

**Advice on nutrition : helpful information & advice on food & nutrition /
Tesco Stores Ltd.**

Contributors

Tesco (Firm)

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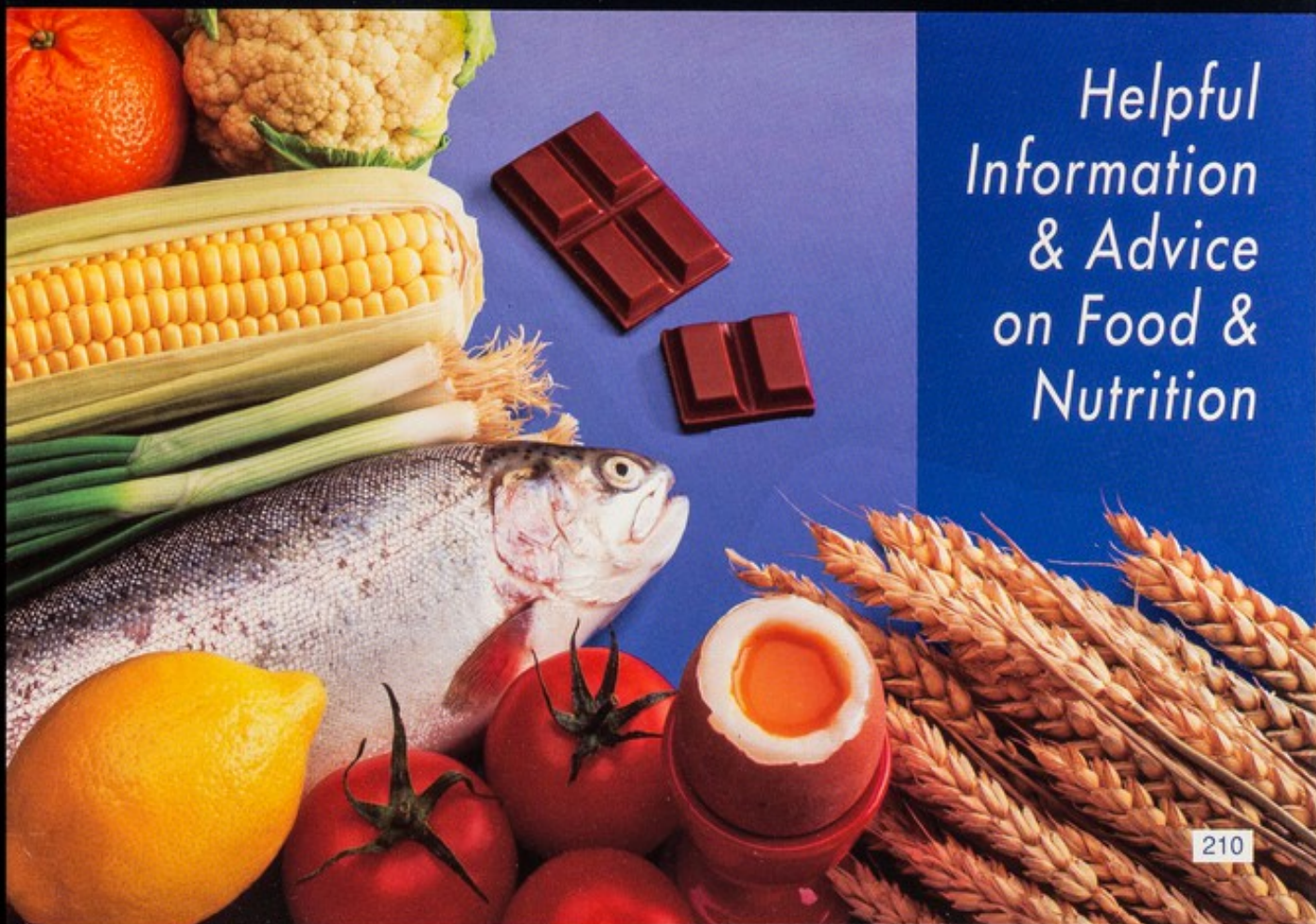
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Advice on



