



eat out eat well award

A guide for caterers



**WELWYN
HATFIELD**

Public Health England has supported the development of the Eat Out Eat Well award to bring it closer in line with Central Government priorities in relation to healthy eating/Government Buying Standards

The Eat Out Eat Well award

A guide for caterers

The information in this guide is designed to help you achieve the Eat Out Eat Well award. The aim of the Eat Out Eat Well award is to increase access to tasty healthy food.

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Introduction



What's in it for you?

As a caterer you have the potential to make a tremendous contribution to influence and improve your customer's diet and health by providing healthier food and drink choices, for example by changing the energy, saturated fat, sugar, salt and fibre content of your dishes.

The fact sheets within this guide provide advice and guidance on how to cater to reduce the risk of diet-related disease. Following the factsheet guidance will allow you to provide healthier choices, meet the demands of your customers and give your business a competitive edge.

The aim of the eat out eat well award is to increase accessibility to tasty food prepared in a healthier way using good food hygiene practices and served in a healthier environment. The award has the potential to increase your customer's satisfaction and your sales.

Who is eligible for the Eat Out Eat Well award?

Most catering premises which serve food to the general public are eligible for the award, including restaurants, cafeterias staff restaurants and canteens, pubs, sandwich bars and takeaways, leisure centres, FE colleges, universities, hotels, prisons, workplace and hospital restaurants.

The award applies to caterers catering for the general public and for children and adults aged 5- 65 years. It is not suitable for caterers catering specifically for children younger than 5 and specifically for older people, older than 65 years. Premises are eligible to apply for an award if they have achieved broad compliance for food hygiene and food standards.

Premises are usually considered for an award at

the time of a satisfactory routine food hygiene or food standards inspection. In addition, premises may also be assessed if requested by a proprietor.

The requirements of the award

1. Compliance with food legislation

Rules on food safety and food standards are included in the award conditions and regulations. These include complying with:

- Regulation (EC) no. 852/2004 on the Hygiene of Foodstuffs and Food Hygiene (England) Regulations 2006 (12).
- General Food Law Regulation (EC)178/2002 and the General Food Regulations 2004 (13).
- Controls on misleading descriptions on food set out in the Food Safety Act 1990, and the Food Information Regulations 2014 (14).

Guidance is available from the Food Standards Agency/ Gov.uk websites by following these links:

1. Guidance on the 2006 Food Hygiene Legislation <http://www.food.gov.uk/business-industry/guidancenotes/hygguid>
2. Guidance on the General Food Law Regulation (EC) 178/2002 <http://www.food.gov.uk/business-industry/guidancenotes/hygguid/generalfoodlaw>
3. Guidance on Food Labelling Regulations <https://www.gov.uk/food-labelling-and-packaging/overview>

2. Provision of healthier catering

The Eat Out Eat Well Award Assessment is based on a scoring system for the provision of healthy choices and healthy catering practices. The score determines whether an award can be granted and at what level- Bronze, Silver or Gold. An additional Platinum level is also available for caterers who are able to evidence their enhanced commitment to healthier eating. Please see the separate "Eat Out Eat Well

Platinum Award Guide for Caterers”.

The fact sheets in this guide will give you the necessary information for meeting the requirements of Eat Out Eat Well Award.

Successful premises

The Eat Out Eat Well award is given to the catering establishment. If the establishment has several menus, these should all be considered as part of the assessment. This will mean a customer choosing food from an establishment displaying the award can have confidence that the same healthier preparation, cooking practices and accessibility of healthy options is consistent across the board.

The successful catering establishment will:

- receive an award to display on the premises
- have free publicity in local authority, and other relevant, publications
- have the right to use the Eat Out Eat Well award logo on their stationery and menus headings and on promotional boards and displays.

How long is the award valid for?

The award is valid for two years. However, the award may be reviewed or revoked during this time if, for instance:

- there are significant changes to
- there is enforcement action pending
- premises change hands.

An unannounced visit may also be made to the premises during this period in order to ascertain the award conditions are being adhered to.

“On weekdays, mains from the healthy options section can account for 75% of food trade”

“The nutrition training, as part of the award, is an important feature of the award - It’s helped staff increase their knowledge and awareness of the principles of nutrition and healthy eating”

“Catering staff have become more confident in providing guidance to customers regarding healthy options”

Why Eat Out Eat Well?

What we eat and how much we eat is important for our health and our waistlines.

In the UK many consumers view eating out not just as an occasional treat, but as part of everyday life. On average, food and drinks consumed outside the home account for 30% of our total food and drink expenditure and this doesn’t include expenditure on takeaways eaten at home (The Department of the Environment, Food and Rural Affairs. Family Food 2015) (1).

During the year ending March 2015, around 18% of meals were eaten out of the home, a 5% increase on the previous year, with 75% of people reporting eating out or buying takeaway food in 2014 (compared to 68% in 2010) (2). In the UK obesity rates are rising significantly. Currently, around two thirds of adults, over a fifth of reception class children and a third of school year 6 children are overweight or obese (3). Obesity has significant health implications. Being obese is linked to the development of heart disease, stroke and type 2 diabetes, it also increases the risk of developing certain cancers (4).

The financial costs of obesity in the UK are significant. Obesity is currently estimated to be costing the NHS around £6.1 billion and the wider UK economy £27 billion a year (5). Despite government dietary guidance for achieving a healthy balanced diet, evidence shows that on average the population consumes too much saturated fat, salt and sugars and eats too little fibre, fruit, vegetables and oily fish than is recommended (6,7). In addition, some population groups have intakes of vitamins and minerals below recommended levels (7). The majority of adults and children are failing to meet government advice to consume at least 5 portions of a variety of fruit and vegetables per day. The National Diet and Nutrition Survey shows that only 30% of adults (aged 19–64 years) and 9% of older children (aged 11–18 years) eat at least five portions of fruit and vegetables a day (7). Similarly, oily fish consumption does not meet the recommendation to consume at least one portion (140g) of oily fish per week. On average adults consume less than half this (54g per week) and children less (7). Although as a population we are currently meeting the government target for maximum total fat intake we are still eating too much of this as saturated fat. Cutting down on saturated fat can lower blood cholesterol and reduce the risk of coronary heart disease (7). Currently, children and adults across the UK are consuming 2-3 times more sugar in their diet than is recommended. Consuming too many foods and drinks high in sugar can lead to weight gain, which in turn increases the risk of heart disease, type 2 diabetes, stroke and some cancers. It is also linked to tooth decay (2). Average fibre intakes in the UK are low in all age groups (7). A diet rich in dietary fibre is associated with a reduced risk of heart disease, stroke, type 2 diabetes and bowel cancer (8).

Consuming more than salt than we need can lead to raised blood pressure. Having high blood pressure increases the risk of developing heart disease and stroke and can lead to impaired kidney function in older people. Although recent surveys have shown that levels of salt consumption have fallen and progress has been made in reducing the salt content of manufactured foods, as a population we are still consuming above the target recommendations and need to reduce our intake further (9).

The increasing consumption of food eaten outside the home and in particular fast food is thought to be one of a number of contributory factors leading to rising levels of obesity. Fast food tends to be more energy dense (have more calories per serving) and has a higher fat content than meals prepared at home. In the UK there is a strong association between areas of deprivation and the density of fast food outlets, with more deprived areas having more fast food outlets per 100,000 population (10). Socioeconomic factors influence both obesity rates and dietary intake. Higher rates of obesity, lower intake of fruit and vegetables and higher intake of added sugars are seen in lower income households (7).

In the 2014 Scottish Food and You survey just over half of respondents (55%) said that they felt the food they ate outside of the home was less healthy than the food they ate at home. When asked, around two-thirds of respondents (65%) stated that they would like to see further nutritional information in at least one type of food outlet. Respondents were most likely to mention restaurants (46%), takeaway outlets (41%), and fast food outlets (38%) as places where they would like to see more information about healthy eating options (11).

For the number referencing of the text in this guide and access to more information about

nutrition and diet, nutrient recommendations, food consumption trends and the health of the nation please refer to Further Information-Section Five, Training, resources and references.

The Eatwell Guide

The healthy eating guidance provided within the Eat Out Eat Well award is based on the national food model for a healthy balanced diet, the 'Eatwell Guide' (6). The Eatwell Guide defines the government's advice on a healthy balanced diet and shows how different foods and drinks can contribute towards this. It is based on five food groups, and shows how much of what you eat should come from each one.

The Eatwell Guide shows the proportions in which different types of foods are needed to have a well-balanced and healthy diet. The proportions shown are representative of your food consumption over the period of a day or even a week, not necessarily each meal time. The Eatwell Guide divides the foods and drinks we consume into five main groups. A variety of different foods from each of the groups is needed to get the wide range of nutrients required for good health.

