ▪ Cold cuts ▪ Hot dogs 	<ul style="list-style-type: none"> ▪ Bacon
	<p>Company Comment: “Results from Butterball’s involvement with the 2012 NSRI program were phenomenal. Butterball’s work with NSRI led to sodium reduction in whole turkeys, rope smoked sausage and top selling service deli items. Across the company’s fresh and frozen product portfolio, we removed more than 58 million grams of sodium from finished products. To put that in perspective, that’s the equivalent of more than three full tractor trailers of sodium – more than 125,000 pounds. The best part about this achievement is that Butterball products maintained the delicious flavor consumers have come to expect.” -Stephanie Llorente, Public Relations Manager, Butterball</p>	
Delhaize America	<ul style="list-style-type: none"> ▪ Bacon ▪ Cheddar, Colby, Jack, mozzarella, Muenster, provolone, and Swiss cheese ▪ Major main entrée sauce ▪ Salsa, dips, and dipping sauce ▪ Processed cheese 	<ul style="list-style-type: none"> ▪ Pepperoni and dry salami ▪ Cooked sausage ▪ Mayonnaise and mayonnaise-type dressing ▪ Minor main entrée sauce ▪ Dry soup ▪ Diced, crushed, and stewed tomatoes ▪ Canned beans ▪ Canned fish
	<p>Company Comment: “For the past 3 years, Delhaize America has worked with vendors to reduce sodium in specific food categories. An example of this commitment includes the reformulation of our entire My Essentials frozen pancake and waffle line, which effectively eliminates 940 pounds of sodium from this category each year. We also have made efforts to reduce sodium across our entire product portfolio. Delhaize America is proud to be the only supermarket operator supporting the unprecedented efforts of the National Salt Reduction Initiative (NSRI). The NSRI complements Delhaize’s vision of providing nutritious and healthy foods to our customers. We are excited to continue this beneficial work to proactively reduce the sodium levels in our packaged foods.” -Karrie Sweet MS, RD, LD, Nutritionist, Our Brands, Delhaize America</p>	

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FreshDirect	<ul style="list-style-type: none"> ▪ Salsa, dips, and dipping sauce 	<ul style="list-style-type: none"> ▪ Cakes, snack cakes, muffins, and toaster pastries ▪ Cookies ▪ Crackers ▪ Breakfast cereals, heavy weight ▪ Uncooked sausage ▪ Cream cheese ▪ Major main entrée sauce ▪ Minor main entrée sauce ▪ Refrigerated entrees and sides ▪ Asian-style condiments ▪ Flavored chips ▪ Broth and stock ▪ Frozen and refrigerated pizza <p>Company Comment: “FreshDirect has a longstanding commitment to expanding access to nutritious foods, and our continued participation in the National Salt Reduction Initiative is part and parcel with that goal. We’re particularly proud to report that our health-conscious Smart & Simple meals are currently our highest performing ready-to-cook meals, further demonstrating that when companies like FreshDirect offer nutritious food, people will buy it. We look forward to continuing these efforts as we make the South Bronx our new home in the coming years.”-Jason Ackerman, Co-Founder and CEO, FreshDirect</p>
Furmano Foods	<ul style="list-style-type: none"> ▪ Canned beans 	<ul style="list-style-type: none"> ▪ Major main entrée sauce ▪ Minor main entrée sauce ▪ Diced, crushed, and stewed tomatoes ▪ Baked beans <p>Company Comment: “In addition to the commitment Furmano Foods has already made to be at or below the sodium levels for the NSRI, Furmano’s has added a line of Low Sodium All Natural Canned Beans, 10 different varieties and 4 new items of Pouch Low Sodium All Natural Beans. These items are selling very well with a lot of interest from K-12 school districts, healthcare organizations and state and city municipalities that are asking for manufacturers to provide healthier, great tasting food for foodservice at low sodium levels. Furmano’s has added extra value in making the products all natural as well, meeting clean label guidelines.” -Lori Merman, Marketing Manager, Furmano Foods</p>
Goya Foods	<ul style="list-style-type: none"> ▪ Canned Beans 	<ul style="list-style-type: none"> ▪ Minor main entrée sauce <p>Company Comment: “Goya has been proud to be a part of the National Salt Reduction Initiative and its endeavor to reduce national salt consumption. Since 2005, Goya Foods has provided consumers low-sodium alternatives with a new line of low-sodium canned beans and condiments and we will strive to meet the strong consumer demand for these items by expanding our low-sodium product portfolio as part of our overall strategy. Goya has always been at the forefront of nutrition and will continue to support this great partnership and the health of our consumers.” -Joseph Perez, Senior Vice President, Goya Foods</p>
Heinz	<ul style="list-style-type: none"> ▪ Major main entrée sauce ▪ Barbecue sauce, ketchup, marinades, and steak sauce (Heinz Ketchup) ▪ Frozen entrees and sides 6-10 oz per serving (Smart Ones) ▪ Frozen entrees and sides ≥ 10 oz per serving (Smart Ones) ▪ Frozen and refrigerated pizza (Smart Ones) <p>Company Comment: “As a participant in the National Salt Reduction Initiative, Heinz reduced sodium across our U.S. Ketchup base product line by 15 percent to exceed the 2012 NSRI targets. Our complete line of Classico red pasta sauces met the 2012 NSRI targets before the initiative was even launched, and Heinz has voluntarily reduced sodium in other brands in recent years. Reflecting our dedication to health and wellness, Heinz remains committed to reducing sodium across our portfolio as we look to meet or exceed the 2014 NSRI targets where feasible, while offering products that meet consumer expectations for quality and taste, as well as high food safety standards.” -Idamarie Laquatra, PhD, RD, Director of Global Nutrition, H.J. Heinz Company</p>	

