

Customer Health and Nutrition

Targets in 2025

70

new healthy menus
(with detailed nutritional information)



Operational performance against targets

15

new healthy menus
(with detailed nutritional information)

> 3 projects

Research and development of new products which are good for health, have nutritional value and save the world both inside and outside the organization.



2 projects

Research and development of new products which are good for health, have nutritional value and save the world both inside and outside the organization.

Communicate product information strictly according to requirements. No lawsuits have been filed in cases of exaggerated advertisements.



Communicate product information strictly according to requirements.
No lawsuits have been filed in cases of exaggerated advertisements.

100%

Plan traceability work to ensure that the product is safe and the raw materials do not have ESG issues.



It is in the operational process

Plan traceability work to ensure that the product is safe and the raw materials do not have ESG issues.

Background and relevance

The global trends and changing consumer behaviors are rapidly evolving, with consumers placing greater importance on nutritional value. They are increasingly interested in in-depth nutritional information and details on product labels. Additionally, they are able to research various benefits themselves.

Commitment

S&P has been steadfast in conducting business under the concept of “Virtue for Sustainability” for the past 50 years. We have developed menus, bakeries, and beverages that are beneficial to health, such as low-sodium options and organic products. This is to ensure that consumers receive nutritionally sound food that contributes to sustainable good health. Furthermore, S&P aims to develop and adjust product formulas to have appropriate proportions in line with nutrition, resulting in products certified with the “Healthier Logo” by external organizations. This certification serves as a guarantee to consumers, instilling confidence in the products.



Environment



Social



Governance and Economy

Operational approaches

Food quality and nutrition

S&P selects safe and high-quality ingredients directly from farmers and suppliers who meet the standards. These are used to develop healthy menus for customers. Additionally, there is a continuous assessment of quality standards, elevating food and bakery manufacturing standards, recently certified with ISO 22000:2018. Furthermore, services for S&P outlets, numbering over 400, are constantly developed to align with new consumer trends, aiming to meet the needs of the modern consumer lifestyle. Examples include health/organic products and products/services that prioritize sustainability in business. Previously, S&P has reduced sugar and salt content in food and bakery menus while ensuring the products remain delicious. This was achieved through recipe adjustments, utilizing research and development with suppliers to address common issues, such as using light sugar substitutes.

Beyond nutrition-focused food, S&P also implements environmentally friendly branding strategies, continuously adjusting packaging to be environmentally friendly. Besides, the production processes and waste management systems are developed systematically to minimize social and environmental impact. The details on product development and packaging design will be found in the product development and packaging design section.

Development on nutritional products

S&P recognizes the importance of the issue of Non-communicable diseases or NCDs which partly result from improper nutritional consumption. According to the Thai Health Promotion Foundation (ThaiHealth), the incidence rate of these diseases among the Thai population is as high as 400,000 people per year. In response, S&P has developed and improved product recipe to contribute to the promotion of sustainable wellness. By fostering good health to prevent rather than cure, S&P products have received the “Healthier Choice” nutrition label from the Institute of Nutrition at Mahidol University. This certification serves as a guarantee of proper nutritional standards, ensuring consumer confidence.

Apart from focusing on the development of health products, S&P also aims to educate customers/consumers about nutrition to encourage them to prioritize their health and be more careful and discerning in their product choices.

Product Labels for Responsible Marketing and Communication

S&P is committed to marketing by displaying detailed information on product labels and advertising accurately and comprehensively, in compliance with legal standards, the regulations of the Ministry of Public Health, and production system standards. This ensures the quality of products that can be monitored and inspected by government agencies. It serves as a tool to protect and build consumer confidence by providing them with the most beneficial information. Additionally, the company develops product labels featuring a simplified logo that clearly indicates the nutritional properties of the food, enabling consumers to make quicker purchasing decisions. This commitment extends to the development of food products with reduced sodium, sugar, and fat content to lower the risk of overnutrition and related diseases among Thai people. S&P also creates promotional materials to genuinely communicate the goal of reducing sugar, sodium, and fat consumption among consumers.

Further details on the ‘Product Label Development Approaches’ can be found under the topic ‘Brand Management’

Click 



Nutrition information

The important nutritional information on food is presented as required by law.

Simplified nutritional information

The nutritional information on energy, sugar, fat, and sodium, which are important elements in the development of chronic non-communicable diseases is displayed.



Health choice symbol

It is a logo for consumers to choose food products with better nutrition and make purchasing decisions more quickly.

Additional information

The information on how to use and store is displayed.