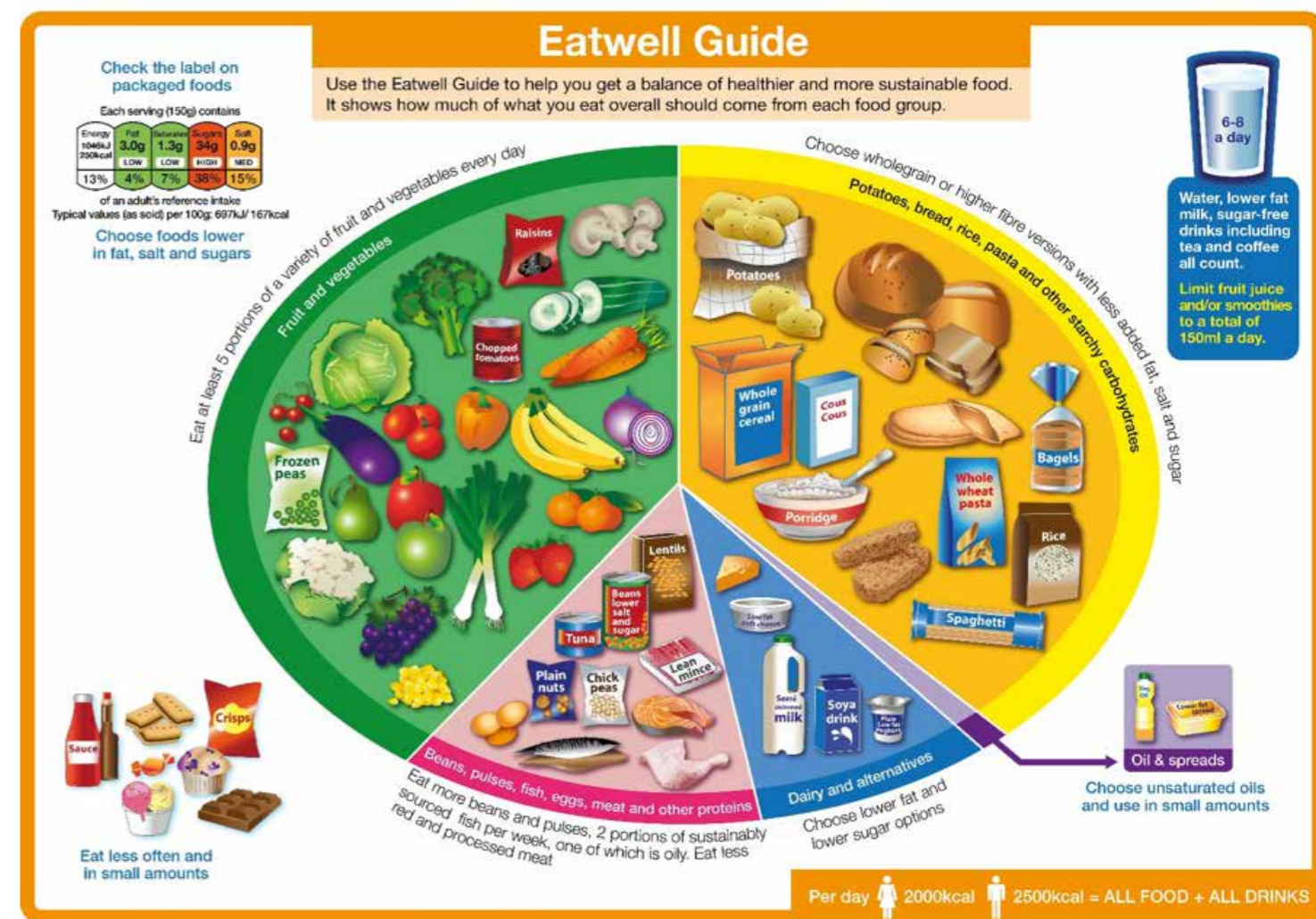
The Eatwell Guide applies to most people regardless of weight, dietary restrictions/ preferences or ethnic origin. However, it doesn't apply to children under 2 because they have different nutritional needs. Between the ages of 2 and 5, children should gradually move to eating the same foods as the rest of the family, in the proportions shown.

The Eat Out Eat Well award is not suitable for caterers catering specifically for children under 5 years old.

Recommendations

- Eat at least 5 portions of a variety of fruit and vegetables every day
- Base meals on potatoes, bread, rice, pasta or other starchy carbohydrates; choosing wholegrain versions where possible.
- Have some dairy or dairy alternatives (such as soya drinks); choosing lower fat and lower sugar options.
- Eat some beans, pulses, fish, eggs, meat and other proteins (including 2 portions of fish every week, one of which should be oily). A portion is 140g.
- Choose unsaturated oils and spreads and eat in small amounts.
- Drink 6-8 cups/glasses of fluid a day
- If consuming foods and drinks high in fat, salt or sugar have these less often and in small amounts.
- If eating more than 90g of red or processed meat per day, try to cut down to no more than 70g per day. The term processed meat includes sausages, bacon, cured meats and reformed meat products.

The Eatwell Guide and supporting information is available for download from the Public Health England website following this link: <https://www.gov.uk/government/publications/the-eatwell-guide>



Fruit and vegetables



Fruit and veg should make up just over a third of the food we eat each day. Lots of people know we should be eating more fruit and veg, but most of us still aren't eating enough.

Fruit and vegetables are a major source of vitamins and minerals as well as an important source of fibre. For example, dark green leafy vegetables, broccoli, dried apricots and raisins are good sources of iron and green leafy vegetables, broccoli, peas and oranges are good sources of folate. Fruits and vegetables are generally very low in fat and are helpful in bulking out meals whilst controlling for calorie intake.

People who eat plenty of fruit and vegetables, at least five portions of fruit and vegetables every day are less likely to develop chronic diseases such as coronary heart disease and some types of cancer.

Choose a mixture of fruits and vegetables to make up your '5 A Day' and a variety of different types and colours. Fresh, frozen and canned fruits and vegetables (without

added salt and sugar) are all included as well as dried fruit and fruit/vegetable juices and smoothies. However, a portion of dried fruit (generally 30g) and a portion of fruit juice or fruit smoothie can only count once. No more than one portion (150mls) of fruit juice or smoothie is recommended per day. Fruit juice, smoothies and dried fruit should be consumed with meals to reduce the risk of tooth decay. A portion of pulses e.g. peas and beans also counts towards the 5 A Day target but like juices and smoothies can only count once.

Although potatoes, plantains, yams and cassava are vegetables, they are usually eaten as starchy foods, so these don't count towards 5 A Day. However sweet potatoes, parsnips, swedes and turnips do count because they are usually eaten in addition to the starchy part of the meal.

For guidance on what constitutes a portion of fruit or vegetables please refer to Section Three: 5 A Day Fruit and vegetable portion guide.

Tips on cooking and serving fruit and vegetables

- Store fresh fruit and vegetables in a cool, dark place and use as soon as possible rather than storing for a long time, or use frozen instead. Frozen vegetables should be cooked immediately after removing from the freezer.
- Avoid leaving any cut vegetables exposed to air, light, heat or to soak in water before cooking (this does not apply to dried pulses such as beans, which need to be soaked overnight). Cover and chill them instead. Try to cook vegetables as quickly as possible after cutting in order to minimize vitamin losses.
- Steam vegetables or use a minimum of boiling water, cover tightly to keep in the steam. A shorter cooking time will help retain vitamins. Use the vegetable cooking water for stocks, sauces, gravies and soups to recapture lost vitamins and minerals.
- Vegetables may also be stir fried or grilled or roasted. Keep added fat to a minimum and use unsaturated oil such as sunflower oil or rapeseed oil rather than saturated fats like lard, butter and ghee.
- Do not add salt to vegetables during preparation or cooking.
- Serve vegetables as soon as possible after cooking. Keeping food warm destroys the vitamin content.
- Leave the skins on vegetables and fruit where edible so as to retain the fibre content (e.g. roasted root vegetables, baked apples).

Fruit and fruit juices

- Try to have a selection of blemish free, fresh but ripe fruit on display in a prominent position.
- A portion of fruit should be priced cheaper than a portion of hot or cold dessert. Portion guidance for fruit and vegetables is provided in Section Three: 5 A Day Fruit and vegetable portion guide
- Offer a variety of fruit and vegetables as snack foods, some people prefer chopped fruit to whole fruit.
- Offer pure unsweetened fruit juices and unsweetened fruit based smoothies in a 150ml serving size or as close to this volume as possible. Provide unsweetened fruit juice and unsweetened fruit smoothie drinks in single serve pack sizes. Fruit juice and water mixes can also be included, for example, 200ml pack drinks with 150ml unsweetened 100% fruit juice and added water.
- At least 50% of the desserts available on your menu should be fruit based. For fruit based desserts, try fruit salad, stewed seasonal fruit, roasted and baked fruits, Summer pudding, fruit cobbler, fruit crumbles or yoghurt compotes with fresh and dried fruits. Fresh fruit also counts as a fruit based dessert.
- Avoid adding sugar or syrupy dressings to fruit such as baked apple. Make fresh fruit salads without the addition of a syrup. Use fruit tinned in natural juice not syrup.
- Offer lower fat alternatives to cream such as lower fat ice cream, lower fat custard, low fat plain yoghurt, low fat crème fraîche or low fat fromage frais to accompany fruit. For a food to be low fat, the total fat content must be 3g or less per 100g of food product. Check the fat content of your products by checking the label, a guide to checking the fat content is provided in Section one: Understanding nutrition labels. Make lower fat custard by using lower fat milks such as semi skimmed,

1% fat or skimmed milk.

- Try to incorporate fruit into other dishes, including cold starters and savoury dishes, e.g. lemon chicken, tagines with apricots/prunes, pork with apple sauce. Add fresh, tinned, frozen or dried fruit to salads.
- Dried or fresh fruit may be added to breakfast cereals.

Vegetables

- Offer large portions of a range of vegetables, raw or cooked. Increase the variety of raw and cooked vegetables in salads. When buying tinned vegetables buy those tinned in water with no added salt or sugar
- Pulses such as baked beans count once towards your five a day.
- Serve vegetables and salads without the addition of fats, such as oils, spreads, creamy sauces or oil based dressings. Allow customers to add their own sauces or dressings.
- Incorporate plenty of vegetables into main course dishes, add peppers, root vegetables and mushrooms to casseroles, stews and curries, add lots of colourful vegetable ingredients to stir fries and pizzas. Add a variety of beans (canned or soaked and boiled) and other pulses such as chickpeas and lentils to casseroles or bakes.
- Home-made soups are a tasty way of offering a variety of vegetables, especially in the winter, add potatoes and/or lentils and other pulses such as chick peas or butter beans to soups to make them more filling.
- If preparing your own soups or anything else using stock preparations, the stock preparations should be lower in salt that is no more than 0.6g salt per 100mls (i.e. when made up with water).
- If preparing your own stocks add flavour using ingredients such as onions and garlic, herbs, spices, vinegars, juices as alternatives to salt.

