

**The eat more bread diet! / Flour Advisory Bureau.**

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Flour Advisory Bureau.

**Publication/Creation**

London : Flour Advisory Bureau, [1992?]

**Persistent URL**

<https://wellcomecollection.org/works/ykj582zm>

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# The Eat More Bread Diet!





*Many people find it difficult to eat more fibre-rich and starchy foods like bread, potatoes and pasta, because they, wrongly, believe them to be fattening. According to research by Nielsen\*, one in three people mistakenly think bread is fattening and half the population thinks potatoes and pasta should also be avoided.*

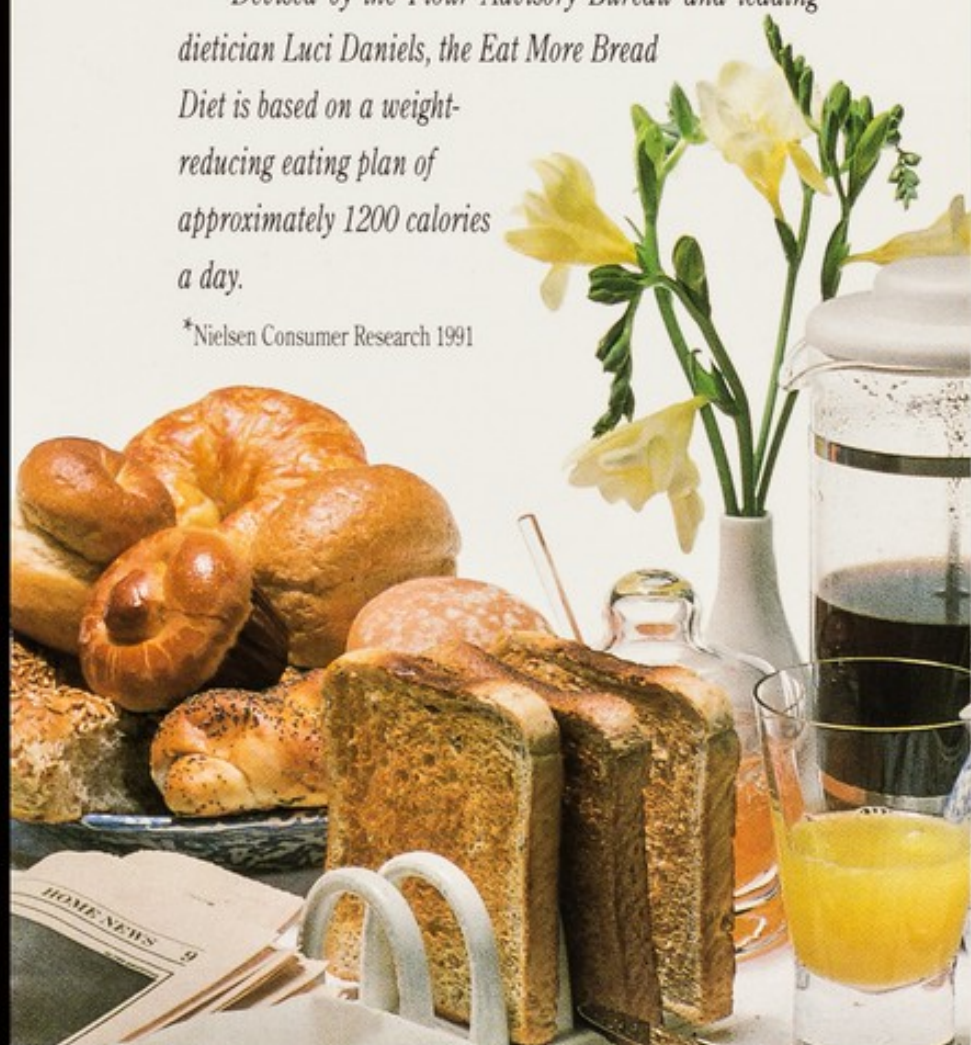
*The fact is that bread, pasta and potatoes are medium calorie foods.*

#### LOSE WEIGHT

*The Eat More Bread Diet shows how to eat more of all your favourite bread varieties and still lose weight. By eating more fibre-rich and starchy foods you won't be hungry but you will be more confident about eating healthily long-term, safe in the knowledge that the weight will not pile back on.*

*Devised by the Flour Advisory Bureau and leading dietician Luci Daniels, the Eat More Bread Diet is based on a weight-reducing eating plan of approximately 1200 calories a day.*

\*Nielsen Consumer Research 1991



## *F.A.B. Facts*

### ALL BREAD IS GOOD FOR YOU

The main difference between white and wholemeal bread is the dietary fibre content - even white bread contains as much fibre, weight for weight, as a raw apple. All varieties of bread are nutritious - valuable sources of carbohydrate, proteins, vitamins and minerals.

