HEALTHNESS AT THE PRODUCTIVE CHAIN OF READY-TO-EAT CAKES.

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Studies have proved the relation between the high sodium, sugar and fat consumption, the easy accesses to food and beverages with high energy density, and, the physical activities, with the growth of non-infectious cronic diseases, like obesity, cardio-vascular desisases and diabetes, that in the past few decades began leading causes of death in Brazil. The present study has done diagnosis of ready-to-eat cakes, visiting 9 sale places (wholesale, hypermarkets, neighborhood supermarkets). 45 brands/products of ready-to-eat cakes were found. The average of sugar concentration (32,42 g/60g), sodium (191,13 mg/60g), and total fat (8,26 g/60g) was calculated to determine the reduction of the component to be made. Since the ready-to-eat cake is one of the several products that was chosen for sodium reduction through an agreement between the Health Department and the Industries Associations, the sodium reduction was conducted in this project. Until the present moment, 17 cake formulations, produced by sugar batter method, were compared with a standard market formulation. The target has been reached after 5 tests, decreasing some sodium sources, and the reduction of 65% was obtained from the total amount of sodium.