Salads

- Offer, or add a side salad where appropriate as well as offering a range of undressed main course salads.
- Offer lower fat and reduced fat dressings and choose those based on unsaturated fats e.g. olive oil based dressings. Prepare fresh dressings for salads with yoghurt, lemon juice and vinegar. Provide dressings separately so people have the choice to add these and can use as much or as little as they like.
- Use reduced fat mayonnaise instead of standard for coleslaw and prepared salads, such as potato salad, and in sandwich fillings
- Reduced fat products must contain at least 30% less fat than the standard product.
- Include a range of salads in sandwiches and make salad vegetables available to add to sandwiches on request.
- Wash salad vegetables carefully to avoid bruising, and try to serve them whole rather than shredded. Do not use salt to remove water from salads such as lettuce. Salt should not be used in vegetable preparation.

Potatoes, bread, rice, pasta and other starchy foods



Starch is found in plant foods where it acts as an energy store. It is found in cereal grains and starchy vegetables like potatoes. Potatoes, bread, rice, pasta and breakfast cereals are all types of starchy carbohydrate foods. Other types of starchy foods include plantain, yam, cassava, noodles, couscous, bulgar wheat, semolina, maize cornmeal, spelt, millet, buckwheat and quinoa. In a balanced diet this group of foods should make up about a third of our total food intake, choosing wholegrain or higher fibre versions with less added fat, sugar and salt. Starchy carbohydrates are a good source of energy and a good source of a range of vitamins and minerals, including folate, riboflavin (vitamin B2) and iron.

Wholegrain grains and starchy vegetables also provide fibre, which is an essential part of the diet. Fibre is a plant material found

in unrefined cereals (like whole wheat and brown rice), pulses such as beans and peas, vegetables and fruit. Fibre is important for good intestinal health and a diet rich in dietary fibre is associated with a lower risk of heart disease, stroke, type 2 diabetes, and bowel cancer. Diets rich in fibre promote the colonisation of health promoting bacteria in the gut. These bacteria are important for our overall health. Soluble fibre found in oats and pulses has also been shown to help reduce the risk of heart disease.

Gram for gram, starch contains less than half the calories of fat. However remember it easy to add fat to starchy foods when cooking or serving e.g. by adding creamy sauces to pasta, by frying potatoes and applying spread thickly to bread or toast.

Potatoes

As an alternative to deep fried chips offer jacket, boiled or mashed potatoes or oven chips. Potatoes are a good source of vitamin C. Preferably steam potatoes (new potatoes in their skins), or bake them in their jackets to preserve vitamin C and provide fibre. If boiling potatoes, use a minimal amount of water and don't add salt. You could use the cooking water from potatoes (and other vegetables cooked in this way) in stocks, sauces, gravies and soups.

If frying potatoes, pre-blanch in steamers beforehand as this reduces the amount of oil absorbed when frying. Ensure frying temperatures are correct as this will also reduce the amount of oil absorbed. Use unsaturated oils such as sunflower or rapeseed oils, drain fat off chips and do not pre-salt.

Customers may wish to add their own salt, and salt may be made available, but don't provide salt on customer tables.

Try to cut down on the amount of fried potatoes offered, such as chips and reconstituted potato dishes. Offer mash, steamed/boiled new potatoes, baked potatoes, and oven baked potato products as alternatives. Choose thick cut chips or potatoes wedges instead of thin cut chips – they absorb less oil when cooking, or use oven chips. Use baked products where possible instead of frying as they are likely to contain less fat; compare product labels for more information. See Section one: Understanding food labeling.

If roasting potatoes with fat, use large pieces of potato and small amounts of unsaturated oil. Brush the oil onto the potatoes rather than pour it on in order to use smaller amounts. Drain well on serving.

Use lower fat milks such as skimmed, 1%

or semi-skimmed milk rather than butter or margarine to mash potatoes.

Use potato toppings without added fat or mashed with lower fat milk for savoury pies rather than pastry.

Use sweet potatoes as an alternative to potatoes. These can also be boiled, mashed, baked in their skins and roasted with minimal oil or turned into wedges.

Bread, rolls and baguettes

Offer a range of different breads, including wholemeal, seeded, multigrain and granary. Include higher fibre white breads, these are made with a mix of white and wholemeal flour and can be popular with customers that don't like wholemeal bread.

Use thick-cut breads for sandwiches.

If using spread apply thinly using spreads based on unsaturated oils (e.g. sunflower, olive oil spreads). Where moist fillings are used spread is often not required. Offer sandwich filling choices without mayonnaise and high fat dressings.

Pasta, noodles, rice and other grains

Steam or boil rather than fry. When boiling, avoid adding salt to the cooking water. If frying use a minimal amount of unsaturated oil and avoid dressing with fat i.e. avoid adding spreads, oils or high fat sauces. If fried rice is offered, offer a choice of steamed or boiled rice as well.

Offer whole-wheat pasta and/or wholegrain rice, try a half whole-wheat/ wholegrain mix. Make composite dishes such as lasagne using whole-wheat pasta or half white, half wholemeal. Try

higher fibre white pasta which has added oat fibre and is designed to be more like white pasta in flavour and texture.

Be aware of the fat content of sauces, dressings and accompanying foods (e.g. tomato based pasta sauces are usually lower in fat than creamy pasta sauces). Check the label if using procured sauces. Guidance on how to determine the fat, saturated fat, total sugars and salt content of a food using nutrition labelling is provided in Further Information Section One: Understanding nutrition labelling.

Prepare cooking sauces using onion, garlic, roasted vegetables, vinegars, herbs and spices to create flavour rather than using salt. If cooking sauces are procured choose lower salt cooking sauces where possible.

Breakfast cereals

Offering wholegrain breakfast cereals is an easy way of providing fibre in the diet.

Be aware that some cereals contain large amounts of sugar and salt. Offer a selection of fortified breakfast cereals including lower salt, lower sugar, and high fibre options. Check the sugar and fibre information on nutrition labels, a guide to checking nutrition labels is provided in Section one: Understanding nutrition labels.

Choose breakfast cereals with a sugar content not exceeding 22.5g total sugar per 100g and a fibre content of at least 6g fibre per 100g. At least 50% of the breakfast cereals you serve should meet these criteria Offer breakfast cereals that are higher fibre, lower sugar and lower salt varieties, such as plain porridge, plain shredded whole wheat and whole-wheat biscuits.

Porridge is a good choice being high in fibre and low in sugar. Make this without added sugar,

allow customers to add fruit to their porridge.

Muesli products, although made with oats and other higher fibre cereals, can be high in sugar (where total sugars exceed 22.5g per 100g) this is due to the presence of added sugars and/or dried fruit content .

Fruit can be used to sweeten breakfast cereals. Serve a selection of chopped fresh fruit or dried fruit for customers to add to the cereals if they wish, also fruit canned in natural fruit juice.

You could offer skimmed, 1 % fat or semi skimmed milk, low fat natural yoghurt or low fat fromage frais to accompany breakfast cereals.

Dairy and alternatives



Dairy products such as milk, cheese, yoghurt and fromage frais are good sources of protein and vitamin A, riboflavin (vitamin B2) and vitamin B12. They are also important sources of calcium. Calcium is important for muscle and nerve activity and is vital for developing and maintaining strong bones.

All types of dairy milk and associated dairy products are included in this food group, e.g. cow, goat and sheep milk and yoghurts and cheeses made from these milks, whole, lower fat, evaporated and dried milk. Also included in this group are lactose free milks and dairy free milk alternatives such as those made from soya, choose unsweetened varieties fortified with calcium.

Milk and dairy foods provide part of a balanced diet but as they can be high in saturated fat, go for lower fat products where possible. Saturated fat can raise blood cholesterol levels and in turn increase the risk of coronary heart disease and stroke.

Due to the very high fat content of cream and butter, it is advised that these foods be eaten in small amounts / infrequently.

Some dairy products like yoghurt can be sweetened with high amounts of sugar, choose natural low fat yoghurt or lower fat and lower sugar products whenever possible.

Using lower fat dairy products

Offer lower fat milks in drinks and in cooking. Lower fat milks include semi-skimmed milk, 1% fat or fully skimmed milk.

Replace any cream used in cooking with lower fat milks, low fat natural yoghurt, low fat fromage frais or lower fat soft cheeses e.g. for sauces, soups and custard.

Where cream is provided, offer lower fat alternatives such as low fat fromage frais low fat crème fraiche or low fat yoghurt.

For a food to be low fat, the total fat content must be 3g or less per 100g of food product. Check the fat content of your products by checking the nutrition label, a guide to checking the fat content is provided in Section one: Understanding nutrition labels.

Serve cream and custards separate to desserts, allowing the customer the option of adding the quantity they want.

Cheese

Cheese is a significant source of saturated fat in the UK diet.

Use lower fat cheese such as Edam, brie and camembert, cottage cheese and 'reduced fat' varieties of hard yellow cheese.

Reduced fat products must contain at least 30% less fat than the standard product.

In cooking, in sandwiches and in salads use either a lower fat or a reduced fat cheese or a small amount of strongly flavoured cheese. Hard cheeses can be grated to distribute the cheese flavour across the dish. Using a small amount of strongly flavoured cheese may be

more successful in adding flavour to a cheese dish than a reduced fat milder cheese.

In cheese boards provide lower fat and reduced fat choices.

Use béchamel instead of cheese sauce for dishes that will be finished with cheese (e.g. lasagne).

