

NSRI Corporate Commitments and Comments

The NSRI targets for packaged and restaurant food are for 2012 and 2014. Companies can commit to working toward either or both 2012 and 2014 targets for a given category. Companies committing to working toward a 2014 target may already be meeting the 2012 target in that category, as noted below.¹

Company	NSRI Target Commitments ²	NSRI Targets Already Met	Company Comment
Au Bon Pain	<i>Restaurant Targets</i> <ul style="list-style-type: none"> • Sandwiches with ham and cured meat (2012, 2014) • Sandwiches with luncheon meat (2012, 2014) • Other sandwiches (2012, 2014) • Breakfast sandwiches not on a biscuit (2014) • Soup (2014) • Sweet yeast breads (2012, 2014) 	<i>Restaurant Targets</i> <ul style="list-style-type: none"> • Chicken and fish sandwiches (2012, 2014) • Breakfast sandwiches not on a biscuit (2012) • Soup (2012) 	<p>“We were on board with the NSRI’s guidelines from their initial work over a year ago. We have already used the guidelines to make great progress with sodium levels in our chicken and several of our soup varieties and are committed to making further progress well ahead of the 2012 timelines.”</p> <p style="text-align: right;">– Sue Morelli, President and CEO of Au Bon Pain</p>
Bertucci’s Italian Restaurant	<i>Restaurant Targets</i> <ul style="list-style-type: none"> • Soups (2012, 2014) 	<i>Restaurant Targets</i> <ul style="list-style-type: none"> • Boneless breaded chicken (2012, 2014) • Chicken and fish sandwiches (2012, 2014) • Other sandwiches (2012, 2014) • Cheese pizza and cheese pizza base (2012, 2014) • Savory yeast breads without salty additions (2012, 2014) 	<p>“Bertucci’s is very excited and honored to participate to the National Salt Reduction Initiative. We have achieved the NSRI 2014 goal already in most of the categories by using natural and unprocessed food in addition to sound cooking techniques. We will commit to an additional 5% sodium reduction in all categories by this year, 2011.”</p> <p style="text-align: right;">– Stefano Cordova, Executive Chef</p>
Black Bear European Style Deli	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Hot dogs (2014) 	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Cold cuts (2012, 2014) • Cooked sausage (2012) • Hot dogs (2012) • Cheddar, Colby, Jack, mozzarella, Muenster, provolone, and Swiss cheese (2012, 2014) 	<p>“Black Bear European Style Deli meats already satisfy the 2012 and 2014 NSRI standards, but we will strive to look at each individual deli product we produce and lower sodium wherever we can without sacrificing taste. We have been offering lower sodium deli products for many years and have been committed to providing healthier deli items through our Healthier Lifestyle line of products. Our line of premium beef and deli frankfurters already meet the 2012 NSRI standards, but we pledge to lower sodium in our hot dogs across the board to meet 2014 NSRI goals.”</p> <p style="text-align: right;">– John Tsigounis, President of Black Bear Enterprises, Inc</p>
Boar's Head	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Pepperoni and dry salami (2014) • Cooked sausage (2014) 	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Cold cuts (2012, 2014) • Pepperoni and dry salami 	<p>“We are thrilled to be the first deli company in America to sign on and meet the 2012 targets in</p>