Samples of products



ขนมปังข้าวกล้องงอก (ตรา เอส แอนด์ พี) / Germinated Brown Rice Bread (S&P Brand)
ส่วนประกอบที่สำคัญ (Ingredients)

แป้งสาลี (Wheat Flour) 40% / ข้าวกล้องงอก (Germinated Brown Rice) 30% / เนยขาว (Shortening) 3% / น้ำตาล (Sugar) 3% / เกลือเสริมไอโอดีน (Iodized Salt) 1% / ยีสต์ (Yeast) 0.3% / สารปรับปรุงคุณภาพแป้ง (Flour Treatment Agent) : INS 481(i) / สารกันเสีย (Preservative) : INS 282

ข้อมูลสำหรับผู้แพ้สาร : มีแป้งสาลี
(Allergen Information : Contains Wheat flour.)

เก็บในที่แห้งและเย็น อุณหภูมิไม่เกิน 25 องศาเซลเซียส (Keep in a cool, dry place at a temperature less than 25 °C)

สำนักงานใหญ่ : บริษัท เอส แอนด์ พี ซินดิเคท จำกัด (มหาชน)
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ข้อมูลโภชนาการ (Nutrition Information)

หนึ่งหน่วยบริโภค : 1 แผ่น (50 กรัม) (Serving size : 1 Slice (50 g))
จำนวนหน่วยบริโภคต่อ ถู : 8 (Serving(s) Per Container) : 8

คุณค่าทางโภชนาการต่อหนึ่งหน่วยบริโภค (Amount per serving)

พลังงานทั้งหมด 140 กิโลแคลอรี (Total energy 140 kcal)
(พลังงานจากไขมัน 20 กิโลแคลอรี) (Calories from fat 20 kcal)

ร้อยละของปริมาณที่แนะนำให้บริโภคต่อวัน* (Percent Thai RDI)

ไขมันทั้งหมด (Total fat)	2.5 ก. (g)	4%
ไขมันอิ่มตัว (Saturated fat)	1 ก. (g)	5%
กรดไขมันชนิดทรานส์ (Trans fat)	0 ก. (g)	
โคเลสเตอรอล (Cholesterol)	0 มก. (mg)	0%
โปรตีน (Protein)	5 ก. (g)	
คาร์โบไฮเดรตทั้งหมด (Total carbohydrate)	24 ก. (g)	8%
ใยอาหาร (Dietary fiber)	2 ก. (g)	8%
น้ำตาล (Sugars)	3 ก. (g)	
โซเดียม (Sodium)	200 มก. (mg)	10%

ร้อยละของปริมาณที่แนะนำให้บริโภคต่อวัน* (Percent Thai RDI)

วิตามินเอ (Vitamin A)	0%	วิตามินบี 1 (Vitamin B1)	4%
วิตามินบี 2 (Vitamin B2)	2%	แคลเซียม (Calcium)	6%
เหล็ก (Iron)	4%		

*ร้อยละของปริมาณสารอาหารที่แนะนำให้บริโภคต่อวันสำหรับคนไทยอายุตั้งแต่ 6 ปีขึ้นไป (Thai RDI) โดยคิดจากความต้องการพลังงานวันละ 2,000 กิโลแคลอรี (Percent Thai Recommended Daily Intakes for population over 6 years of age based on a 2,000 kcal diet.)

ความต้องการพลังงานของแต่ละบุคคลแตกต่างกัน ผู้ที่ต้องการพลังงานวันละ 2,000 กิโลแคลอรี ควรได้รับสารอาหารต่างๆ ดังนี้ (Energy needs vary by individuals. If your activities require energy of 2,000 kcal per day, your daily diet should provide the following nutrients.)

ไขมันทั้งหมด (Total fat)	น้อยกว่า (less than)	65 ก. (g)
ไขมันอิ่มตัว (Saturated fat)	น้อยกว่า (less than)	20 ก. (g)
โคเลสเตอรอล (Cholesterol)	น้อยกว่า (less than)	300 มก. (mg)
คาร์โบไฮเดรตทั้งหมด (Total carbohydrate)		300 ก. (g)
ใยอาหาร (Dietary fiber)		25 ก. (g)
โซเดียม (Sodium)	น้อยกว่า (less than)	2,000 มก. (mg)

พลังงาน (กิโลแคลอรี) ต่อกรัม : ไขมัน = 9 : โปรตีน = 4 : คาร์โบไฮเดรต = 4
(Energy (kcal) per gram : Fat 9 : Protein 4 : Carbohydrate 4)



