

The Tesco new quality initiative, healthy eating / Tesco Stores Ltd.

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TESCO



The Tesco New Quality Initiative

HEALTHY EATING



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BACKGROUND

The Tesco Healthy Eating Initiative was launched in 1985. Our aim was to provide our customers with information on health and nutrition and also a range of foods made specially for a healthier diet.

The initiative was taken because of an increase in our customers' interest in nutrition. The guidelines for the products followed the first NACNE (National Advisory Committee on Nutrition Education - 1983) and COMA (Committee on Medical Aspects of Food - 1984) Government recommendations. These urged people to eat more fibre and less fat, particularly saturated fat, salt and sugar.

This message has been repeated since then by bodies such as the World Health Organisation in its 1990 report. Most recently, the 1991 COMA report has again renewed it.

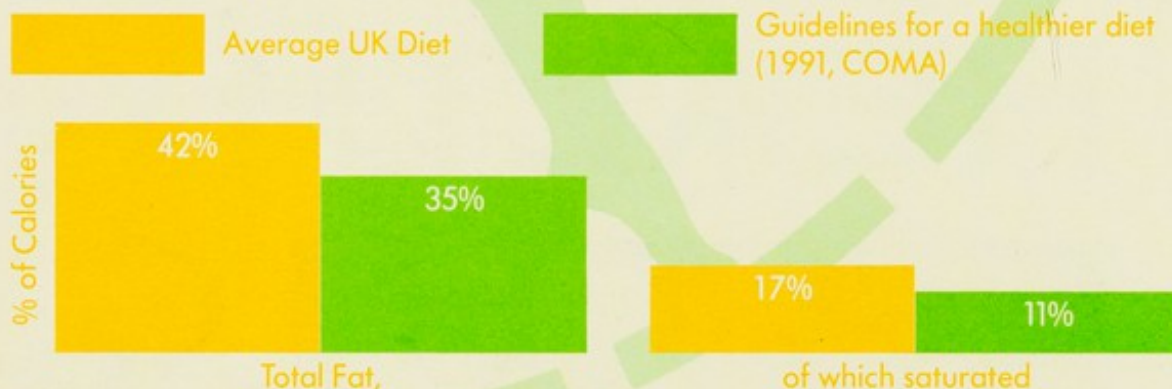
Healthy eating is not about looking at each of these recommendations on their own. It is not just about cutting down on fat in your diet or relying only on eating more fruit. It is about combining all of them to eat a healthy well **BALANCED** diet.

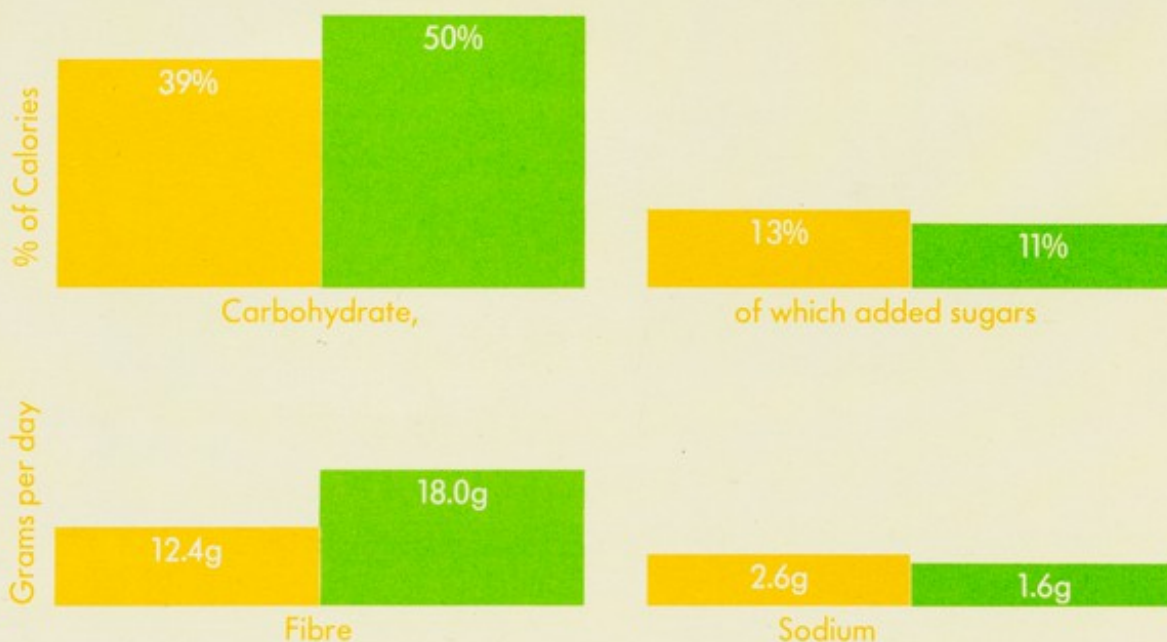
To make achieving this balance easier, Tesco has clearly marked all own brand products that meet one or more of the recommendations. Also, we label all own brand products with their ingredients and nutritional content.