	<ul style="list-style-type: none"> • Uncooked sausage (2012, 2014) • Bacon (2014) • Processed cheese (2014) 	<p>(2012)</p> <ul style="list-style-type: none"> • Cooked sausage (2012) • Hot dogs (2012, 2014) • Bacon (2012) • Cheddar, Colby, Jack, mozzarella, Muenster, provolone, and Swiss cheese (2012, 2014) • Cream cheese (2012, 2014) • Processed cheese (2012) • Barbecue sauce, ketchup, marinades, and steak sauce (2012, 2014) 	<p>many product categories, just as we have for the past 25 years. We look forward to getting even more of our products to meet the Initiative's 2014 targets."</p> <p>– <i>RuthAnn LaMore, Director of Communications, Boar's Head Provisions Co., Inc.</i></p>
Butterball	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Cold cuts (2012, 2014) • Hot dogs (2012) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Bacon (2012, 2014) • Uncooked whole muscle meat and poultry (2012, 2014) 	<p>"Butterball places a high priority on offering a wide variety of delicious turkey products for every day occasions and celebrations, including options for consumers who are seeking lower sodium products. We fully support the vision of the National Salt Reduction Initiative. We're actively working on reducing the sodium in our products; in fact, the majority already meet the NSRI 2014 guidelines, and we're committed to making further reductions in our remaining products to meet the targets. We look forward to continuing to offer better-for-you turkey products for consumers, whether they are cooking bacon for breakfast or enjoying a whole turkey for Thanksgiving."</p> <p>- <i>Kari Lindell, Director of Retail Marketing, Butterball</i></p>
Campbell Soup Company	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Canned chili, pasta and hash (2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Breads and rolls (2012) • Broth and stock (2012) • Canned chili pasta and hash (2012) 	<p>"In keeping with our efforts to make delicious, healthy products that people love, Campbell is pleased to extend our support to the National Salt Reduction Initiative. Campbell offers great-tasting lower sodium choices across our product portfolio, such as many of our Pepperidge Farm breads, our Campbell's Healthy Request soups and SpaghettiOs pastas, so that people can reduce their sodium consumption without sacrificing taste."</p> <p>– <i>Denise Morrison, Executive Vice President and Chief Operating Officer, Campbell Soup Company</i></p>
Delhaize America	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • French Toast, pancakes, and waffles (2012) • Cooked sausage (2014) • Bacon (2012) • Cheddar, Colby, Jack, mozzarella, 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Instant hot cereal (2012) • Pepperoni and dry salami (2012) • Cooked sausage (2012) • Mayonnaise and 	

	<p>Muenster, provolone, and Swiss cheese (2012, 2014)</p> <ul style="list-style-type: none"> • Cream cheese (2012, 2014) • Processed cheese (2012) • Mayonnaise and mayonnaise-type dressing (2014) • Major Main entrée sauce (2012) • Salsa, dips, and dipping sauce (2012) • Dry soup (2014) • Diced, crushed, and stewed tomatoes (2014) • Vegetable juice (2012) • Canned beans (2014) • Canned fish (2014) 	<p>mayonnaise-type dressing (2012)</p> <ul style="list-style-type: none"> • Minor main entrée sauce (2012) • Dry soup (2012) • Frozen vegetables in sauce (2012, 2014) • Diced, crushed, and stewed tomatoes (2012) • Canned beans (2012) • Canned fish (2012) 	
Dietz & Watson	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Hot dogs (2014) • Cream Cheese (2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Cold cuts (2012, 2014) • Pepperoni and dry salami (2012) • Hot dogs (2012) • Bacon (2012) • Cheddar, Colby, Jack, mozzarella, Muenster, provolone, and Swiss cheese (2012, 2014) • Cream Cheese (2012) 	<p>“While our deli meat and artisan cheese categories already meet the 2012 <i>and</i> 2014 NSRI standards, we will work to reduce sodium even further on individual products. We have been offering lower sodium deli products since 1979 and have been committed to providing healthier deli items through our Healthier Lifestyle line of products. Our full line of beef and deli franks already meet the 2012 NSRI standards and are very close to 2014 standards, so we pledge to reduce sodium across the board in our frankfurters to meet the standards. In addition, while our Cream Cheese meets the 2012 NSRI category standards, we pledge to reduce sodium in this product line to meet the 2014 standards.”</p> <p>– <i>Louis Eni, president and CEO of Dietz & Watson Premium Deli Meats and Artisan Cheeses</i></p>
FreshDirect	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Major main entrée sauce (2014) • Salsa, dips, and dipping sauce (2012) • Frozen and refrigerated pizza (2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Cakes, snack cakes, muffins, and toaster pastries (2012, 2014) • Cookies (2012, 2014) • Crackers (2012, 2014) • Breakfast cereals, heavy weight (2012, 2014) • Uncooked sausage (2012, 2014) • Cream cheese (2012, 2014) • Salad dressing (2012, 2014) • Major main entrée sauce (2012) • Minor main entrée sauce (2012, 2014) • Refrigerated entrees and sides (2012) • Asian-style condiments (2012, 2014) • Flavored chips (2012, 2014) • Broth and stock (2012, 	<p>“It is important for food manufacturers like FreshDirect to get behind this health initiative, and we’re excited to be a part of it. The National Salt Reduction Initiative gives us a great opportunity to make a positive impact in our community’s health. Thanks to the Initiative’s targets, we now have a structure to continue to make positive changes in our food products.”</p> <p>– <i>Maggie Moon, MS, RD, Corporate Nutritionist for FreshDirect.</i></p>