Environment







Social



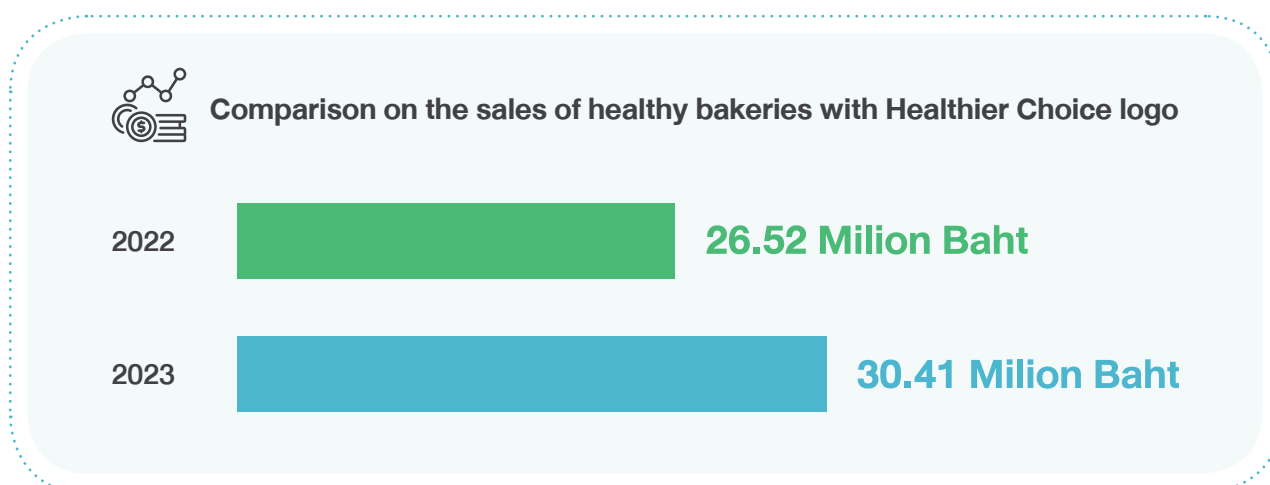
Governance and Economy

Summary of operation in 2023

Operational performance on nutrition and customer's health

	2021	2022	2023
 <p>Healthy menu with detailed nutritional information.</p>	57 menus	135 menus	15 menus
 <p>Research and development of new products good for health with nutritional value and saves the world both inside and outside the organization.</p>	N/A	2 projects	2 projects
 <p>In cases where the advertisement communicates product information that does not meet the requirements.</p>	0 case	0 case	0 case
 <p>Traceability to ensure that the product is safe and raw materials do not have ESG issues.</p>	N/A	N/A	In progress

Sales of healthy bakeries with Healthier Choice logo



Highlight projects in 2023

Research and Development Project for Healthy Bakery Menus in 2023

S&P recognizes the importance of sustainable health through the consumption of nutritious and beneficial foods. Therefore, the team of researchers and product developers has created healthy bakery and beverage menus that align with the lifestyle of modern consumers who seek high-quality, nutritious foods that are convenient for quick consumption. These products are also packaged in environmentally friendly materials to minimize long-term environmental impact.

S&P Bakery is a product line that enjoys significant popularity among consumers and serves as a primary source of revenue for our company. We have a dedicated research and development team that continually innovates healthy menus to meet the demands of modern consumers who lead busy lives but still seek nutritious foods to provide their bodies with good energy. Moreover, S&P implements a healthy bakery menu project in collaboration with suppliers to develop health-focused products that grow sustainably together in three areas: quality production, quality of life, social and community well-being, and environmental sustainability.

Obtained benefits:

In social aspects:



Communicate nutritional information to consumers. Identify the nutritional features of each menu item. Educate consumers in choosing nutritious food and build confidence among consumers.

Promote the consumption of food that has all the benefits. In the right proportion For sustainable good health.

The proportion of healthy bakeries and beverages that received the Healthier Choice logo was **15.91% of all beverages** and **15% of all group of bread**.

In environmental aspects:



Choose good quality raw materials rich in various benefits from the production process of suppliers that can be verified according to ESG approaches.

The environmentally friendly packages for food, bakery items, and beverages are chosen.

In economic aspects:



In March 2023, S&P developed 5 bakery items **containing ingredients from natural ingredients** that are rich in benefits; **cookies mixed with cereals and oats, cookies mixed with cereals and cornflakes, Chocolate and Orange Rye, Banana Loaf Cake, Fruit and Nut Banana Loaf Cake and cereal buns** which are popular among consumers. The total sales were over **25,610,976 baht**.

