

**Dear guest : the attached survey is, to the best of our knowledge, the first attempt that has been made in recent years to take the pulse of the British consumer in the context of Nutrition and the links between diet and health... / J.D. da Casa.**

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# WELBECK PUBLIC RELATIONS LTD

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Dear Guest

The attached Survey is, to the best of our knowledge, the first attempt that has been made in recent years to take the pulse of the British consumer in the context of Nutrition and the links between diet and health, and, on behalf of our clients, Kraft Foods Limited, we hope you will find it both interesting and useful.

We would like to take this opportunity of drawing your attention to several areas of opinion which the survey has highlighted and some of which you may wish to make the subject of feature articles or refer to in your foods and cookery pages. Please also remember that, if required, the services of Janet Bishop (formerly Janet Richards) and the Kraft Kitchen team of Home Economists are always available to help you develop recipes or arrange food photography in support of such articles.

## 1) Slimming

The comments on slimming and the whole subject of 'fattening' foods and Calories are very relevant. It does appear that many women (and men) still misunderstand what Calories represent and how they work. The mistaken concept of Carbohydrate Foods being the biggest offenders in the 'war on weight' is still widespread, and many foods which contribute essential nutrients to a balanced diet and should not be cut out are still being unjustifiably black-listed, notably Pasta, potatoes and bread.

## 2) Meals containing no Meat/Fish

A majority of women seem to feel that men will not accept an occasional main meal containing no meat or fish, possibly because they associate such a meal with the idea of its being unsubstantial. Men however do not seem, for

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the most part, to have the same idea. Meat and fish are expensive these days so there is plenty of scope here for imaginative and wholesome ideas using alternative sources of protein (though Soya does not appear to be a popular idea). Dare we suggest Cheese?

3) Cold Meals versus Hot

A similar situation may obtain here as with meatless meals, in that women certainly appear to believe that men would not find cold meals acceptable. Though this idea was not tested in the quantitative survey, it is possible that their association of a cold meal with a 'light' meal may be at the root of this, and that men might well not object to a substantial cold meal. Good scope here for imaginative recipe work, especially on salads.

4) School Dinners

Whatever the theory of school dinners and their composition, it appears that among many women they get a firm thumbs down. However they seem to feel that packed lunch alternative would be monotonous and boring. We all know that that is not necessarily so.

5) The influence of Newspapers and Magazines

Women appear to rely heavily on newspapers and magazines in particular for information on what foods are 'good for you'. More so even than Doctors. So please don't feel that Nutrition is a boring subject and that no-one is going to read about it or follow your advice. Presented interestingly with lots of recipes and practical ideas, it will go down well.

There are of course many other topics covered by the Survey which you will no doubt find useful. But I have chosen to draw your attention to these areas in particular because they all touch on subjects which Kraft foresaw as being problem areas in planning their Nutrition Campaign.

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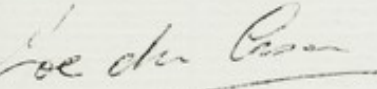
Their free leaflets:

The Truth About Calories  
Meals Without Meat  
Sandwich Meals for Schoolchildren  
Desk Top Dining

in particular offer lots of relevant information and useful recipes and hints, and can be offered to your readers whenever you write about these subjects.

Thank you for your interest in Kraft's Survey, and please give us a call if there is anything in it which you would like to discuss further.

Yours faithfully



J. D. da Casa  
Senior Account Executive