		2014) • Frozen and refrigerated pizza (2012)	
Furmano's	<i>Packaged Food Targets</i> • Diced, crushed, and stewed tomatoes (2014) • Baked beans (2014) • Canned beans (2012 and 2014)	<i>Packaged Food Targets</i> • Major main entrée sauce (2012, 2014) • Minor main entrée sauce (2012, 2014) • Diced, crushed, and stewed tomatoes (2012) • Baked beans (2012)	
Goya	<i>Packaged Food Targets</i> • Canned beans (2012, 2014)	<i>Packaged Food Targets</i> • Minor main entrée sauce (2012, 2014)	“Goya Foods has already begun providing consumers with low-sodium alternatives with our line of low-sodium beans and condiments, and we’re proud to be joining the National Salt Reduction Initiative in its endeavor to reduce national salt consumption. We will continue to expand our low-sodium product portfolio as a part of our overall strategy and welcome the support of this great partnership.” – Joseph Pérez, Senior Vice President
Hain Celestial	<i>Packaged Food Targets</i> • Frozen entrees and sides 6-10 oz per serving (2014) • Frozen entrees and sides ≥ 10 oz per serving (2014)	<i>Packaged Food Targets</i> • Breads and rolls (Garden of Eatin’ 2012, 2014) • French Toast, pancakes, waffles (Earth’s Best; 2012) • Instant hot cereal (Arrowhead Mills, Earth’s Best 2012, 2014) • Breakfast cereals, light and medium weight (Earth’s Best, Arrowhead Mills, Health Valley 2012, 2014) • Breakfast Cereal, Heavy Wt (Arrowhead Mills, Breadshop, Health Valley: 2012, 2014) • Margarine and other spreads (Spectrum 2012, 2014) • Salad Dressing (Spectrum; 2012) • Mayonnaise and mayonnaise-type dressing (Spectrum 2012) • Major main entrée sauce (Walnut Acres 2012, 2014) • Minor main entrée sauce (Imagine 2012) • Flavored Chips (Garden Of Eatin’, Terra; 2012) • Barbecue sauce, ketchup, marinades, and steak sauce (Spectrum, Westbrae 2012, 2014) • Unflavored chips (Terra, Garden of Eatin 2012, 2014) • Canned soup (Earth’s Best,	