Produce healthy bakery items that have been **certified with the Healthier Choice nutrition symbol** (Healthier Choice) as the choices for consumers for 3 consecutive items including **whole wheat bread, sprouted brown rice bread, and multigrain bread**. The sales in 2023 amounted to **30,411,293 baht, an increase of 14.68%** compared to the sales in 2022.



Environment



Social



Governance and Economy

The Healthy Bakery product group includes bakery products that contain ingredients from natural ingredients and bakeries certified with the Healthier Choice nutrition symbol having total sales of 56 million baht, accounting for 2.2% of total bakery sales which does not include cake product groups.

Examples of products and research and development of healthy bakery menus



Products

Release date

Cookies with cereals and oatmeal, Cookies with cereals and cornflakes

Benefits: These crispy textured whole grain cookies include a mix of cashew nuts and various grains (such as golden flaxseed, flaxseed, chia seeds, basil seeds, and rapeseed oil).

Flaxseed: A small grain that supports heart health, aids digestive function, and reduces cholesterol.

Rapeseed Oil: Helps rejuvenate the skin and alleviate inflammation.

March,
2023



Cereal Bun

Benefits: This whole wheat bread has a natural sweetness from fruit and is rich in high-quality ingredients from eight types of grains, including sprouted brown rice, whole wheat, oats, cranberries, raisins, pumpkin seeds, black sesame seeds, and white sesame seeds.

Sesame Seeds: A source of protein, antioxidants, various vitamins, and high dietary fiber, which helps relieve constipation.

Pumpkin Seeds: Rich in vitamins and minerals, including protein, calcium, iron, zinc, and dietary fiber.

June,
2023



Germinated Brown Rice Bread

(newly-improved recipe)

Benefits: The ingredients of sprouted brown rice contain GABA, which helps reduce the chance of Alzheimer's disease, phenolic antioxidants Rich in dietary fiber helping to keep stomach full for a long time.

October,
2022



Environment



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Examples of products and research and development of healthy bakery menus



Products

Whole wheat bread (newly-improved recipe)

Benefits: Soft bread with the scent of whole wheat and honey going well together. It is rich in fiber, nutrients, and free from trans fat. Whole wheat ingredients are rich in nutrients such as dietary fiber, vitamin B, vitamin E, calcium, iron, antioxidants, etc. It helps reduce blood sugar levels, against cardiovascular disease. Honey helps reduce inflammation in the body, reduce stress, and help improving from insomnia.

Release date

March, 2022



Multigrain Loaf Bread

Benefits: The bread is made with a blend of 5 whole grains including corn, flax, golden flax, chia seeds and basil seeds.

Flax: It is a small grain helps nourish the heart and digestive system function and reduce cholesterol.

Chia seeds: High in antioxidants, it helps repair and prevent skin deterioration.

April, 2021



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Nutrition of Knowledge Sharing Project

This project aims to create educational materials in the form of infographics to communicate nutritional knowledge and the key benefits of food, bakery items, and beverages. The goal is to raise awareness about the importance of sustainable health through the consumption of nutritious foods in appropriate proportions.

The educational materials will be based on the nutritional benefits of the ingredients in our health-focused bakery products, developed by S&P's bakery research and development team. These products have been tested and are now available to the public. The communication channels for this educational content are divided as follows:



Internal email to enable S&P's employees employees to have knowledge and understanding as well as being able to recommend menus to customers.



Social media to customers/consumers by communicating nutritional information to create awareness and be aware of the benefits of consuming food and benefits from the raw materials in the product as well as communicating about environmentally friendly packaging. After consumption, this packaging can also be recycled for maximum benefit.

Examples of knowledge media about nutrition in 2023



Channels and details of knowledge media

"S&P Bakery, good for the heart, good for health" in infographic media format that provides knowledge about guidelines for consuming food according to the principles of the 'Nine Commandments of Nutrition', helping to have good nutritional status. Having good health by choosing nutritious food is a way to reduce the risk of consuming unbalanced food. This reduces the risk of chronic non-communicable diseases in the long term.

This is disseminated via employee emails and S&P Facebook.

Starting date

18th August, 2023



"How is eating vegetarian food good for the body and the mind?" Infographic media format recommends 5 techniques for choosing vegetarian food that is good for health. There is variety so that the body receives complete nutrition.

This is disseminated via employee emails and S&P Facebook.

17th October, 2023

