

Ocado Own Range

Factsheet

Fact sheet covering nutrition standards and reformulation targets

Nutrition Standards

The Ocado Own Range comprises of over [700 products](#), the largest proportion of which are fresh fruit, vegetables, meat, fish and poultry, dairy and starchy carbohydrates such as breads, pasta and flour, making it well aligned with our National dietary Guidelines (the [eat well guide](#)).

We have a comprehensive set of technical policies, standards and guiding principles for our Own Range products covering topics such as nutrition, food safety and brand integrity. The nutrition policy covers all aspects of [nutrition labelling](#) requirements and the rule set for product formulation, and the brand standards cover the ingredient standards for Own Range products, for example which ingredients we do not permit such as manufactured Trans Fatty Acids (TFAs), Genetically Modified Organisms (GMOs) and artificial colours and flavours.

Nutrition Formulation

Nutrition is a key consideration when developing new Own Range products, our Senior Nutritionist is involved in the development process ensuring the nutrition profile of the products are as healthy as possible and meet our nutrition standards.

We take a holistic approach to product formulation, as well as focusing on controlling the amount of calories, salt, sugar, fat and saturates, we also aim to increase what is lacking in the UK diet such as fibre, wholegrains, omega 3, fruit, vegetables and certain vitamins, minerals where appropriate.

The government's calorie, salt and sugar reduction guidelines and targets only apply to a relatively small proportion of our Own Range products, however we are committed to achieve them where there is no compromise to product safety, functionality, taste and quality. Whenever we launch a new product our policy is to aim to achieve the targets. The table below reports on our progress towards the government targets.

	Progress against targets (dated collation 3 rd July 2025)
Government Salt Reduction Targets for 2024	<p>91% of the relevant Own Range products are below the maximum salt target per 100g.</p> <p>The categories where we do not meet average salt reduction targets include those where it is not currently feasible to produce products that meet our safety and quality standards. These include bacon, ham, sausages, burgers and cheddar cheese.</p>
Government Calorie Reduction Targets for 2024	<p>94% of the relevant Own Range products are below the maximum calorie target per portion.</p>
Government Sugar Reduction Guidelines for 2020	<p>The government has not yet updated the 2020 sugar guidelines: and we only have 10 own range products to which these guidelines apply (in the categories of morning goods and cakes). Morning goods meet the average sugar reduction guidelines per 100g, however the cake category is 1.9g above the average guidelines per 100g.</p> <p>Whilst we wait for updated targets, we will continue to control the sugar content of any new products we launch.</p>