The following tables show the fat content of popular cheeses, cream and lower fat alternatives and yoghurts

Typical total fat content of popular cheeses

Type of cheese	Total Fat content(g) per 100g
Cottage cheese	6.0
Reduced fat cheddar	22.1
Camembert	22.7
Edam	26.0
Brie	29.1
Danish blue	28.9
Parmesan	29.7
Cheddar	34.9
Stilton	35.0

Typical total fat content of cream and lower fat alternatives

Type of product	Total Fat content (g) per 100g
Virtually fat free fromage frais, natural	0.1g
Half fat crème fraiche	15.0g
UHT canned spray cream half fat	17.3
Single cream	19.1
Soured cream	19.9
UHT canned spray cream	34.0
Crème fraiche	40.0
Whipping cream	40.3
Double cream	53.7
Clotted cream	63.5

Typical total fat content of yoghurts

Type of yoghurt	Total Fat content per 100g
Low fat plain (natural)	1.0
Low fat fruit	1.1
Whole milk plain (natural)	3.0
Whole milk fruit	3.0
Greek yoghurt, plain	10.2

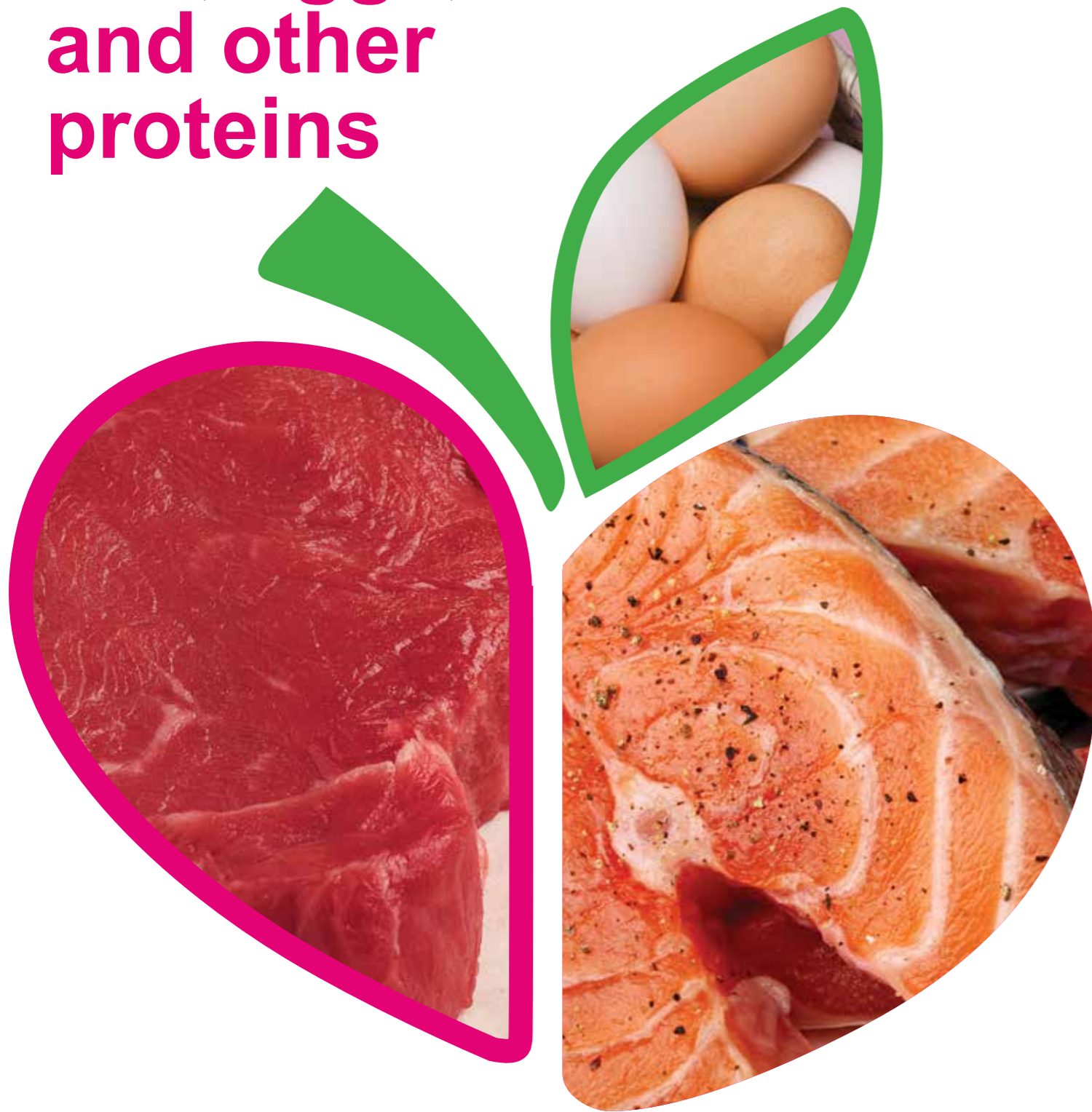
Dairy alternatives

Alternative products to dairy milks are available on the market and may be suitable for use by vegans, those that are lactose intolerant or those that are allergic to milk proteins.

Cow's milk products that are manufactured to be lactose free are otherwise nutritionally equivalent to regular cow's milk. These are suitable for lactose intolerant individuals but not for vegans or individuals with a cow's milk allergy.

Products based on soya and supplemented with vitamins, calcium and other minerals can be a good substitute for cow's milk as they contain protein and can be fortified with vitamins and minerals to levels found in cow's milk. Choose unsweetened varieties. Other products marketed as milk alternatives such as those based on almonds, coconut, oat and rice can also be fortified with vitamins and minerals – again, choose unsweetened varieties.

Beans, pulses, fish, eggs, meat and other proteins



These foods are sources of protein, vitamins and minerals, so it is important to eat some foods from this group.

Beans, peas and lentils (which are all types of pulses) are good alternatives to meat because they're naturally very low in fat, but high in fibre, protein, and vitamins and minerals. Pulses, or legumes as they are sometimes called, are edible seeds that grow in pods and include foods like lentils, chickpeas, beans and peas. Other vegetable-based sources of protein include tofu, bean curd and mycoprotein.

Fish whether fresh, frozen or tinned is a good source of protein and has a healthier fat content than meat. White fish is very low in fat (compare cod with a lamb chop: 0.6g of fat in 100g cod versus 23g in 100g of lamb). Although oily fish like sardines, mackerel, pilchards, trout, and salmon have a high fat content, the fat is unsaturated. In particular, oily fish is a very good source of polyunsaturated omega 3 fatty acids. These

fatty acids help protect us against coronary heart disease as they protect against blood clots and have anti-inflammatory effects in the body. Oily fish is a good source of iron and vitamin D. We should eat at least two portions of fish a week, and one of these should be oily fish. A portion of fish is 140g. Eggs are a useful source of protein, vitamins A and D, and riboflavin (vitamin B2).

Meat is a good source of protein, riboflavin (vitamin B2), vitamin B12, iron, zinc and other minerals. However some types of meat are high in fat, particularly saturated fat. The type of cut or meat product you choose, and how you cook it, can make a big difference to the saturated fat content. A high intake of red meat and processed meat has been associated with an increased risk of bowel cancer. The term processed meat includes sausages, bacon, cured meats and reformed meat products.

Pulses and other vegetable based sources of protein

Pulses

Includes all types of beans and peas and products made from these, e.g. haricot/ baked beans, butter beans, kidney beans, chickpeas, split peas, lentils, Tofu from soya beans, hummus from chickpeas. If using canned pulses source those tinned in water without added salt or sugar.

Other vegetable based sources of protein

Mycoprotein, commercially available as Quorn and textured vegetable protein (known as TVP) made from soya beans are good sources of protein. Please note Quorn contains egg and is not suitable for vegan diets. These products are low in fat and may be fortified with vitamins and minerals. They can be used as an alternative to meat or to extend dishes like chilli con carne i.e. to replace part of the meat content. A variety of vegetable based protein meals should be on the menu /available each day.

Nuts and seeds

Nuts may be used as ingredients in dishes, used as accompaniment/garnish or added to salads. Seeds can be eaten raw as a snack, or dry roasted and added to dishes such as salads. Nuts and seeds make useful snacks but avoid the salted varieties.

Fish

Source fish, including the fish ingredients in a composite product, from sustainable sources meeting the FAO Code of Conduct for Responsible Fisheries.

Fish can be microwaved, grilled or oven baked. When baking fresh fish, brush with a little unsaturated oil.

Replace battered fish with breaded fish, which can be grilled or baked instead of fried.

If fish is normally deep fried, ensure frying temperatures are correct as this will reduce the amount of oil absorbed. Use unsaturated oils such as sunflower or rapeseed oils and drain or blot off the fat before serving.

Promote oily fish such as salmon, trout sardines, herring, mackerel and fresh tuna. Canned tuna is not considered an oily fish as the omega 3 fatty acids are lost during the canning process for tuna, however other canned oily fish are not affected in this way.

Offer canned oily fish such as, salmon, pilchards and mackerel as sandwich fillings or with a salad. Use fish canned in spring water or tomato sauce rather than brine or oil.

If serving lunch and evening meal, fish should be provided twice a week and one serving should be oily fish. If serving only lunch or an evening meal oily fish must be available at least once every three weeks.

Poultry and eggs

In all dishes other than roast chicken, remove the skin and fat from chicken before cooking or buy skinless.

Offer oven baked, grilled, steamed, or stir fried choices as an alternative to fried.

If deep frying, ensure frying temperatures are correct as this will reduce the amount of oil absorbed. Use unsaturated oils such as sunflower and rapeseed oil and drain or blot off the fat before serving.

If roasting, stand on racks and drain off any excess fat.

Where possible serve processed chicken such as bread crumbed chicken less often.

Offer eggs boiled, poached or scrambled without added fat or salt.

Red meat and meat products

Choose a variety of meat and meat products for your menu and where possible choose less processed meat.

Choose meat and meat products lower in saturated fat where available:

- Use lean cuts of meat, or trim off the visible fat before cooking.
- Use lower fat minced beef, sausages and burgers e.g. 5% fat minced beef as opposed to 20% fat minced beef
- Use meat products with higher meat content; check the label for more information.
- Be aware of hidden fat in meat products such as sausages, burgers, pies and pasties as lower quality, fatty meat may be used in these products.

