

**Supermarkets : Some tell you what to eat. We'd rather let you decide. See, we like to label our food. not our customers / Tesco.**

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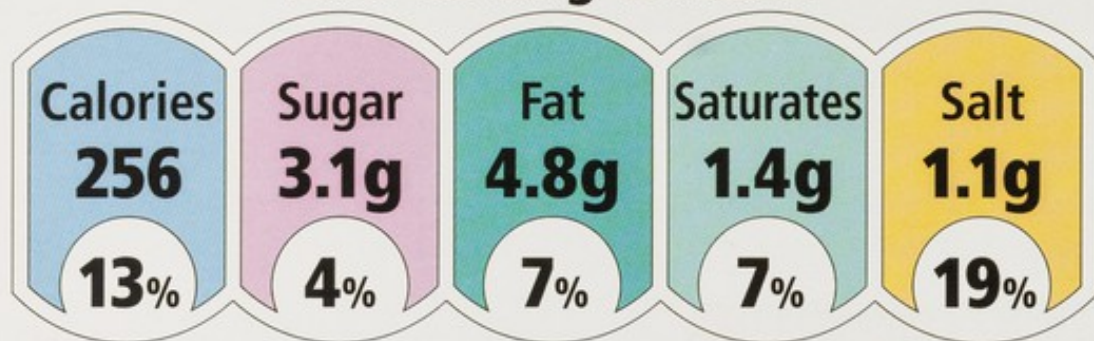
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**Each serving contains**



**of your guideline daily amount**

**Supermarkets.**

**Some tell you what to eat.**

**We'd rather let you decide.**

**See, we like to label our food.**

**Not our customers.**

**TESCO** | *Every little helps*





# What's on your label?

We are committed to helping you be healthy everyday. That's why we:

- are the only retailer committed to clear front of pack food labelling - to be on all our products by January 2007
- made more than 1000 products healthier last year by reducing levels of fats, sugar and salt\*
- are committed to improving a further 1000 products this year
- guarantee that we will only use ingredients that could be found in your kitchen cupboard in our ready meals

## What's on your label?

They're easy to read, but what exactly are our new food labels saying about your food? Basically they explain what's in it:

- how much **sugar, fat, saturates and salt, plus the number of calories in each serving**
- plus the **percentages of your Guideline Daily Amounts (GDAs)**.

This is our way of giving you all the information you need to make healthier choices for a balanced diet. Here are our new 'front of pack' labels and what they mean – keep them handy for your next shop.

## Numbers count



## What are Guideline Daily Amounts (GDAs)?

GDAs are a guide to the total amount of **calories, sugar, fat, saturates and salt** a typical adult should be eating in a day. Showing percentages of GDAs on our packs will enable you to pick and mix your groceries, so your family eats more of the healthier stuff, while keeping tabs on naughty-but-nice treats.

\* We reduced levels of fats (total, saturated and hydrogenated fat), sugar and salt in over 1000 products in 2005.

### Guideline daily amounts for a typical adult

Calories	2000 kcal
Sugar	90g
Fat	70g
Saturated fat	20g
Salt	6g

Kids have different requirements as do more active adults or those trying to lose weight. See [www.tesco.com/health](http://www.tesco.com/health) for more info