

Healthy eating guide : sugar / Tesco Stores Ltd.

Contributors

Tesco (Firm)

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Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>



Healthy Eating Guide



FOOD
ADVICE
SERVICE

at
TESCO

SUGAR





Tesco has been promoting a healthy balanced diet for 10 years, since Government reports recommended we cut down on fat (particularly saturated fat), sugar and salt, and increase the amount of fibre we eat. These changes are still needed to make our diets more healthy. The Chief Medical Officer, Dr Kenneth Calman has recently said: "I am issuing a challenge to every person in the country to take a small step to improve their own health." Tesco has taken up the challenge and this leaflet helps you understand the issues with regard to sugar in the diet.

CARBOHYDRATE

- ▲ There are two types of carbohydrate - sugar and starch. A healthy balanced diet is one with more starchy carbohydrates than sugars.

WHY?

STARCH

- ▲ Starch is found in foods such as bread, cereals, pasta, rice, pulses and some fruit and vegetables. The wholegrain varieties of bread and cereal products, together with pulses, fruit and vegetables also contain fibre and are known as 'fibre-rich starchy carbohydrates'. These provide us with a wide range of nutrients, such as protein and B vitamins. They should make up the bulk of our food energy intake.

SUGARS

- ▲ Most of us think of sugar as the white and brown varieties which we buy in shops. But white and brown sugar are only part of a whole family of sugars which includes syrup, honey, treacle, molasses, raw cane sugar, dextrose, glucose, fructose, maltose, corn syrup and the glucose syrups used in industry. Sugars are used commercially to improve the texture of food by helping it stay moist, to delay spoilage and to give a golden caramel colour. Apart from energy (calories), none of these sugars has nutrients of any significance and they all contain about the same number of calories - around 20 per rounded teaspoon. Sugars are also found naturally in foods, for example in fruit juices and vegetables such as carrots. Dried fruits in particular contain quite a large amount of fructose. But in general these sugars make up around half of the total sugars we eat. A significant amount of the sugar we eat is added to foods and drinks during manufacture, cooking or at the table. While it is recommended that these sugars supply no more than 10% of our average energy (calorie) intake in the UK, it is estimated that they currently supply around 15%.



SHOULD WE CUT DOWN ON SUGARS ?

Why cut down when we often hear that sugar is a good source of energy?

TOOTH DECAY

- ▲ We all have bacteria in our mouths which produce a sticky substance called plaque that adheres to our teeth. Even thorough brushing cannot remove all the bacteria from our teeth, so those which remain feed on sugar and produce acid that eats away at the tooth enamel and causes cavities. Acid is produced within seconds of sugar entering the mouth. The longer the acid remains in contact with our teeth, the more damage it does. The tooth surfaces are repaired by the action of saliva between meals. For this reason, how often we eat during the day is important. Sugary foods such as biscuits, cakes, sweets and sweet drinks which are consumed between meals therefore play an important part in the development of tooth decay. Sticky foods such as toffees or dried fruit, which cling to the teeth, are a particular problem. Starches can also be converted to sugars in the mouth.



There are three ways to combat tooth decay:

- ▲ Regular brushing is essential for the health of both teeth and gums, so learn to brush and floss your teeth properly. Your dentist or dental hygienist will show you how.
- ▲ Always use fluoride toothpaste and ask your dentist about fluoride drops and tablets for children.
- ▲ Try to limit the frequency with which sugary foods and drinks are consumed throughout the day.

WEIGHT PROBLEMS

- ▲ It has been suggested that sugar may be linked with being overweight. It is easy to eat more sweet foods than we actually need. They taste good and they don't fill us up. The most important part of the diet to watch is fat, but we should also cut down on sugar as part of an overall calorie reduction.

CAN WE CONTROL THE SUGAR CONTENT OF OUR DIET?

- ▲ We can easily control the amount of sugar we use in the foods we prepare ourselves and the amount we add at the table. It is more difficult to know about the presence of sugars in the foods we buy. The nutrition information table on virtually all Tesco brand products gives the total amount of sugar the product contains - both those added during manufacture and those which occur naturally. The chart overleaf shows the added sugar content of some foods. And, if you decide to cut down on sugar, try some of the tips mentioned overleaf.

NUTRITION	
TYNICAL COMPOSITION	A 300g (10 1/2) and 100g (3 1/2) and serving portions
Energy	2224kJ/535kcal 724kJ/172kcal
Protein	28.0g 9.3g
Carbohydrate	39.4g 13.1g
of which sugars	2.8g 0.9g
Fat	21.0g 7.0g
of which saturated	11.2g 3.7g
mono-unsaturated	14.6g 4.8g
polyunsaturated	5.2g 1.7g
Fibre	1.1g 0.4g
Sodium	1.1g 0.4g

This Pack contains approx. 2 servings

INFORMATION

A 300g serving provides:
555 CALORIES • 31.5g FAT

TRY SOME OF THESE TIPS

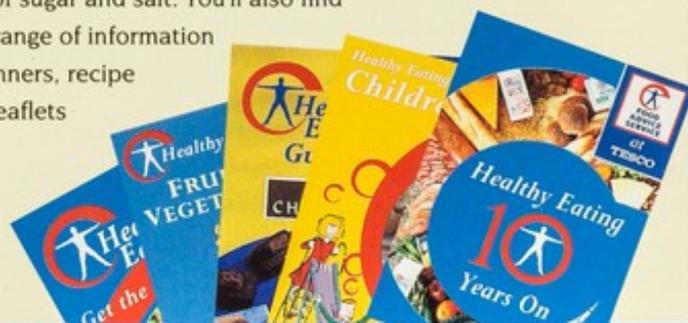
- ▲ Look at the foods that give you the most added sugars, especially if they are snacks eaten between meals.
- ▲ Sweets are not the only reward for children or yourself.
- ▲ Gradually reduce the amount of sugar added to tea and coffee.
- ▲ Try low-sugar varieties of soft drinks, or mineral water. If you choose fruit juice, dilute it with sparkling or still mineral water.
- ▲ Baby foods and drinks do not need sugar adding.

SUGAR CHART

SERVING	FOOD	QUANTITY OF ADDED SUGAR PER SERVING (LEVEL TEASPOON)
10 sweets (50g) 1 small bar (50g)	Liquorice Allsorts Chocolate bar	10 1/2 7 1/2
7 tbsp (50g) 5 tbsp (30g)	Sweetened muesli Honey flakes	1 2 1/4
1 small can (220g) 1 small can (220g)	Baked beans Reduced sugar and reduced salt baked beans	2 1/2 1
1 heaped tbsp (15g)	Strawberry jam	2 1/2
1/2 can (140g) 1/2 can (140g) 1 pot (150g) 1 pot (150g)	Strawberries in syrup Strawberries in juice Fruit flavoured yogurt Natural yogurt	5 1/4 0 4 0
1 can (330ml) 1 can (330ml)	Cola Diet cola	7 0

HOW CAN TESCO HELP?

Look out for the Healthy Eating product range (clearly marked with a large Healthy Eating symbol). This has been specially developed to be lower in fat and saturated fat, higher in fibre and to provide the right balance of sugar and salt. You'll also find a comprehensive range of information leaflets, menu planners, recipe cards and recipe leaflets in our store to help you plan a balanced diet.



The Healthy Eating Guide to Sugar is one in a series of leaflets.
For any advice on food and health write to:
Food Advice Service, Tesco House, P.O. Box 18, Cheshunt, Herts EN8 9SL.
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