

## **Getting the balance right : healthy living / Tesco.**

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# TESCO



## Getting the balance right



 healthy living





## healthy living requires healthy eating

Tesco believes in helping your family live healthier lives, so we have produced this leaflet to answer some of your questions on what makes up a healthy diet.

### Get the balance right

The key to a healthy diet is balance. All foods can be enjoyed, it is just a matter of eating a little more of some and a little less of others in order to ensure we get the right balance of nutrients to keep us looking good and feeling great.



### So what is a balanced diet?

A balanced diet is made up of a mix of foods from the five main food groups:

**Fruit and vegetables**

**Bread, cereals and potatoes**

**Milk and dairy foods**

**Fatty and sugary foods**

**Meat, fish and alternatives**

### Fruit and vegetables

Try to eat at least five portions a day. Whether you prefer fresh, frozen, canned, dried or juiced, they all count. Fruits and vegetables provide soluble fibre (which helps to reduce cholesterol in the blood), many of the vitamins and minerals we need for good health, and are a good source of antioxidants which can help reduce the risk of cancer and heart disease.

#### What constitutes a single portion?

- One apple, orange, pear or banana.
- One large slice of melon or pineapple.
- Two tbsp of fresh, frozen or canned veg.
- Two plums, kiwi fruit or satsumas.
- Half to one tbsp of dried fruit.
- One small bowl of salad.
- A glass of fruit juice.

### Meat, fish and alternatives

These are all good sources of protein. Try adding pulses to stews and casseroles, remembering to first trim your meat of excess fat. Try to eat fish at least twice a week. One should be an oily fish, such as salmon or mackerel and the other a white fish such as cod. Oily fish provide essential omega-3 fatty acids, which reduce the risk of heart disease.



### Bread, cereals and potatoes

This should be the basis for most of our meals - low in fat and a good source of starch. Wholewheat and whole grain varieties are also high in fibre.



### Milk and dairy foods

Eat in moderation. Although rich in protein, much of the fat in dairy products is saturated fat. Too much of this causes the liver to produce 'bad' (LDL) cholesterol which increases the risk of heart disease. Choose lower fat varieties as a healthier option.

### Fatty and sugary foods

Generally, these foods are high in fat and calories, but can still be enjoyed in small amounts as part of a healthy, balanced diet. Why not try reduced fat or sugar free alternatives, where available.



## Getting the balance right

### Guideline Daily Amounts (GDA's)

These provide a guide to the amount of calories, fat, fibre and salt an average adult should consume in a day to maintain a healthy, balanced diet.

	Men	Women
Fat	95g	70g
Saturates	30g	20g
Sodium (salt)	2.5g	2g
Sugars	20g	16g
Fibre	70g	50g
Energy	2,500cals	2,000cals

Guidelines for adults of normal healthy weight with an average level of physical activity. These are not individual targets. The guidelines do not apply to children who have specific dietary requirements.

Ideally we should aim to eat five portions of fruit and vegetables a day and plenty of rice, pasta, bread and potatoes. Add a selection of lean meat, pulses and dairy products with a sprinkling of fatty and sugary foods and you should easily be within the recommended guideline daily amounts for calories, fat, sugars and sodium (salt).

Use the following as a rule of thumb:

A lot means MORE than these amounts:	A little means LESS than these amounts:
Fat 20g	Fat 3g
Saturates 5g	Saturates 1g
Sodium (salt) 0.5g	Sodium (salt) 0.1g
Sugars 10g	Sugars 2g
Fibre 3g	Fibre 0.5g

Guidelines for a complete main meal or 100g of a snack.



### Get physical

Increased physical activity is an important part of a balanced lifestyle. Exercise can be fun and can bring about a great sense of well being.

Regular exercise will:

- improve the balance of fats in your blood
- strengthen your heart muscles
- lower your resting blood pressure levels
- use up calories to help weight control
- help you to relax and ease stress

## Getting the balance right

### Healthier choices for a healthier diet and lifestyle

At Tesco, we offer a vast range of healthy foods. To help you to make informed choices that suit you and your family, some of these foods are available under the following categories:

#### Healthy eating

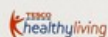
Our Healthy Eating products target fat, sodium and calorie content and ensure the levels are appropriate for a healthy, balanced diet. Look out for either one of these logos.



The range 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. Each product displays clear claims next to the Healthy Eating logo, with further details on the back of the pack.



All Healthy Eating products contain less than 3% fat (3g/100g) or half of the fat of a standard equivalent, as well as 10% less added sodium and no more added sugar (per 100g).



Every little helps.

#### Naturally healthy

The basis of any healthy diet is fruit, vegetables, pasta, rice, meat and fish. At Tesco, products that provide natural health benefits can easily be identified. Just look out for these symbols, which incorporate specific nutrient claims.



#### Healthier choices

If Tesco is able to offer a specific benefit, for example by reducing fat or not adding sugar, we show this using the Healthier Choices logo.



#### Want to know more?

If you have any further queries on diet, health or nutrition, please write to: Tesco Customer Service Centre, Tesco Stores Ltd, PO Box 73, Baird Avenue, Dundee, DD1 9NF, or telephone 0800 505555.

www.tesco.com

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