COMPANY	2012 NSRI TARGETS: NEW ACCOMPLISHMENTS	2012 NSRI TARGETS: CONTINUED ACHIEVEMENTS
Ken's Foods	<ul style="list-style-type: none"> ▪ Salad dressing <p>Company Comment: "Ken's Foods recognizes the need to encourage healthy dietary habits and we are fully supportive of the NSRI initiatives. We applaud your efforts." -Bob Merchant, Chief Operating Officer, Ken's Foods</p>	<ul style="list-style-type: none"> ▪ Mayonnaise and mayonnaise-type dressing ▪ Barbecue sauce, ketchup, marinades, and steak sauce
Kraft Foods	<ul style="list-style-type: none"> ▪ Tortillas and wraps ▪ Cold cuts ▪ Hot dogs ▪ Bacon ▪ Frozen and refrigerated meat substitutes ▪ Cottage cheese ▪ Processed cheese ▪ Mayonnaise and mayonnaise-type dressing ▪ Barbecue sauce, ketchup, marinades, and steak sauce ▪ Refrigerated entrees and sides <p>Company Comment: "Many Americans are interested in reducing their sodium intake, so we've been working to lower sodium levels in our products for several years. In fact, we recently announced the completion of our own three-year commitment to reduce sodium across our portfolio by an average of 10 percent." -Russ Moroz, Vice President, Research, Development & Quality, Kraft Foods</p>	
LiDestri Foods / Francesco Rinaldi	<ul style="list-style-type: none"> ▪ Major main entrée sauce <p>Company Comment: "LiDestri Foods is pleased with our success in modifying our Francesco Rinaldi pasta sauce brands to be healthier by reducing their salt content while maintaining great flavor. We are excited about making additional changes this upcoming year to bring our products in alignment with our 2014 goals and we are proud to be a part of this important effort to improve the health of our customers and the nation." -Cynthia Reddeck-LiDestri, Wellness Director, LiDestri Foods / Francesco Rinaldi</p>	<ul style="list-style-type: none"> ▪ Salsa, dips, and dipping sauces (Spike's Santa Fe Salsa)
Mars Food US	<ul style="list-style-type: none"> ▪ Seasoned grain mixes <p>Company Comment: "Mars Food is pleased to have been intentionally reducing sodium levels throughout our portfolio of flavored rices while maintaining the great flavors our consumers have loved for years. We're pleased that reduced sodium in our flavored products, along with other positive nutrients, such as whole grains, allow our consumers to include Uncle Ben's and Seeds of Change products as part of a healthful diet." -George Graham, VP Research, Mars Food North America</p>	<ul style="list-style-type: none"> ▪ Salad dressing ▪ Major main entrée sauce
McCain Foods	<ul style="list-style-type: none"> ▪ Frozen and refrigerated pizza 	<ul style="list-style-type: none"> ▪ French toast, pancakes, and waffles ▪ Breakfast sandwiches on a biscuit ▪ French fries ▪ Fried potatoes and onion rings
Mondelēz International	<ul style="list-style-type: none"> ▪ Cakes, snack cakes, muffins, and toaster pastries ▪ Crackers 	
Red Gold, Inc.	<ul style="list-style-type: none"> ▪ Barbecue sauce, ketchup, marinades, and steak sauce 	<ul style="list-style-type: none"> ▪ Major main entrée sauce ▪ Minor main entrée sauce ▪ Salsa, dips, and dipping sauce ▪ Diced, crushed, and stewed tomatoes
Snyder's-Lance	<ul style="list-style-type: none"> ▪ Crackers 	<ul style="list-style-type: none"> ▪ Unflavored chips ▪ Pretzels and snack mixes