In addition free leaflets can be found in all our stores. These give more details about health and nutrition. They also give lots of handy ideas and recipe tips.

What should we be eating in the 90s

The table below shows where the Calories come from in an average UK diet compared to an ideal healthy diet:





As we can see, the average diet has not got the balance right. We eat too much fat and, in particular, saturated fat, too much added sugar and too much sodium (salt). But we don't eat enough starchy carbohydrates, especially ones that are high in fibre, like potatoes, bread and pasta.

Cutting down on fat brings an added bonus for those wanting to lose weight. This is because fat contains the most Calories.

HEALTHY FOOD

When any new Tesco product is developed, full regard is given to cutting down on the amount of fats they contain etc. Even if this only means a very small change.

There are some products which by their very nature are low in fats or high in fibre.



These are important parts of a balanced, healthy diet.

Examples of these products include fish, poultry and rice. To make it easy to find them, they are labelled with a small healthy eating symbol:



Some foods can be adjusted very simply to have ingredients such as sugar reduced

or fibre added. For example, breakfast cereals and canned fruits in natural juice. You can also spot them very easily by the small health symbol and a message explaining their benefit.



THE BRAND

Some foods can be made to very different recipes. It is these foods that show the large healthy eating symbol on their packs.

In general, these foods are designed to be:



Lower in fat and saturated fat;



Lower in sodium; and



Lower in sugars;



Higher in fibre – where relevant.

Strict rules are set to control the upper limits of fat, in particular saturated fat, sodium (salt) and sugars, that a product can contain. This will be clearly shown on the back of pack, as shown below.

NUTRITION

Healthy Eating – lower in fat and saturates with a balance of sugars and sodium.

TYPICAL COMPOSITION	A 300g (10½oz) serving provides	100g (3½oz) provide
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Examples of these products include *Healthy Eating* Frozen Lasagne and *Healthy Eating* Canned Red Kidney Beans (no added sugar and salt).

For foods which provide most of the fat in our diet, the rules are slightly different.

The product must not contain more than half the fat and saturated fat of similar foods. Also, the sugar and sodium content should be no higher than in similar foods.

These details can also be found on the back of packs, again this is shown below.

NUTRITION

Healthy Eating – half the fat of our normal product.

TYPICAL COMPOSITION	A 300g (10½oz) serving provides	100g (3½oz) provide
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Examples include *Healthy Eating* Half Fat Cheddar Type Cheese and *Healthy Eating* Half Fat Milk.

These rules are strictly monitored by our professionally qualified nutritionists.

THE FUTURE

There are already over 150 *Healthy Eating* products in our stores. We will carry on developing more and will provide the most up to date information on achieving a healthy diet.

HEALTHY EATING, A SPECIALLY DEVELOPED RANGE OF PRODUCTS TO GIVE YOU A HEALTHIER CHOICE.



For further information, please contact:

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