		<p>Health Valley, Imagine, Walnut Acres 2012, 2014)</p> <ul style="list-style-type: none"> • Seasoned pasta and stuffing (Casbah 2012, 2014) • Broth and stock (Health Valley, Imagine 2012, 2014) • Frozen entrees and sides 6-10 oz per serving (2012) • Frozen entrees and sides \geq 10 oz per serving (2012) • Frozen and refrigerated pizza (Earth's Best 2012, 2014) • Canned chili, pasta, and hash (Health Valley 2012, 2014) • Canned beans (Westbrae. Walnut Acres 2012, 2014) • Nut butters (Marantha, Arrowhead Mills 2012, 2014) 	
Heinz	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Major main entrée sauce (2012) • Barbecue sauce, ketchup, marinades, and steak sauce (Heinz Ketchup 2012) • Frozen entrees and sides 6-10 oz per serving (Smart Ones 2012) • Frozen entrees and sides \geq 10 oz per serving (Smart Ones 2012) • Frozen and refrigerated pizza (Smart Ones 2012) 		
Hostess Brands	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Bread and Rolls (2012) 		<p>"Hostess Brands is proud to partner with the National Salt Reduction Initiative in our continued efforts to reduce sodium levels in our bread portfolio and to meet the guidelines set forth by the NSRI by 2012. In addition to making changes to our existing products, new Hostess Brands breads will be formulated with reduced sodium levels."</p> <p><i>-Stephany Verstraete, Vice President of Bread Marketing, Hostess Brands</i></p>
Ken's Foods	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Salad dressing (2012) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Mayonnaise and mayonnaise-type dressing (2012, 2014) • Barbecue sauce, ketchup, marinades, and steak sauce (2012) 	<p>"Ken's Foods recognizes the need to encourage healthy dietary habits and we are fully supportive of the NSRI initiatives. We applaud your efforts."</p> <p><i>– Bob Merchant, Chief Operating Officer of Ken's Foods</i></p>
Kraft	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Bacon (2012) • Plan to meet or exceed the 2012 sodium reduction targets in 50% of the relevant NSRI categories, which represents the large majority of the foods that we sell. • Working toward a 10% average sodium reduction across our North 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Tortillas and wraps (2012) 	<p>"We applaud New York City for bringing greater focus to the need for sodium reduction in American diets. We believe that this public and transparent voluntary program can truly benefit both the food industry and consumers. We fully support the intent of the National Salt</p>

	American food portfolio.		Reduction Initiative because we share the goal of reduced sodium, and have been working to lower sodium in our products for several years.” – Rhonda Jordan, President of Health & Wellness, Kraft Foods
LiDestri Foods / Francesco Rinaldi	<i>Packaged Food Targets</i> • Major main entrée sauce (Francesco Rinaldi 2012, 2014)	<i>Packaged Food Targets</i> • Salsa, dips, and dipping sauce (Spike’s Santa Fe Salsa 2012, 2014)	“The Francesco Rinaldi brand has long been a leader in offering low sodium alternatives in the pasta sauce category, and we are proud to join the National Salt Reduction Initiative as we continue our commitment to this cause. Over the next four years we will work to gradually lower sodium levels in all our pasta sauces in order to meet the targets established by the initiative as we continue to offer consumers the same great tasting products. – Cynthia Reddeck-LiDestri, Wellness Director
Mars Food US	<i>Packaged Food Targets</i> • Seasoned grain mixes (2012, 2014)	<i>Packaged Food Targets</i> • Salad dressing (2012) • Major main entrée sauce (2012, 2014)	“We applaud Mayor Bloomberg and the City of New York’s efforts to spearhead this initiative. The NSRI complements Mars Foods’ broader long-term strategy, and serves as an example of how public and private partnerships can positively affect health and nutrition efforts.” – Mike Wilson, Vice President, Research & Development, Mars Food US
McCain Foods	<i>Packaged Food Targets</i> • Frozen and refrigerated pizza (2012, 2014) • Corporate target of 10% reduction a year for the next three years <i>Restaurant Targets</i> • Fried potatoes and onion rings (2014)	<i>Packaged Food Targets</i> • French toast, pancakes, and waffles (2012, 2014) <i>Restaurant targets</i> • Breakfast sandwiches on a biscuit (2012, 2014) • French fries (2012, 2014) • Fried potatoes and onion rings (2012)	“McCain Foods USA is pleased to join the National Salt Reduction Initiative in its efforts to reduce sodium intake. We look forward to working with the NSRI and the rest of the food industry in this important initiative. We believe that by addressing this issue as an industry and by working with NSRI, we can all be more effective in reaching our targets.” – Frank Finn, Chief Operating Officer, McCain Foods USA.
Premio	<i>Packaged Food Targets</i> • Uncooked sausages (2014)	<i>Packaged Food Targets</i> • Uncooked sausages (2012)	“Premio Foods understands full-well the importance of maintaining a healthy diet and life style. It recognizes that as a food manufacturer, it has a significant responsibility to provide the consumer with products that are not only of the highest quality and taste, but that