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Starbucks Coffee Company	<ul style="list-style-type: none"> ▪ Breakfast sandwiches not on a biscuit <p>Company Comment: "Starbucks is committed to offering a variety of options for our customers to make healthy and informed decision about their food and beverage choices. We are proud to participate in this significant initiative to improve the health and well-being of American consumers," -Mary Wagner, sr. manager, global brand PR, Starbucks</p>	<ul style="list-style-type: none"> ▪ Sandwiches with ham and cured meat ▪ Savory yeast breads without additions ▪ Cookies ▪ Item Maximum
Subway	<ul style="list-style-type: none"> ▪ Sandwiches with ham and cured meat ▪ Other sandwiches ▪ Cookies <p>Company Comment: "We are very proud of the significant reductions we've made to the sodium levels of our menu offerings, which we have been able to do without sacrificing flavor or quality. Last year, as a result of meeting a set of rigorous criteria including our sodium reduction efforts, the SUBWAY® restaurant chain became the first restaurant with meals to earn the American Heart Association's Heart Check. We have made a commitment to reduce sodium in all of our products and we expect to announce even more sodium reductions later this year. We are particularly pleased with our association with the New York Department of Health and Mental Hygiene and the National Salt Reduction Initiative, which we view as a valuable partner as we pursue our goals in this area." -Lanette Kovachi, Senior Dietitian, SUBWAY®</p>	<ul style="list-style-type: none"> ▪ Chicken and fish sandwiches ▪ Sandwiches with luncheon meat ▪ Soup ▪ Pizza
Target Corporation	<ul style="list-style-type: none"> ▪ Tortillas and wraps 	<ul style="list-style-type: none"> ▪ Breakfast cereals, heavy weight ▪ Cold cuts
Unilever	<ul style="list-style-type: none"> ▪ Margarine and other spreads ▪ Major main entrée sauce ▪ Nut butters <p>Company Comment: "Unilever agreed to participate in the National Salt Reduction Initiative as part of Unilever's global salt reduction initiatives to reduce sodium across our foods & refreshment portfolio that started in 2004. In the US, Unilever has reduced the sodium content of Ragu Pasta Sauces by up to 39%, Lipton/Knorr Side Dishes by 25%, Wishbone Salad Dressings by up to 37% and 8% across our Vegetable Oil Spreads portfolio." -Douglas Balentine, Director of Nutrition & Health, Unilever</p>	<ul style="list-style-type: none"> ▪ Salad dressing ▪ Dry soup ▪ Seasoned pasta and stuffing mixes ▪ Seasoned grain mixes
Uno Chicago Grill	<ul style="list-style-type: none"> ▪ Cheeseburgers ▪ Other sandwiches ▪ Savory yeast breads with salty additions ▪ Sweet quick breads <p>Company Comment: "We are committed to the National Salt Reduction Initiative. It's part of a much bigger initiative around creating a menu of 'delicious and nutritious' choices that match any of our more indulgent items for great taste. Since 2005, when I teamed up with Chef Gatto, we've been single-minded in pursuit of ways to make our menu healthier. Every category has been reviewed down to the specific ingredients of individual items. We've revamped the offerings by adding products that are just, flat-out good for you to making some of our most indulgent favorites like deep dish, 'better for you' with the introduction of a 9 grain deep dish crust." -Frank Guidara, CEO, Uno Chicago Grill</p>	<ul style="list-style-type: none"> ▪ Hamburgers ▪ Boneless breaded chicken ▪ Bone-in breaded chicken ▪ Breaded seafood ▪ Chicken and fish sandwiches ▪ Sandwiches with ham and cured meat ▪ Pies and turnovers ▪ Cookies

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White Rose	<ul style="list-style-type: none"> ▪ Diced, crushed, and stewed tomatoes 	<ul style="list-style-type: none"> ▪ French toast, pancakes, and waffles ▪ Instant hot cereal ▪ Cheddar, Colby, Jack, mozzarella, Muenster, provolone, and Swiss cheese ▪ Cream cheese ▪ Processed Cheese ▪ Mayonnaise and mayonnaise-type dressing ▪ Minor main entrée sauce ▪ Frozen and refrigerated pizza ▪ Canned Bean ▪ Baked Beans

Note about Corporate Commitments and Achievements:

NSRI targets for packaged and restaurant food are for 2012 and 2014. The companies listed above met a 2012 target; meeting a target means that a company reduced the average sodium level of products in a category, weighted by individual product sales, from above to be at or below the 2012 target. Companies may have already met 2012 targets in other categories and may be committed to meeting 2014 targets.