Suppliers of meat products will be able to provide the levels of saturated fat in their products. In order to procure meat products lower in saturated fat you will need to compare like with like products.

Some manufactures provide a choice of serving size, choosing smaller portion of these foods e.g. pies, served and priced appropriately will also reduce the saturated fat contribution. Where possible, poach, microwave, roast on a rack, grill or bake with no or minimal added fat, rather than fry.

If using minced meat, drain off any excess fat once the meat has browned.

Reduce the use of tinned meats, which contain added salt. Offer smoked and cured meat less often as this type of meat is high in salt. Cured meats are high in salt because of the use of brine to cure the meat, this process was

originally designed to preserve meat. Choose stock preparations lower salt varieties that is less than 0.6g salt per 100mls of stock. If preparing your own stocks use other ingredients to add flavour, such as onions and garlic, herbs, spices etc.

Liver and liver pate are a useful source of nutrients but should not be served more than once a week because of the high level of vitamin A provided. There are risks associated with having too much vitamin A for certain population groups.

Consider adjusting proportions in dishes reducing the meat and increasing the rice, pasta or potatoes served to improve the balance, for example by serving slightly more pasta and slightly less sauce, or a little more rice and a little less curry.

Meat dishes such as casseroles, stews and curries can be extended i.e. the meat content can be reduced by replacement with vegetables, beans or other pulses. This increases the fibre content of the dish and reduces the serving size of red meat provided, which is in line with government healthy eating guidelines.

Fat, sugar and salt



National dietary intake surveys show that most people in the UK are eating too much saturated fat, sugar and salt.

Foods and drinks high in fat and sugar should only be consumed in small amounts or infrequently. Sugary drinks are one of the main contributors to excess sugar consumption amongst children and adults in the UK. Sugar sweetened soft drinks should be replaced with water, lower fat milks, diet, sugar-free or no added sugar varieties. Fruit juice and smoothies should be limited to 150mls serving a day as they are a source of free sugar. Free sugar is added sugar or sugars naturally found in honey, syrups and unsweetened fruit juice. Sugars that are contained in the cellular structure of fruit and vegetables and lactose, the sugar found in milk and milk products are excluded from this definition. Ideally, no more than 5% of the energy we consume should come from free sugars. Snacking on high sugar foods and consumption of sugar sweetened drinks throughout the day can cause tooth decay. Consumption of sugar sweetened drinks has been associated with an increased risk of developing Type 2 diabetes.

Foods high in fat and sugar principally provide energy. If eaten in large amounts foods of this type contribute significantly to excess energy intake resulting in weight gain and contributing to obesity. Often foods high in sugar and fat offer few other nutrients and should not be eaten in preference to more nutritious foods that may contribute protein, vitamins and minerals and fibre.

Having too much saturated fat in the diet can raise blood cholesterol levels which in turn increases the risk of coronary heart disease and stroke. Use foods containing fat sparingly. Look for lower fat alternatives or eat these foods in smaller amounts. Wherever possible replace saturated fats with unsaturated fats. Processed foods high in fat can also be high in salt. Too much salt in the diet contributes to the development of high blood pressure which can lead to an increased risk of cardiovascular disease and stroke and impaired kidney function.

Fat

To keep total fat and saturated fat intakes within recommended levels use less fat (particularly saturated fat) in food preparation and cooking and reduce other sources of these.

Foods containing saturated fats include, butter, lard, hard cooking fats, spreading fats and some cooking oils e.g. palm oil and coconut oil, cream, crème fraiche, chocolate, biscuits, pastries, cakes, puddings, ice cream and cream sauces.

Most people in the UK eat too much saturated fat. The average man should have no more than 30g saturated fat a day. The average woman should have no more than 20g saturated fat a day. Children should have less saturated fat than adults.

Table 1 below shows the total fat content and saturated fat content of various cooking oils.

Table 1

Type of oil	% total fat	% Saturated fat
Rapeseed Oil	99.9	8.3
Sunflower oil	99.9	12.0
Olive oil	99.9	14.3
Corn oil	99.9	14.4
Soya oil	99.9	15.6
Groundnut oil	99.9	20.0
Lard	99.0	40.3
Palm oil*	99.9	47.8
Coconut oil*	99.9	86.5

*Beware of coconut oil and palm oil; they are vegetable oils that are rich in saturated fat.

Table 2 shows the typical fat and saturated fat content of solid fats and spreading fats.

Table 2

Type of fat	% total fat	% Saturated fat
Butter	82.2	52.1
Lard	99.0	40.3
Baking fat (75-90% fat) hard block	76.4	26.4
Reduced fat spread, (41-62% fat), not polyunsaturated	60.6	15.6
Reduced fat spread, (41-62% fat), polyunsaturated	59.2	13.2
Reduced fat spread, (41-62% fat), with olive oil	59.1	13.2
Low fat spread (29-39% fat), polyunsaturated	36.9	8.6
Low fat spread, not polyunsaturated with olive oil	38.9	8.9
Low fat spread, not polyunsaturated, including dairy type	39.0	9.8

Use oils and spreads based on unsaturated fats e.g. rapeseed oil, olive oil sunflower oil, corn oil and spreads based on these oils. Spreads refers to all solid spreading fats, e.g. margarines, reduced and low fat spreads.

Cooking oil

Use less oil in cooking. Avoid frying wherever possible, or quick fry using a minimum of unsaturated oil such as, rapeseed oil, olive oil, sunflower or corn oil. Try oil sprays to control the amount used. Try dry-grilling, roasting, baking, microwaving or steam-roasting using cooking foil.

If frying be sure to achieve the correct oil temperature before immersing the food as this will reduce the amount of fat absorbed during cooking.

Spreads

Refrain from garnishing vegetables with butter or fat spreads or adding these to potatoes and mashed potato. For mash use a little lower fat milk instead. If a dish must be glazed with butter, try lightly brushing with melted butter just before serving.

Serve spread separately or on the side for foods such as jacket potatoes, bread rolls, toast, toasted teacakes and scones. Where possible, offer sandwiches, rolls and baguettes without any spread. Those with moist fillings may not require spread at all, and others can be spread on one of the pieces of bread only.

Use spreads that are soft straight from the fridge, so they are easier to spread thinly.

Trans fat

Trans fats occur naturally at low levels in some foods such as beef, lamb and dairy products. Artificial trans fats also occur during the hydrogenation of oils to make solid and semi-solid fats used in food manufacturing eg fat spreads and biscuits. Trans fats or trans fatty acids, like saturated fats, can raise blood cholesterol levels and increase the risk of coronary heart disease and stroke. Trans fats have been found in manufactured biscuits, cakes and pastries, and fried foods in restaurants and takeaways. However over the years many food manufacturers have changed manufacturing processes and voluntarily removed trans fats from their foods. The Government's Public Health Responsibility Deal has also targeted the removal of trans fats and population intakes of trans fat are not of concern.

Dressings and condiments

Salad dressings should be offered separately, not added automatically. Where dressings are offered, use reduced fat or low fat varieties.

Use unsaturated oils such as sunflower, rapeseed and olive oils in salad dressings. Prepare fresh dressings for salads with yoghurt, lemon juice and vinegar.

Where mayonnaise is used, use sparingly and use a reduced fat variety or mix with low fat natural yoghurt or low fat fromage frais.

Cooking sauces

Some cooking sauces, particularly those containing cream, have a high fat content, e.g. carbonara, cheese sauces and creamy curry sauces such as korma. Always have lower fat versions available, such as tomato based curry or pasta sauces.

When serving desserts, give customers the choice whether to add custard, cream or ice-cream and serve these accompaniments separately. Offer lower fat cream alternatives and lower fat custard, as described in the Milk and alternatives factsheet.

Pastry dishes

Due to their high fat content, try to limit the amount of pastry dishes offered. Use half white, half whole meal flour in pastry dishes to increase fibre content.

Where possible make pastries with spreads based on unsaturated oils.

If making pies or tarts, use only a pastry lid or base, not both.

Use mashed or sliced potato as an alternative savoury topping.

Biscuits, pastries and cakes

Choose biscuits, cakes and pastries lower in saturated fat wherever possible. Suppliers will be able to provide the level of saturated fat in their baked products. Some manufacturers provide a choice of serving size, choosing smaller portions of these foods e.g. smaller cookies, served and priced appropriately, will also reduce the saturated fat contribution.

In recipes use spreads based on unsaturated fats wherever possible. For cakes, try lower fat sponges made by the whisked method such as Swiss roll.

Sugar

Most adults and children in the UK eat too much sugar. Ideally, no more than 5% of the energy we consume should come from free sugars. Free sugar is added sugar or sugars naturally found in honey, syrups and unsweetened fruit juice and fruit smoothies. Sugars that are contained in the cellular structure of fruit and vegetables and lactose, the sugar found in milk and milk products are excluded from this definition. Food and drinks high in sugar contribute to weight gain and obesity and can cause tooth decay. Examples of foods containing free sugars include sugar sweetened soft drinks, sweets, jams, honey, syrups, cakes, puddings, biscuits, pastries, ice cream and unsweetened 100% fruit juice.

Government advice for the maximum intake of free sugars we should obtain from our diet is as follows:

For those aged 11 years and older no more than 30g of free sugars should be consumed per day. This is equivalent to seven cubes. For children aged 7 to 10 years no more than 24g of sugar should be consumed per day,

equivalent to six cubes of sugar. For 4 to 6 years no more than 19g sugar should be consumed per day, equivalent to five cubes of sugar.

Drinks

Offer tap water, mineral water, lower fat milks, low calorie soft drinks such as squash with no added sugar and diet drinks. Ideally, have tap water freely available so customers can help themselves.

Offer pure unsweetened fruit juices and unsweetened fruit based smoothies in a 150ml serving size or as close to this volume as possible. Provide unsweetened fruit juice and unsweetened fruit smoothie drinks in single serve pack sizes. Fruit juice and water mixes can also be included, for example, 200ml pack drinks with 150ml unsweetened 100% fruit juice and added water.