			<p>also foster good health. Premio is committed in every regard with NSRI standards, while maintaining its long-standing tradition of providing a great tasting product.”</p> <p>- <i>Marc Cinque, President and CEO, Premio Foods.</i></p>
Red Gold, Inc.	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Barbecue sauce, ketchup, marinades, and steak sauce (2012) • Canned whole tomatoes (2012, 2014) • Diced, crushed, and stewed tomatoes (2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Major main entrée sauce (2012) • Minor main entrée sauce (2012, 2014) • Salsa, dips, and dipping sauce (2012, 2014) • Diced, crushed, and stewed tomatoes (2012) 	<p>“The Red Gold Company is excited to be part of the National Salt Reduction Initiative. Red Gold, a leading producer of premium quality tomato-based products, is committed to achieving the National Salt Reduction Initiative’s targets. Reducing sodium in our products has been an ongoing initiative at Red Gold.”</p> <p>– <i>Tina Anderson, Vice President at Red Gold</i></p>
Snyder’s - Lance, Inc.	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Crackers (2012, 2014) • Unflavored chips (2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Unflavored chips (2012) • Pretzels and snack mixes (2012, 2014) 	<p>“Snyder’s – Lance, Inc. is proud to partner with the National Salt Reduction Initiative (NSRI) through our commitment to reduce sodium in Lance Sandwich crackers, America’s favorite brand of sandwich crackers. This commitment builds on our long history of positive consumer desired nutritional enhancements and existing leadership in sodium reduction as demonstrated by Snyder’s of Hanover pretzels: the leading national brand of pretzels and a better for you salted snack option. We at Snyder’s – Lance, Inc. look forward to continuing to provide great tasting, premium quality snacks while working to reduce sodium across our full line of snacks.”</p> <p>– <i>Carl Lee President and CEO of Snyder’s – Lance, Inc</i></p>
Starbucks	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Breakfast sandwiches not on a biscuit (2012, 2014) 	<p><i>Restaurant Targets</i></p> <ul style="list-style-type: none"> • Sandwiches with ham and cured meat (2012) • Savory yeast breads without additions (2012, 2014) • Cookies (2012, 2014) • Item maximum (2012, 2014) 	<p>“Starbucks continues to be committed to offering more nutritious food and beverage choices by reducing calories, fat and sodium in our food, introducing smaller-portioned items, and making it easier for customers to find the healthier options in our stores. We are proud to participate in this significant initiative to improve the health and well-being of American consumers.”</p> <p>– <i>Vivek Varma, Starbucks</i></p>

