

**Healthy living : great tasting food that's lighter on fat and salt / Tesco.**

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# Healthy Living: Great tasting food that's lighter on fat and salt





## Delicious and healthy

We've got a great range of foods that contain less fat, salt and no more sugar than a Tesco standard equivalent so you don't have to feel guilty about placing them into your shopping basket. They're all part of our Healthy Living range, and because there's no compromise on flavour they all taste rather good.



### New Nutritional Signposts

To help you manage your diet, we're putting new labels on the front of Tesco packs. These show the amount of Calories, sugar, fat, saturated fat and salt you'll get by eating a serving of the food (for example one tenth of a cake, or one chocolate éclair).

We're also showing you how much of your Guideline Daily Amount (GDA) for nutrients the food provides. So, just by looking at a couple of numbers, you'll know how many nutrients are in the food, what type and how quickly it will get you to the GDA.

### Guideline Daily Amounts

The GDAs are the typical figures for adults to help you understand how much you are eating each day compared to the recommended levels for a healthy diet. If you are very active you would need more energy and nutrients. If you are inactive or trying to lose weight you would need less. For instance if you are a tall active male your GDA will be significantly higher than these averages. Conversely if you are a small inactive female your GDA will be significantly lower.

This panel can be found on the back of packs typically underneath the nutrition panel.

Each serving (half pot) contains;

Calories	Sugar	Fat	Saturates	Salt
<b>114</b>	<b>6.9g</b>	<b>3.8g</b>	<b>0.4g</b>	<b>1.8g</b>
<b>6%</b>	<b>8%</b>	<b>6%</b>	<b>2%</b>	<b>30%</b>

of your guideline daily amount



### Guideline daily amounts for a typical adult

	Guideline daily amount	Each serving (300g) contains	% guideline daily amount
Calories	2000 kcal	114 kcal	6%
Sugar	90g	6.9g	8%
Fat	70g	3.8g	6%
Saturated fat	20g	0.4g	2%
Salt	6g	1.8g	30%

For further information visit  
[www.tesco.com/health](http://www.tesco.com/health)

The range has over 500 products, including low fat cuts of meat, convenience foods, and all sorts of things to spread, dip, slurp and drizzle. It makes it easy to choose something tasty and healthier that complements your healthy lifestyle. Plus hundreds of our Healthy Living products now carry POINTS® values\*.

\*The POINTS® values have been calculated by Tesco using information published by Weight Watchers Intl Inc. for customer information only. The products are not endorsed or sponsored by Weight Watchers Intl Inc. the owner of the POINTS® trade mark.

## Why not try these Healthy Living swaps

### Eclairs – delicious treat

Tesco Chocolate Eclairs	Tesco Healthy Living Chocolate Eclairs	Healthy Living advantage
 <ul style="list-style-type: none"> <li>• 281 Calories (kcal) per éclair</li> <li>• 20.4g of fat per éclair</li> </ul>	 <ul style="list-style-type: none"> <li>• 192 Calories (kcal) per éclair</li> <li>• 9.7g of fat</li> </ul>	<p>Tastes every bit as naughty, but has less than half the fat of our Tesco chocolate eclairs.</p>

### Garlic Bread – perfect with pasta

Tesco Garlic Bread	Tesco Healthy Living Garlic Bread	Healthy Living advantage
 <ul style="list-style-type: none"> <li>• 75 Calories (kcal) per serving</li> <li>• 3.7g of fat per serving</li> </ul>	 <ul style="list-style-type: none"> <li>• 58 Calories (kcal) per serving</li> <li>• 1.5g of fat per serving</li> </ul>	<p>Goes down a treat and has less than half the fat of our Tesco garlic bread.</p>

### Other healthy ideas:



Make kebabs with: Tesco Healthy Living Diced Pork



Microwave: Tesco Healthy Living Chilli Beef Noodles



Don't feel guilty about: Tesco Healthy Living Mandarin Cheesecake



Do you need help with healthy eating? If you want to lose weight or make healthy changes to your diet, Tesco Diets can help! Low Gi, Heart Smart, Vegetarian, Low fat and Gluten Free plans are just some of the choices we have to offer, so log on to [www.tescodiets.com](http://www.tescodiets.com) for a diet profile and healthy eating plan designed for you.

## Join Healthy Living Club

**Tesco Healthy Living Club** is here to help you lead a healthier lifestyle. As a member you'll receive tailor-made coupons, saving you money on your preferred buys throughout the store. Plus you'll get handy booklets full of achievable advice from our experts, from healthy recipes and meal plans to fun ways to get more exercise. Best of all it's completely free.



Joining couldn't be simpler. Once a clubcard member, you can register by:

- 1 Picking up a leaflet instore
- 2 Register online at: [www.tesco.com/clubcard/healthyliving](http://www.tesco.com/clubcard/healthyliving)
- 3 Phone on 0800 591688



### All Healthy Living products have

- Less than 3% fat or half the fat of a Tesco standard product
- 10% less salt than a Tesco standard product
- No more added sugar than a Tesco standard product
- Easy to see nutrition labels on the front of pack

Written in consultation with award-winning nutritionist Anita Bean BSc R Nutr.