### FAT MAKES YOU FAT

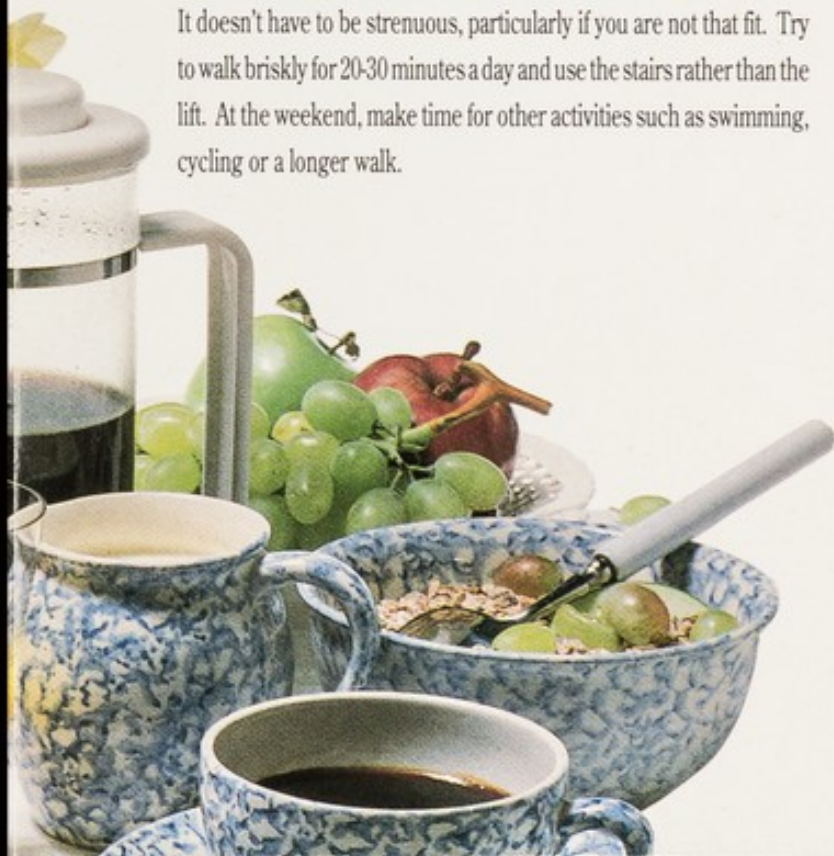
Over half the UK adult population is overweight, frequently caused by the high proportion of fat in our diets. Weight for weight, fat has double the calorie content of starch (bread, potatoes, pasta and rice) and protein (meat, fish, eggs, cheese, milk and pulses). Use only small amounts of butter, margarine, oil and low fat spread on bread or in cooking.

### VERY STRICT WEIGHT REDUCING DIETS DON'T WORK

They make you hungry and more likely to binge on high fat, high calorie foods like chocolate and sweets. By filling up on fibre-rich and starchy foods you will provide your body with enough energy to keep the hunger pangs at bay.

### REGULAR EXERCISE AIDS WEIGHT CONTROL LONG TERM

It doesn't have to be strenuous, particularly if you are not that fit. Try to walk briskly for 20-30 minutes a day and use the stairs rather than the lift. At the weekend, make time for other activities such as swimming, cycling or a longer walk.





## Meal Plan

The meal plan gives you a choice of breakfast, snack and main meals. Keep your meals varied by experimenting with different British and Continental-style breads.

As a rough guide, breakfasts contain between 250-300 calories, snack meals 300 calories, and main meals 400 calories. Daily allowances add a further 250 calories - making a daily total of 1200 calories.

In general, women wanting to lose weight should eat around 1200 calories a day. Men usually need around 1500 calories and if you are very active, you can afford another few hundred calories (see Extras list).

### DAILY ALLOWANCES

$\frac{1}{3}$  pint semi-skimmed milk for tea and coffee OR

1 low fat natural or diet fruit-flavoured yoghurt

2 fruits

### WEEKLY ALLOWANCES

4oz/125g low fat spread OR

2oz/50g butter/margarine for bread, potatoes etc.

## Breakfasts

CHOOSE ONE OF THE FOLLOWING EACH MORNING

1oz/25g high fibre cereal or porridge oats with  $\frac{1}{4}$  pint semi-skimmed milk

1 slice of bread thinly covered with honey or low-sugar jam

### FAB FAVOURITE

#### CHEESE SMOKIES

2 slices of bread, toasted

2 tbsp cottage cheese mixed with

3oz/75g poached, smoked haddock

Grilled tomato

Pop bread with topping under the grill for two minutes and garnish with fresh parsley to serve

1 low fat natural or diet fruit-flavoured yoghurt

1 crusty bread roll, thinly covered with low fat soft cheese and 2oz/50g lean ham



### FAB FAVOURITE

$\frac{1}{2}$  grapefruit OR 1 small glass pure fruit juice OR fresh fruit salad  
1 muffin, split and toasted, spread with brown sauce  
2 rashers well grilled back bacon  
grilled tomatoes and mushrooms



$\frac{1}{2}$  grapefruit

1 egg, boiled or poached

2 slices bread

## Snack Meals

CHOOSE ONE OF THE FOLLOWING EACH DAY

1 bagel

1oz/25g smoked salmon paté and 1 tbsp low fat soft cheese  
carrot and celery sticks