			<i>Senior Vice President of Public Affairs.</i>
Subway	<i>Restaurant Targets</i> <ul style="list-style-type: none"> • Sandwiches with ham and cured meat (2012, 2014) • Other sandwiches (2012, 2014) • Cookies (2012, 2014) 	<i>Restaurant Targets</i> <ul style="list-style-type: none"> • Chicken and fish sandwiches (2012, 2014) • Sandwiches with luncheon meat (2012, 2014) • Soup (2012, 2014) • Pizza (2012, 2014) 	<p>“We applaud the New York City Health Department and its efforts to reduce the amount of sodium in the food available to consumers. Reducing sodium in our food is a commitment we have made for our restaurants globally. We are proud to partner with the National Salt Reduction Initiative. It will provide an important barometer to help us measure the progress we are making.”</p> <p>– <i>Lanette Kovachi, Subway® Dietitian</i></p>
Target Corporation	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Tortillas and wraps (2012, 2014) 	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Breakfast cereals, heavy weight (2012, 2014) • Cold Cuts (2012, 2014) 	<p>“Target is committed to providing our guests and team members with the right products, support and services to help them and their families meet their well-being goals. We promote health and wellness throughout our stores—from our award-winning pharmacies, expanded fresh food options and better-for-you Archer Farms Simply Balanced collection to our exclusive C9 by Champion active wear. The National Salt Reduction Initiative highlights a portion of the ongoing work we are doing to improve the nutritional value of all the owned-brand products we offer. We believe prevention is the key to a healthy family and healthy community, and the NSRI is a perfect example of how organizations partnering together can help build a healthier America.”</p> <p>– <i>Target Corporation</i></p>
Unilever	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Margarine and other spreads (2012) • Major main entrée sauce (2012) • Nut butters (2012) 	<i>Packaged Food Targets</i> <ul style="list-style-type: none"> • Salad dressing (2012) • Dry soup (2012) • Seasoned pasta and stuffing mixes (2012) • Seasoned grain mixes (2012) 	
Uno Chicago Grill	<i>Restaurant Targets</i> <ul style="list-style-type: none"> • Hamburgers (2014) • Cheeseburgers (2012, 2014) • Sandwiches with ham and cured meat (2014) • Other sandwiches (2012, 2014) • Pizza (2012, 2014) • French fries (2012, 2014) • Savory yeast breads with salty additions (2012, 2014) • Sweet quick breads (2014) 	<i>Restaurant Targets</i> <ul style="list-style-type: none"> • Hamburgers (2012) • Boneless breaded chicken (2012, 2014) • Bone-in breaded chicken (2012, 2014) • Breaded seafood (2012, 2014) • Chicken and fish sandwiches (2012, 2014) • Sandwiches with ham and 	

		<ul style="list-style-type: none"> cured meat (2012) • Fried potatoes and onion rings (2012, 2014) • Pies and turnovers (2012, 2014) • Cookies (2012, 2014) 	
White Rose	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Margarine and other spreads (2012) • Mayonnaise and mayonnaise-type dressing (2014) • Minor main entrée sauce (2014) • Barbecue sauce, ketchup, marinades, and steak sauce (2012, 2014) • Unflavored chips (2012, 2014) • Pretzels and snack mixes (2012, 2014) • Canned vegetables (2012, 2014) • Canned whole tomatoes (2012, 2014) • Diced, crushed, and stewed tomatoes (2012, 2014) 	<p><i>Packaged Food Targets</i></p> <ul style="list-style-type: none"> • Crackers (2012, 2014) • French toast, pancakes, and waffles (2012, 2014) • Instant hot cereal (2012, 2014) • Cheddar, Colby, Jack, mozzarella, Muenster, provolone, and Swiss cheese (2012, 2014) • Cream cheese (2012) • Processed cheese (2012, 2014) • Mayonnaise and mayonnaise-type dressing (2012) • Salad dressing (2012, 2014) • Minor main entrée sauce (2012) • Broth and stock (2012, 2014) • Dry soup (2012, 2014) • Frozen entrees and sides < 6 oz per serving (2012, 2014) • Frozen and refrigerated pizza (2012, 2014) • Baked beans (2012) • Canned beans (2012) 	<p>“We applaud Mayor Bloomberg for being a leader in a national initiative to improve the health and lifestyle of not just New Yorkers but of all Americans. White Rose is working closely with all the suppliers who manufacture our White Rose Brand products to meet both the 2012 and 2014 NSRI targets.”</p> <p>– Dan McQuade, Director of Category Management at White Rose</p>

¹ Updated as of August 2011

² Company commitment statements available at nyc.gov/health/salt.