



An authentic choice

Known for its healthier elements and versatility, Real Good Ketchup is looking to shake up the sector.

FRESH ALTERNATIVE

The raison d'être at Real Good Ketchup is straightforward – 75% less sugar and 80% less salt than regular ketchups. Ingredients are Top 14 allergen-free, in recyclable packaging and powered by renewable energy. This led to the World Food Innovation Awards' Best Children's Product 2021 and recognition in the 2023 Free From Food Awards Child-Friendly Food category.

It's a healthy ketchup twist to food on the go – and for those dedicated vegans, there are no animal ingredients in the supply chain.

"In terms of demand, we are seeking a requirement for greater transparency and clarity on labels, from ingredients to nutrition, and especially allergens," said Elizabeth Jones, founder of Real Good Ketchup. "Healthier options are definitely top on the list of priorities."

When it comes to foodservice customers for RGK, most of them are in the education sector and use

the ketchup in breakfast butties and wraps, or as an alternative to sugar-laden ketchups in the dinner hall, serving up to 50,000 pupils nationwide.

But the business wants to expand its impact on foodservice. "RGK is a fantastic base for chefs to add their own twist by stirring in cayenne, chilli and curry spices to create their own signature ketchup! And best of all, they can do that without high levels of salt and sugar. Ours is perfect as a marinade, dip, or for Asian cooking."

LABEL CLARITY

So, what changes can operators incorporate to deliver a healthier offering?

"Read the back labels of products," continued Jones. "We often find that chefs have not looked at the nutritionals to check sugar and salt levels. When they do, they are often shocked by it. Another problem is that sometimes claims are made on labels to suggest reduced sugar when in fact they are not when compared to other sauces."

In terms of 2024 for RGK, business has been steady – with ongoing



discussions with several new customers looking to add it to menu offerings. There is also a 'low sugar & salt' table sauce in the pipeline for Q4.

"Foodservice is hard work, and it certainly takes time to build a trusted reputation. The offering must have a real point of difference and be competitive on

price to be taken seriously.

"But the pandemic had a huge impact on people's attitudes to healthier condiments and sauces. The awareness now of ingredients and understanding the short- and long-term health consequences of high sugar and salt consumption has grown and continues to be incredibly important.

"We expect attention to ingredients will continue to grow as consumers become wiser to 'so-called' health claims."

Real Good Ketchup is sustainably produced in the UK, with fully recyclable packaging, available in 2.7kg catering jars.

For more information, visit realgoodketchup.com.