Besides soft drinks, sugar sweetened drinks also include sugar sweetened hot drinks (pre-sweetened on service to the customer) such as syrup flavoured coffees and hot chocolate drinks. Also included are sugar sweetened cold milk drinks such as milkshakes and yoghurt drinks. All sugar sweetened drinks should be available in no more than a 330mls serving size.

Low calorie/ no added sugar drinks include all soft drinks that contain no more than 20 Kcals (80kj) per 100mls.

Offer artificial sweeteners to customers as an alternative to sugar.

Desserts

Offer lower sugar desserts and puddings. Reduce the amount of sugar used in cooking where practical and acceptable and amend

your recipes accordingly. Changes can be made gradually without the customer noticing. At least 50% of the desserts available on your menu should be based on fruit. For fruit based desserts, try fruit salad, stewed seasonal fruit, roasted and baked fruits, Summer pudding, fruit cobbler, fruit crumbles or yoghurt compotes with fresh and dried fruits. Fresh fruit also counts as a fruit based dessert.

Use unsweetened low fat yoghurt or make your own fruit yoghurt using natural yoghurt topped with chopped fruits. Offer attractive displays of fresh fruit along with other desserts. Consider the position of fresh fruit displays and make these more prominent than other options.

Ensure a portion of fruit is cheaper than a portion of hot or cold dessert. Portion guidance for fruit and vegetables is provided in Further information Section Three: Fruit and vegetable portion size guidance.

Biscuits, pastries and cakes

Choose biscuits, cakes and pastries lower in sugar wherever possible. Suppliers will be able to provide the levels of sugar. Some manufacturers provide a choice of serving size, choosing smaller portions of these foods e.g. smaller cookies, served and priced appropriately, will also reduce the sugar contribution.

Use fresh or dried fruit in cakes and desserts. The natural sweetness of the fruit will reduce the amount of sugar needed in the recipe e.g. Apple and banana cakes.

In most recipes the sugar content can be reduced by 30% before there is a noticeable change. Avoid using sugar as a garnish, icing or a glaze.

Avoid adding cream or 'butter cream' fillings or icings. If making 'butter cream' make this with a spread based on unsaturated oils, such as sunflower, rapeseed or olive oil. Offer fruit cake and plain cakes in addition to iced.

Have lower fat, lower sugar alternatives to biscuits and cakes available, such as teacakes and fruit bread. Be aware that some cereal type bars marketed as healthy are high in sugar (exceed 22.5g per 100g).

Snacks

Keep confectionery to the rear of a display. Consider increasing the price of confectionery in relation to the price of fruit.

Confectionery and packet sweet snacks should be available in the smallest standard single serve portion size available on the market and should not exceed 250kcal per packet.

Savoury snacks such as crisps, products made from reconstituted potato, wheat, rice and corn including tortilla chips and popcorn should only be available in packet sizes of 30g or less. This does not include packets of nuts and seeds.

Have healthier alternatives to confectionery and savoury snacks on display and within easy reach. Have less chocolate, sweets and lollies, salted nuts and crisps and more seeds, unsalted nuts, baked crisps and unsalted rice cakes. Dried fruit should be consumed at meal times and not as a snack to reduce the risk of tooth decay.

Breakfast cereals

Choose breakfast cereals that are lower in sugar, at least 50% of the cereals on offer should not exceed 22.5g sugar per 100g, these cereals should also be high in fibre, at least 6g per 100g. Check the sugar and fibre information on nutrition labels, a guide to checking nutrition labels is provided in Section one: Understanding nutrition labels.

Salt

Although the amount of salt we consume has reduced in recent years we are still consuming too much. We should be having no more than 6g a day (6g is about a teaspoon of salt), and children under the age of 11 should be having less.

Eating too much salt can raise your blood pressure. High blood pressure is a major risk factor in the development of heart attacks and strokes.

Processed foods, such as ready-made soups and sauces, tinned and cured meats, can contain high levels of salt. Try to choose those lower in salt or limit their use.

Reducing salt

Gradually reduce the quantity of salt used in recipes and when cooking. In most instances, salt can be gradually cut down or left out altogether. Use unsalted water when boiling vegetables, potatoes, rice or pasta and noodles. Avoid adding salt to vegetables during preparation, cooking and service. Try using herbs, spices, lemon juice or vinegar more often to enhance the flavour of food. Monosodium glutamate (MSG), soy sauce and Oyster sauce contain high levels of salt so should be avoided where possible.

Avoid excessive use of stock cubes, gravy

granules or bouillon cubes, as they are high in salt. Instead prepare the stock and use vegetable water for gravy. If stock cubes are used, use lower salt versions. All purchased stock preparations (cubes, pastes, bouillons) should be lower in salt that is less than 0.6g salt per 100mls when made up with water.

Try to use fresh or frozen foods rather than processed food or check for added salt e.g

- Choose tinned vegetables and pulses without added salt or sugar or preferably use fresh or frozen vegetables.
- Reduce the use of tinned meats, which contain added salt. Use fresh or frozen meats.
- Roast fresh meat on the premises for salads and sandwiches rather than relying on purchases of processed, saltier meats.
- Try making home-made soup rather than using tinned or powdered versions.

Do not salt chips or other foods before serving, leave the choice of salt to the customer. Where possible do not make salt accessible to customers unless requested. Do not put salt pots on customer tables.

Potassium based salt replacements such as Lo salt are not recommended as these continue to maintain a high salt flavour in food, evidence suggests that tastes can adapt to a lower salt diet in eight weeks. These products are also unsuitable for those with immature or impaired kidney function including young children and older people.

Marketing, pricing and display

By making the changes suggested in this guide you can make a significant contribution to improving the health of your customers. In addition you could take advantage of increased business achieved by meeting the demands of consumers who expect healthy choices when eating out. Many food manufacturers and retailers have recognised an increase in demand for healthier foods and for many, growth areas have been in product lines which provide healthier options. Food products boasting health benefits, less fat, less sugar and less salt content are a familiar choice for many consumers and the health benefits of foods such as fruit and vegetables and oily fish has been emphasised.

Marketing your status as an Eat Out Eat Well award holder will attract customers who are looking for healthy food provision and will help to promote your business.

Advertising your award at your establishment, on promotional material, on menu headings and by word of mouth could attract publicity and new customers.

It is important, when marketing changes to healthier choices and cooking methods, that customers are informed of the benefits that these changes will have and that the taste of the food will not be compromised.

In larger establishments where there is scope to offer wider choice, new menu items that meet the healthy eating criteria can be introduced and should sell well alongside other

Children's meals



Whether catering for children who eat regularly with their parents or specifically for children themselves, bear in mind that children are establishing eating habits that are likely to be lifelong. Marketing strategies for unhealthy foods and drinks often target children on the basis that children can apply pressure to parents to purchase these foods and also that they will become lifelong consumers. Children require a well-balanced healthy diet that supports healthy growth and development whilst maintaining a healthy body weight. A healthy diet in childhood can influence lifelong dietary habits.

To support this you could offer small portions of all adult meals for children and price these appropriately. If you have a dedicated children's menu, make sure it contains healthier options and not just meals served with chips. Menu options for children's drinks should include water, lower fat milks and low calorie and no added sugar drinks choices only.

Fruit and vegetables/salads should be served with every child's meal. For younger

children try cutting fruit or vegetables into smaller attractive shapes to make these foods more appealing.

Provide lower fat meat and meat products, fish (not fried), meat and fish alternatives (not fried) at every meal. Provide alternatives to chips such as pasta, rice and baked potato. Swop from fried chips to oven baked chips. If frying chips, use thick, straight cut chips and fry in unsaturated oil.

If high fat, high sugar snacks and confectionery are sold keep these to the rear of any display.

dishes (as long as they are reasonably priced, taste good and look attractive).

The four 'Ps' of traditional merchandising can be applied:

- 1) Provide a good quality product
- 2) Price competitively and appropriately
- 3) Promote foods by using displays, communication, advertising and new ideas
- 4) Present food attractively

1) Product – How can you make the product more appealing to the customer?

Although people are becoming interested in healthy eating, their main priority when eating out remains good quality and value.

2) Price – A pricing strategy, such as reducing the cost of the healthy option could tempt customers. Control the price of healthier options so where meals are comparable that they are not more expensive than other less healthy options. E.g. Meal deals (competitively priced bundles of food and drinks) should include vegetables, a starchy carbohydrate food and a portion of fruit. A portion of fruit should be lower in price than a portion of hot or cold dessert. Portion guidance for fruit is provided in Section Three: 5 A Day fruit and vegetable portion guide.

3) Promotion – A special promotion, such as dish of the day, two for the price of one, or a meal deal, such as - buy a sandwich and get a piece of fruit free.

Promotional activities

Offer a healthier menu, healthy meal option or sandwich as a promotion. You could base this on an appropriate theme or event, for example major sporting events like the football World Cup, the Olympics and the Six Nations rugby tournament.

Display

Give healthy food choices a prominent position by placing them first in the customer flow around the service area, within displays keep the healthy choices at eye level and within easy reach.

Salt pots, shakers or sachets should not be placed on customer tables, it is also good practice to remove sugar sachets.

On menus, promote the healthier choices and list healthy choices first before other options. Set your defaults to include healthier options or healthier foods e.g. all meals come with a vegetable side, soup is automatically served with whole meal bread rather than white, but white can be made available on request and so on.

Staff training

Ensure staff members are aware of the Eat Out Eat Well award scheme and of the healthier options.

Staff should actively promote healthier options by prompting customers to order extra salad or offering an alternative to chips.

You could consider providing nutrition training for key staff. Accredited training in nutrition that addresses the requirements of the national Nutrition in Catering Competencies (developed by the Association of Nutrition in conjunction with Public Health England) is recommended. Guidance for training requirements is provided in Further Information Section Five: Training Courses.

