

The Silver Spoon Company – Nutrition & Health Policy

Last Reviewed: 16/12/2024

Review Due Date: 16/12/2025

The Silver Spoon Company produces and distributes flour, yeast, sugars, sweeteners, syrup, ice cream accompaniments and other ingredients, principally for use in home baking. Our products are sold in grocery wholesale and retail stores across the UK, our principal operating market.

Baking is a fun and inclusive activity centred on the creation and sharing of food. Our products are used to make a wide range of recipes, including breads and pancakes, as well as more indulgent cakes or muffins, often for special occasions. Our own research shows that baking is considered an important and fun activity by many families, particularly those with young children, and some mental health charities recommend baking to promote wellbeing.

However, we recognise that many baking products may, depending on the recipes and ingredients used, be classified as being high fat, sugar, and salt (HFSS) products. We also recognise that UK Government policy is to try to reduce overconsumption of HFSS products, which can contribute to people being overweight or living with obesity. As a responsible food producer, we want to promote positive wellbeing and encourage responsible consumption.

The purpose of this policy is therefore to outline the approach of our business with regards to nutrition and health in this context, based upon three underlying principles:

1. We will ensure transparency

- a) We will inform people about sugar in the context of a healthy balanced diet by providing a link to Making Sense of Sugar on our own branded websites and Bakingmad.com.
- b) We will report sales revenues derived from our branded product portfolio based on their HFSS status via our parent company Associated British Foods, for annual public disclosure.
- c) By the end of January 2024 our "Baking Mad" website will provide nutritional information alongside all recipes.
- d) By the end of December 2025 all composite foods in our branded product portfolio will carry front of pack nutrition labelling.

2. We will provide choice

- a) Where technically feasible, we will offer a range of products to ensure that shoppers can choose low, or no-sugar alternatives from within our product range.
- b) We will continue to support New Product Development that enables people to create delicious home baking recipes using either less sugar, salt, or fat.
- c) Our Baking Mad website will include a specific range of recipes that use either less salt, sugar, or fat.

3. We will develop and advertise our products responsibly.

- a) We will not advertise any product or food designated HFSS to children aged under 16 years directly on any media platform – including television, online and social media, or indirectly through, for example, interactive online games that are likely to appeal to an under-16 audience.
- b) We will undertake an annual reformulation review and report retrospectively on this.
- c) Recipes featured on our packaging will not promote excess consumption.
- d) We will not give product samples to anyone aged under 16 without the consent of an accompanying parent or guardian.

The Managing Director of the Silver Spoon Company is accountable for this policy, which will be reviewed and updated annually to reflect progress with respect to the targets and goals specified.



Jo Corry
Managing Director

Date: 16/12/2024