Nutrition



*Helpful
Information
& Advice
on Food &
Nutrition*

TESCO FOOD ADVICE SERVICE

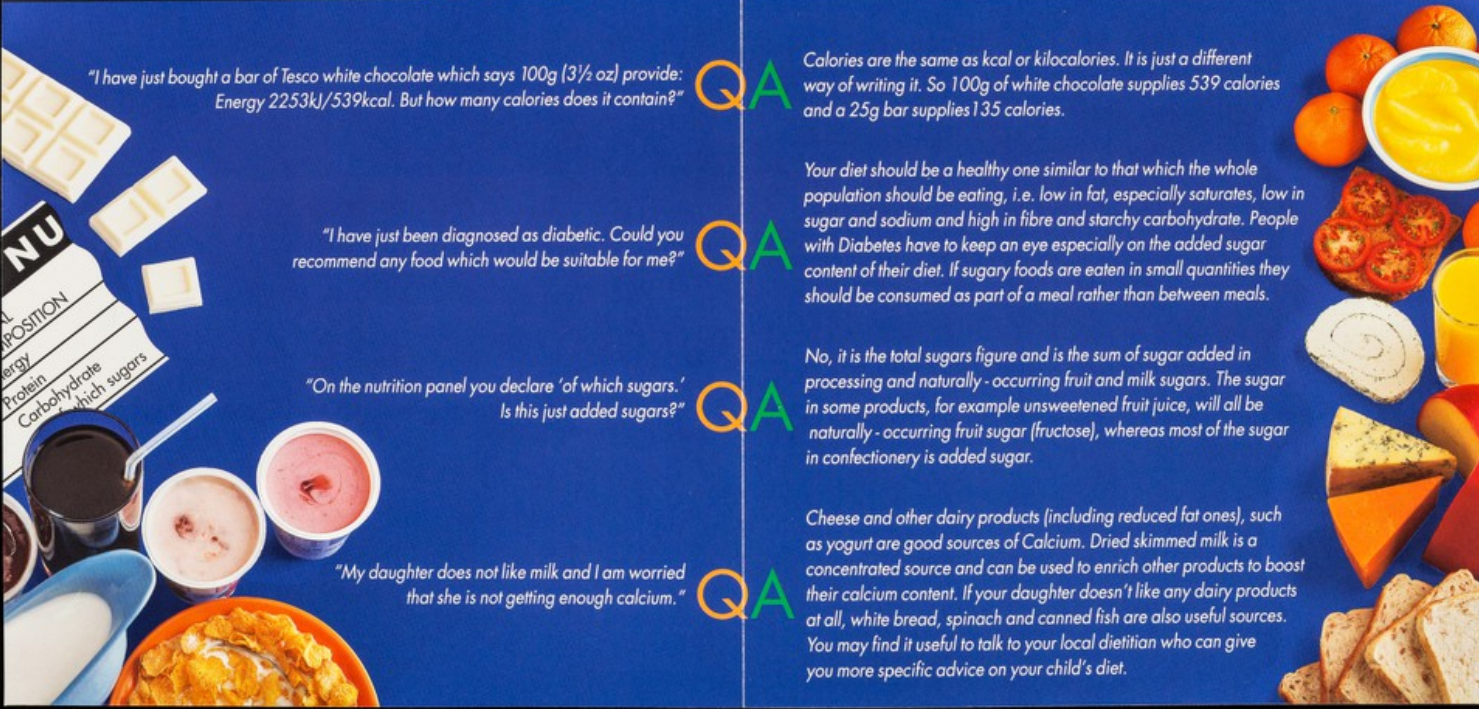
Tesco has been providing recipes and information on nutrition, diet and health and recipes to our customers since we first launched our Healthy Eating Campaign in 1985.

Since then we have produced many leaflets and fact sheets which aim to help you to have a balanced diet and make informed choices about what you eat. The leaflets range from factual ones such as fat and sugar to quick

and easy recipe ideas, all helping you to enjoy a healthy balanced diet. Tesco also provides special dietary information, available by writing to the Food Advice Service at Head Office.

We produce fact sheets on subjects such as diabetes, nutrition labelling, calcium and lists of milk-free or egg-free products for customers who are allergic to certain foods. Overleaf are some of the fact sheets and lists currently available from the Food Advice Service.

THE FOLLOWING ARE EXAMPLES OF **QUESTIONS** FREQUENTLY ASKED & **ANSWERED** BY THE FOOD ADVICE SERVICE:



"I have just bought a bar of Tesco white chocolate which says 100g (3½ oz) provide: Energy 2253kJ/539kcal. But how many calories does it contain?"

QA

Calories are the same as kcal or kilocalories. It is just a different way of writing it. So 100g of white chocolate supplies 539 calories and a 25g bar supplies 135 calories.

"I have just been diagnosed as diabetic. Could you recommend any food which would be suitable for me?"

QA

Your diet should be a healthy one similar to that which the whole population should be eating, i.e. low in fat, especially saturates, low in sugar and sodium and high in fibre and starchy carbohydrate. People with Diabetes have to keep an eye especially on the added sugar content of their diet. If sugary foods are eaten in small quantities they should be consumed as part of a meal rather than between meals.

"On the nutrition panel you declare 'of which sugars.' Is this just added sugars?"

QA

No, it is the total sugars figure and is the sum of sugar added in processing and naturally - occurring fruit and milk sugars. The sugar in some products, for example unsweetened fruit juice, will all be naturally - occurring fruit sugar (fructose), whereas most of the sugar in confectionery is added sugar.

"My daughter does not like milk and I am worried that she is not getting enough calcium."

QA

Cheese and other dairy products (including reduced fat ones), such as yogurt are good sources of Calcium. Dried skimmed milk is a concentrated source and can be used to enrich other products to boost their calcium content. If your daughter doesn't like any dairy products at all, white bread, spinach and canned fish are also useful sources. You may find it useful to talk to your local dietitian who can give you more specific advice on your child's diet.

FACT SHEETS

available from the Food Advice Service

include:

Healthy Eating and Tesco	Trans Fatty Acids
Healthy Eating for Children	Coeliac Disease
Vitamin and Mineral Supplements	Vegetarianism
Exercise and Health	Folic Acid
Vegetarian Cooking	Diabetes
Nutrition and Sport	Calcium
Low Sugar Recipes	Sodium
Nutrition Labelling	Iron

PLUS a whole range of recipe fact sheets

LISTS

available from the Food Advice Service

include:

Tesco Vegetarian Products	
Low Sugar Tesco Products	
Nutrition Information for Tesco Products	
Free From: <i>Gluten</i>	<i>Milk and Egg</i>
<i>Milk</i>	<i>Wheat</i>
<i>Egg</i>	<i>Azo Dyes</i>

Advice on Nutrition

is one in a series of leaflets. For more information please write to:
The Food Advice Service, Tesco House, P.O. Box 18, Cheshunt, Herts EN8 9SL.
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