Further information

Section one

Understanding nutrition labelling

National dietary intake surveys show that most people in the UK are eating too much saturated fat, sugar and salt. Around two thirds of the salt we eat comes from manufactured food. Being able to determine the nutrient content of the foods we buy is very important.

Information concerning the total fat, saturated fat, total sugars and salt content of packaged foods is available on the label.

Front-of-the pack (FoP) food labelling for fat, saturated fat, total sugars and salt is being used by many food and drinks manufacturers to help consumers make a healthier choice. High, medium or low levels of the nutrients may be shown using colour coding where red = high, orange = medium, green = low. Formats are varied but colour coded labelling is easy to use and easily recognisable. Here is an example of how the labelling can look.

A step by step guide to using nutrition labelling (when there is no colour coded guidance on the label)

Step 1 Is it a food or drink product?

For food products use the criteria in Table 1. Front of Pack Nutrition Labelling for foods and for drinks use the criteria in Table 2. Front of Pack Nutrition Labelling for drinks.

Step 2 Is the portion size of the food more than 100g or of the drink more than 150 ml?

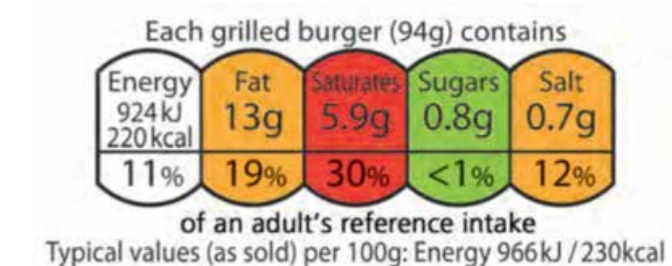
If yes:

Check the label to determine the amount of fat, saturated fat, total sugars and salt per portion in the food/drink and check this amount against the red (HIGH) per portion criteria. Determine if any of the nutrients are present in HIGH amounts. For any nutrients that are not present in HIGH amounts go to Step 3.

If no, go to step 3.

Step 3 Check the amounts of fat, saturated fat, total sugars and salt against the per 100g criteria for foods and per 100ml criteria for drinks.

Determine the level of nutrient content LOW, MEDIUM, HIGH.



EXAMPLE 1

Baked beans

Step 1: Is it a food or drink product?

It is a food product - use Table 1.
 Step 2: Is the portion/serving size of the product more than 100g?
 Yes (415g can, serving size = ½ can)

Using Table 1 and checking the label for amounts per portion, determine if any of the nutrients are present in HIGH amounts per portion.

Fat = 0.4g per serving ► No
 Saturated fat = trace per serving ► No
 Total sugars = 9.8g per serving ► No
 Salt = 1.2g per serving ► No

None of the nutrients are present in amounts that meet the criteria for HIGH per portion. Go to step 3 to check all the nutrients against the 100g criteria.

Step 3. Check the label to determine the amount of nutrients present in the food per 100g and check these amounts against the per 100g criteria for nutrients, determine the level of content accordingly.

Fat = 0.2g ► LOW
 Saturated fat = Trace ► LOW
 Total sugars = 4.7g /100g ► LOW
 Salt = 0.6g/100g ► MEDIUM

EXAMPLE 2

Iced Mocha Coffee

Step 1: Is it a food or drink product?
 It is a drink - use Table 2. Front of Pack Nutrition Labelling for drinks.

Step 2: Is the portion/serving size of the product more than 150ml?
 Yes, individual pack size is 330mls.

Using Table 2 and checking the label for amounts per portion, determine if any of the nutrients are present in HIGH amounts per portion.

Fat = 3.96g per serving ► No
 Saturated fat = 2.64g per serving ► No
 (Total sugars = 20.8g per serving ► Yes
 Total sugars = 20.8g per serving ► No

Only total sugars meet the criteria for HIGH per portion.

Total sugars ► HIGH
 Use the per 100ml criteria for all other nutrients.

Step 3: Check the label to determine the amount of nutrients present in the food per 100g and check these amounts against the per 100g criteria for nutrients, determine the level of content accordingly

Fat = 1.2g/100ml ► LOW
 Saturated fat = 0.8g/100ml ► LOW
 Salt = 0.09g/100ml ► LOW

Reduced fat

For a product to be labelled reduced fat lower fat, light or lite the product must contain at least 30% less fat compared to the original product. Remember if the type of food in question is high in fat in the first place; the lower-fat version will be lower in fat but may still be in the high fat category. For example, a lower-fat mayonnaise is 30% lower in fat than the standard version, but is still high in fat.

Section two

Example menu adaptations

The following menu adaptations will help you to provide healthier options. Making simple swaps or additions to the type of product you are offering will achieve many of the aims of the Eat Out Eat Well award.

Breakfast menu

Cereals

Original menu

High sugar cereal such as frosted flakes, rice puffs.

Healthier options

Breakfast cereals low in sugar and salt and high in fibre such as plain porridge, plain shredded wheat and plain whole-wheat biscuits.

Accompany with semi skimmed, 1% fat or skimmed milk or low fat natural yoghurt and fruit.

Original menu

Porridge made with full fat milk and sugar.

Healthier option

Porridge made with water, semi-skimmed, 1% fat or skimmed milk. Allow the customer to sweeten this themselves, provide fresh fruit, dried fruit or artificial sweetener as alternatives to sugar.

Bread and toast

Original menu

White bread toast with butter and/or fried bread.

Healthier options

Wholemeal, wholegrain, granary or seeded breads or toast and/or higher fibre white bread or toast.

Make spreads optional, offer fat spreads based on unsaturated oils (e.g. rapeseed, sunflower and olive oils).

Cooked breakfast

Original menu

Fried egg.

Table 1. Front of Pack Nutrition Labelling for foods

Nutrient	Category			
	Low	Medium	High *	
Per 100g				
Total fat	≤ 3g/100g	> 3g to ≤ 17.5g/100g	> 17.5g/100g	> 21g per portion
Saturated fat	≤ 1.5g/100g	> 1.5g to ≤ 5g/100g	> 5g/100g	> 6.0g per portion
Total sugars	≤ 5g/100g	> 5g to ≤ 22.5g/100g	> 22.5g/100g	> 27g per portion
Salt	≤ 0.3g/100g	> 0.3g ≤ 1.5g /100g	1.5g/100g	> 1.8g per portion

*Note: portion size criteria apply to portions/serving sizes greater than 100g

> greater than

< less than

≥ greater than or equal to

≤ less than or equal to

Table 2. Front of Pack Nutrition Labelling for drinks

Nutrient	Category			
	Low	Medium	High *	
Per 100mls				
Total fat	≤ 1.5g /100mls	> 1.5g to ≤ 8.75g/100mls	> 8.75g/100mls	> 10.5g per portion
Saturated fat	≤ 0.75g/100mls	> 0.75g to ≤ 2.5g/100mls	> 2.5g/100mls	> 3g per portion
Total sugars	≤ 2.5g/100mls	> 2.5g to ≤ 11.25g/100mls	> 11.25g/100mls	> 13.5g per portion
Salt	≤ 0.3g/100mls	> 0.3g to ≤ 0.75g/100mls	> 0.75G/100mls	> 0.9 per portion

*Note: Portion size criteria apply to portions/serving sizes greater than 150ml

> greater than

< less than

≥ greater than or equal to

≤ less than or equal to

Healthier options

Boiled, poached or scrambled egg (scrambled with skimmed, 1% or semi- skimmed milk).

Original menu

Fried sausage.

Healthier option

Grilled sausage, grilled low fat sausage.

Original menu

Fried streaky bacon.

Healthier option

Grilled lean back bacon.

Original menu

Baked beans.

Healthier option

Lower sugar and salt baked beans.

Original menu

Black pudding.

Healthier option

Grilled or tinned tomatoes.

Poached Mushrooms.

Continental breakfast

Original menu

Croissant with jam or Pain au chocolate.

Healthier options

Toasted English muffin (try whole meal).

Toasted tea cake.

Offer fat spreads separately, and use those based on unsaturated oils (e.g. rapeseed, sunflower and olive oils).

Lunch menu

Salads

Original menu

Salad with mayonnaise, coleslaw, potato salad and oily dressings.

Healthier options

Use a variety of vegetables and fruits to created exciting salads, e.g. peppers,

courgettes, avocado, spring onions, lettuce, tomatoes, olives, radish, grated carrot, apple and raisins.

Add cold grilled chicken (without skin), prawns, sardines, mackerel, cottage cheese, mozzarella, or strips of lean ham. Nuts and/ or seeds could be added.

Add some starchy foods such as rice (try brown) or other grains, pasta or cous-cous. Serve without added dressing and offer a variety of dressing choices, including clearly labelled low fat and reduced fat options that the customer can add if they want.

Baked potato fillings

Original menu

Baked potato with butter and tuna mayonnaise, coleslaw with mayonnaise, full fat cheese, prawns and seafood sauce, and creamy curry sauces.

Healthier options

Offer baked potato without added fat. Do not add salt. Offer fillings such as baked beans, cottage cheese and pineapple, tuna in a low fat or reduced fat dressing, coleslaw in a low fat or reduced fat dressing, ratatouille, chilli made with lean mince and lots of added vegetables and beans, tomato based curry sauces with lots of added vegetables.

Savoury pastry items

Original menu

Sausage roll or beef pasty.

Healthier options

Make with a thinner pastry crust, include wholemeal pastry choices, use lean meats / lower fat sausage meat and spreads based on unsaturated fats to make the pastry where possible. Add lots of traditional vegetables such as onion, potato, and carrot to pasty fillings or try out other flavours for example adding red and yellow peppers and chilli beans to the meat filling. Try filo pastry items, using

just a small amount of unsaturated oil on the filo when cooking. Try individual savoury tarts that use a single pastry layer and fill these with lots of vegetable ingredients.

