

Eat more bread to look after your heart... / Produced by the Flour Advisory Bureau in association with the Health Education Authority and Asda Stores Limited.

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ASDA


EAT
MORE
BREAD
TO LOOK
AFTER
YOUR
HEART

*"One way to look
after your heart is
to eat less fat and
replace it with more
fibre-rich starchy
foods, like bread"*

LOOK AFTER YOUR HEART



A
Health Education Authority
CAMPAIGN



A healthy balanced diet is essential to maintaining a fit and healthy lifestyle, but nevertheless, for most the British diet remains unbalanced.

Nutrition experts have been advising us for years to eat more fibre-rich starchy foods like bread, potatoes, pasta and pulses, and less fat, especially saturated, to balance our diet and to help reduce the risk of coronary heart disease. Yet, most people are still not heeding this advice.

UK coronary heart disease levels are among the highest in the world, resulting in 180,000 deaths each year. Approximately two million people in the UK show evidence of the disease.

HOW CAN BREAD HELP?

Bread is nutritious. It is a good source of fibre-rich starch and is low in fat. It also provides protein and some vitamins and minerals essential to good health.

- Fibre-rich starchy foods can make an important contribution to changing the balance of the diet. They can replace the energy lost when reducing our intake of fat.
- Contrary to popular belief, starch is not particularly fattening - starch is good for you! It is not the bread that is fattening, but the fat you spread. Gram for gram, fibre-rich starchy foods have around half the calories of fat.
- Fibre-rich starchy foods are a good source of sustained energy. Sugars only produce a short boost of energy and fats are known to have harmful effects.

Fat in the diet, especially saturated - mainly found in foods from animal sources - is recognised as a significant contributory factor to coronary heart disease. Saturated fat is particularly responsible for the build-up of cholesterol levels in the blood and may block the arteries leading to the heart, often resulting in heart disease.



Fibre-rich starchy foods are readily available and usually cheap.

Bread is a good source of fibre-rich starch. A good idea is to eat more bread. For example, someone who eats a typical four slices a day could increase to six.

Eat more potatoes, rice, pasta, cereals and pulses.

Eating more fruit and vegetables with each meal provides a good source of fibre.

A HEALTHY CHOICE

At ASDA you will find breads and rolls to suit all tastes: Try some of the different bread varieties such as Granary, Hi-Bran, Onion & Rye, Wheatgerm, Softgrain, Multigrain.

For snacks try Wholemeal Muffins, Pitta, Rolls and Baps.

Continental Breads such as Vielsaatbrot or Rye Breads such as Dunkelroggenbrot, and Hellesroggenbrot.

Award Winners - Asda 4 Combicorn Rolls was an Award Winner in The 1991 Super Marketing Quality Foods Awards. The Combicorn Range comprising Rolls, Baguettes and Schnecken are produced using a blend of oats and maize, malt flour, linseed, sunflower seeds, soya flakes and sesame seeds with a strong wheat flour.

BREAD THROUGHOUT THE DAY

A simple way of increasing fibre-rich starch in the diet is to incorporate bread into meals throughout the day. Try these recipe ideas:

BREAKFAST

- Toast a muffin and top with cottage cheese, chives and flaked smoked haddock.
- Toast two slices of bread, spread with mustard and fill with grilled lean bacon and tomato.

LUNCH

Make a quick grill pizza by topping the crust of a loaf or a thick slice of bread with sliced tomato, lean ham, a thin slice of half-fat hard cheese and herbs. Place under a moderate grill until bubbling.

- Cut the lid off a large crispy roll, scoop out the inside and fill with a mixture of drained tuna, cottage cheese, chopped spring onion, parsley and breadcrumbs. Replace the lid, wrap in foil and bake.

DINNER

- Mix breadcrumbs with grated half-fat hard cheese, herbs, lemon juice and a few chopped nuts. Use to top vegetable bakes, fish steaks or pasta dishes, before cooking.
- Make a summer pudding. Line a basin with slices of bread and fill with a mixture of lightly cooked soft fruits eg. strawberries, raspberries. Cover with another slice of bread. Place a saucer and weight on top and refrigerate overnight before turning out and serving.

SANDWICHES FOR CONVENIENCE

The sandwich can provide a nutritious meal, while being the ideal 'food on the move' for busy people. Sandwiches offer all the advantages of variety, versatility, convenience and transportability, as well as value-for-money.

A nutritional comparison of a sandwich with a main course meal - to show that a sandwich can provide a nutritious low-fat fibre-rich starchy meal:

Chicken salad double decker in a yogurt and mint dressing	Beef stew served with vegetables
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INGREDIENTS

2 slices soft grain bread	beef stew
low fat spread	boiled potatoes
chicken breast (pre-cooked, skinned and chopped)	carrots
low fat natural yogurt and mint lettuce, cucumber and tomato	cabbage

(Average portions are used throughout)

NUTRITIONAL VALUE

Kcals	469	467
Protein	28.3g	28.4g
Fat	9.1g	19g
Starch	57.0g	34.9g
Fibre	5.2g	6.2g

(All measurements are approximate)

HEALTHY SANDWICH SECRETS

- Cut bread thickly or buy more thickly cut bread
- Use low fat spreads and spread thinly
- Use lower fat cheeses
- Use lean meats, fish or skinless chicken
- Use low-fat yogurt, lemon juice or other low fat dressings
- Use vegetables such as lettuce, carrots, celery and sweetcorn as good sources of fibre.

HEALTHY SANDWICH FILLINGS

- Grated half-fat hard cheese and grated carrot mixed with crispy lettuce in a wholemeal bap
- Chicken, sweetcorn and mushroom mixed with a little low-fat natural yogurt topped with cress in crusty white bread
- Lean ham spread with mustard and topped with sliced apple and celery with malted wheatgrain bread
- Drained tuna mixed with cooked kidney beans and a green salad in pitta bread.

'Look After Your Heart' is a Health Education Authority programme supported by the Department of Health to encourage healthier lifestyles. It aims to show people how they can reduce the risk of coronary heart disease. One of the ways they advocate this is to eat less fat and replace it with more fibre-rich starchy foods.

All products are subject to availability.

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