1 low fat natural or diet fruit-flavoured yoghurt



1 large pitta bread split in half

2oz/50g hummus

lettuce, sliced cucumber and sliced onions



$\frac{1}{2}$  tin baked beans (425g size)

2 slices bread

green salad



### FAB FAVOURITE

MEDITERRANEAN MAGIC

1 large bap filled with

3oz/75g drained tuna in brine mixed with 1 tsp low-calorie French  
dressing or mayonnaise

lettuce, diced cucumber and tomato

1 tbsp tinned red kidney beans OR sweetcorn

pitted black olives

chopped fresh parsley and crushed garlic (optional)

2 small crusty bread rolls

2oz/50g low-fat liver pâté

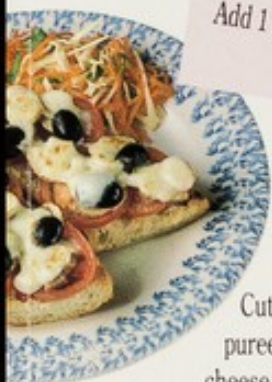
2tsp pickle

side salad

### FAB FAVOURITE

#### FRENCH OMELETTE

Cut 1 thick slice bread into  $\frac{1}{2}$ " cubes and fry in 2tsp sunflower oil.  
Add 1 beaten egg to pan with 1 diced tomato, herbs and seasoning.  
Serve with cucumber and pepper salad



Cut in half a 5" chunk of French stick, spread with tomato puree and mixed herbs and top with 1  $\frac{1}{2}$ oz grated mozzarella cheese OR 1  $\frac{1}{2}$ oz half fat cheese, sliced tomato, mushrooms and black olives. Toast or oven bake. Serve with shredded white cabbage and grated carrot mixed with lemon juice

## Main Meals

CHOOSE ONE OF THE FOLLOWING EACH DAY

$\frac{1}{4}$ lb low fat beefburger, well grilled and served in a mini pitta bread with onion slices and burger relish. Serve with a small jacket potato and a large mixed salad with 1 tbsp low calorie salad dressing



### FAB FAVOURITE

#### CRISPY COD BAKE

Top a 6oz/175g cod or haddock fillet with 1 sliced tomato and a mixture of 1oz fresh breadcrumbs,  $\frac{1}{2}$ oz half fat hard cheese,  $\frac{1}{2}$  small onion, finely chopped, and chopped fresh parsley. Bake at 190C, 375F, Gas Mk 5 for 20-30 minutes. Serve with vegetables and 5oz/150g boiled potatoes with their skins





Casserole made from 4oz lean cubed meat (lamb, turkey, beef or pork), onions, carrots, leeks, seasoning, and fat free stock. Serve with 6oz mashed potato, cabbage and 1 slice bread (to mop up gravy)

#### FAB FAVOURITE

##### SAVOURY BREAD PUDDING

Make a sandwich using two slices of bread, thinly covered with low fat spread, 1oz/25g lean ham and 1oz/25g half fat hard cheese. Cut into 8 pieces and place, overlapping, in an ovenproof dish. Pour over 1 beaten egg, made up to  $\frac{1}{4}$  pint with semi-skimmed milk. Top with slices of tomato and bake at 180C, 350F, Gas Mk 4 for 20-30 minutes.

Serve with vegetables



1 large bowl home-made thick vegetable soup made with lentils or beans (fat-free). Serve with 2 slices crusty bread

Baked apple served with 2 tbsp fromage fraise

#### FAB FAVOURITE

##### CHICKEN AND BACON KEBABS

Cut 1 lean back bacon rasher into strips and wrap around 4 cubes of bread, thread onto skewers with 4oz/125g chicken breast cut into pieces, slices of courgette and pieces of pepper. Lightly brush with oil, sprinkle with herbs and grill. Serve with a mixed salad and  $1\frac{1}{2}$  oz (uncooked weight) of rice

PASTA NAPOLI - chop 1 onion and fry gently in 1 tsp olive oil. Add garlic, mushrooms,  $\frac{1}{3}$  tin of tomatoes and fresh herbs and simmer for 20 minutes. Pour over 6oz/175g cooked pasta (2oz raw weight) and top with 1 tbsp parmesan cheese. Serve with a green salad and 2 small slices of french bread





## Extras

*Most people on a diet want a treat at some time - try choosing tasty extras that aren't loaded with fat. Each of the following works out at around 200 calories.*

2 crumpets and a smear of butter or margarine with a thin covering of sugar-free jam



1 toasted tea cake and a smear of butter



1 toasted muffin thinly spread with peanut butter



3 thin slices malt loaf, thinly covered with low-fat spread



2 fruits + 1 diet yoghurt + 1 plain biscuit



FLOUR  
ADVISORY  
BUREAU

For information on all aspects of bread and flour usage and cookery, contact the FAB Helpline on:

**071-493 6786**

or write to:

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