Sandwiches

Original menu

Sandwiches made from thin sliced white bread with butter or spread and mayonnaise fillings.

Healthier options

Sandwiches made with thick slices of wholemeal, wholegrain, rye, granary, seeded bread or rolls. Offer bagels, wholemeal tortilla wraps, wholemeal pitta bread. For those not keen on wholemeal offer higher fibre white breads that are made with half wholemeal and white flour.

Fillings for sandwiches could include tuna in a low fat or reduced fat dressing, smoked mackerel, hardboiled egg, reduced fat cheese, low fat hummus and lean meats (beef, turkey and chicken without skin).
Add salad vegetables.

Offer without spread especially when the filling is moist and spread is not required to hold the sandwich together.
Where dressing is used use a low fat or reduced fat version.

Evening menu

Fried fish

Original menu

- battered deep fried fish
- deep fried chips
- thin chips
- salted chips

Healthier options

- breaded fish oven baked
- baked, poached or steamed fish
- oven baked chips
- thick cut chunky chips which absorb less fat,

use unsaturated oils for frying

- serve with mushy peas or baked beans
- serve with other vegetables or salad
- do not add salt

Salt pots should not be placed on customer tables.

Burgers

Original menu

Fried beef/hamburger, added cheese, added mayonnaise.

Served with white bap, chips and battered onion rings

Healthier options

Grilled low fat beef burger

Grilled chicken or fish

Serve with salad and a whole meal roll.

Provide the option to add lower fat relishes such as salsa and lower fat, lower sugar and lower salt varieties of table sauces and dressings.

Meat dishes

Original menu

- lamb shank
- half roast chicken
- ribs with barbecue sauce
- steak with creamy mushroom or peppercorn sauce.
- gammon/ham with fried egg

Healthier options

- use lean and lower fat meats, and provide smaller portions (particularly of red and processed meats)
- extend with pulses and other vegetables (or something similar)
- grill or griddle meats rather than frying, if frying use unsaturated oils
- skim off fat from slow cooked dishes
- remove the skin from chicken
- sear ribs and drain off the fat before coating
 - with sauce
- serve meats with tomato-based sauces,

with salsa or add extra spices rather than creamy sauces

- serve gammon with poached egg rather than fried egg

Curries

Original menu

Creamy curries such as korma, madras, passanda, massala, thai green or red curry.

Deep fried breads such as Paratha and Kachori.

Deep fried accompaniments such as onion bhajis.

Healthier options

- lower fat curries created using tomato based sauces or dry tandoori dishes and by using less cooking oil
- include vegetable side dishes including dhal.
- use low fat yoghurt or lower fat milks to make curry instead of coconut milk.
- brown rice, steamed or boiled, whole meal chapattis.

NB: Eat Out Eat Well has produced a separate guide for Indian restaurants.

Pasta dishes

Original menu

Pasta with creamy sauces, cheesy or oily sauces.

Healthier options

Whole wheat pasta or a 50:50 mix of whole wheat and white, with tomato based sauces or other vegetable based sauces. If using oil use small amounts of unsaturated oils. Allow the customer to add cheese toppings such as parmesan.

Pizzas

Original menu

- extra cheese toppings
- meat feast toppings
- cheese stuffed crust
- sharing pizzas

Healthier options

- use lower fat toppings such as chicken, fish, prawns, vegetables.
- add extra vegetable toppings.
- increase the amount of tomato sauce, decrease the amount of cheese, use a reduced fat cheese or a small amount of strongly flavoured cheese.

- serve individually portioned pizzas

NB: Eat Out Eat Well has produced a separate guide for Italian restaurants.

Chinese dishes

Original menu

Chinese meals that are battered or fried such as sweet and sour pork, prawn crackers, dim sum/spring rolls.

Egg fried rice, fried noodles/chow mein.

Healthier options

Chinese meals that are steamed or stir fried such as fish dishes, chop suey dishes.

Boiled rice or noodles.

Traditional soya and Oyster sauce are very high in salt so limit the quantities used. Try reducing the amount used in recipes gradually so customers get used to the reduction in salt.
NB: Eat Out Eat Well has produced a separate guide for Chinese restaurants.

Dessert menu

Original menu

Fruit pies and fruit crumbles.

Healthier options

Make the pie with one crust either a top crust or make as a flan with a pastry base. Make the pastry or crumble mix with all or half whole meal flour. Add some porridge oats to the crumble mix. Do not sweeten with sugar or reduce the sugar added to a minimum, try adding some dried fruit instead. Use unsaturated fats to make the crumbed mix or pastry. Ensure that at least half of the weight of ingredients for the pie or crumble is fruit.

Original menu

Rice pudding with full fat milk/cream and sugar.

Healthier options

Rice pudding made lower fat milk and sweetened with fresh or dried fruit e.g. dates, raisins, pureed stewed apple.

Original menu

- cream
- custard made with full fat milk or cream
- ice cream
- cakes
- cheesecake

Healthier options

- alternatives to cream such as lower fat fromage frais or lower fat crème fraîche, low fat plain yogurt
- custard made with lower fat milk and less sugar
- serve cream and custard separate to the dessert
- reduced fat ice creams and reduced sugar fruit sorbets
- low fat yoghurts
- use unsaturated fats to make cakes
- offer fruit desserts where at least half of the weight of ingredients is fruit

- make cheesecakes with low fat soft cheeses e.g. ricotta
- offer a smaller serving size option

Original menu

Cheese and biscuits.

Healthier options

Offer lower fat and reduced fat cheeses e.g. edam/camembert, reduced fat cheddar.

Offer a selection of whole-wheat, wholegrain crackers and oat cakes.

Offer with fruit e.g. fresh apple or grapes to decrease the cheese portion.

Eat Out Eat Well restaurant guides

Eat Out Eat Well has produced separate restaurant guides for Chinese, Indian and Italian restaurants. These guides provide more information specific to the cuisine.

Section three

5 A DAY Fruit and vegetable portion guide

Fresh fruit

A portion of fresh fruit or vegetables is 80g.

Small-sized fresh fruit

One portion is two or more small fruit, for example two plums, two satsumas, two kiwi fruit, three apricots, six lychees, seven strawberries or 14 cherries.

Medium-sized fresh fruit

One portion is one piece of fruit, such as one apple, banana, pear, orange or nectarine.

Large fresh fruit

One portion is half a grapefruit, one slice of papaya, one slice of melon (5cm slice), one large slice of pineapple or two slices of mango (5cm slices).

Canned fruit in natural juice

One portion is roughly the same quantity of fruit that you would eat for a fresh portion, such as two pear or peach halves, six apricot halves or eight segments of canned [tinned] grapefruit. Choose fruit canned in fruit juice rather than syrup.

Dried fruit

A portion of dried fruit is around 30g. This is about one heaped tablespoon of raisins, currants or sultanas, one tablespoon of mixed fruit, two figs, three prunes or one handful of dried banana chips.

To reduce the risk of tooth decay, dried fruit is best enjoyed as part of a meal, as dessert for example, not as a between meal snack.

5 A DAY in juices and smoothies

One 150ml glass of unsweetened 100% fruit or vegetable juice or smoothie together can count as a portion. Unsweetened fruit juice and smoothies are sugary, so limit your intake to no more than 150ml of fruit juice / smoothie in total each day.

5 A DAY and ready-made foods

Fruit and vegetables contained in ready-made foods can also count toward your 5 A DAY. Always read the label. Some ready-made foods contain high levels of fat, salt and sugar, so only have them occasionally or in small amounts as part of a healthy balanced diet.

Vegetables

Green vegetables

Two broccoli spears (or eight florets) or four heaped tablespoons of cooked kale, spinach, spring greens or green beans count as one portion.

Cooked vegetables

Three heaped tablespoons of cooked vegetables, such as carrots, peas or sweetcorn, or eight cauliflower florets count as one portion.

Salad vegetables

One stick of celery, a 5cm piece of cucumber, one medium tomato or seven cherry tomatoes count as one portion.

Tinned and frozen vegetables

Roughly the same quantity as you would eat for a fresh portion. For example, three heaped tablespoons of tinned or frozen carrots, peas or sweetcorn count as one portion each. For canned, choose those in water, with no added salt or sugar.

Pulses and beans

Three heaped tablespoons of baked beans, haricot beans, kidney beans, cannellini beans,

butter beans or chickpeas count as one portion each. Remember, however much you eat, beans and pulses count as a maximum of one portion a day.

More information on Portion sizes can be found on the NHS website:

[https://www.nhs.uk/Livewell/5ADAY/](https://www.nhs.uk/Livewell/5ADAY/Documents/Downloads/5ADAY_portion_guide.pdf)

[Documents/Downloads/5ADAY_portion_guide.pdf](https://www.nhs.uk/Livewell/5ADAY/Documents/Downloads/5ADAY_portion_guide.pdf)

Section four

Food allergies and intolerances

In the UK, it is estimated that 1-2% of adults and 5-8% of children have a food allergy.

For such people, even small quantities of the food or ingredient can have rapid and life threatening effects.

Food businesses must comply with the EU Food Information for Consumers Regulation introduced in December 2014. All food businesses need to provide information about the allergenic ingredients used in food sold or provided by them. The EU Food Information for Consumers Regulation (No.1169/2011) outlines the requirements for businesses which are providing food sold prepacked and non-prepacked (loose) such as food sold in a supermarket, restaurant or takeaway. To adhere to the legislation, allergy information must be available. It can be provided in writing on menus or by way of a menu matrix which lists allergens in each dish. Alternatively it can be communicated to the customer verbally after checking the ingredients of a dish, food or drink. Labelling menus to alert customers upfront to the presence of allergens in dish, food or drink is not required by law but is a best practice nutrition criterion for GBSF.

It is extremely important that adequate procedures are in place to prevent cross contamination of allergens. This includes the use of separate cooking utensils and pans, plus ensuring sealed containers are used for allergenic ingredients.

You may decide that all orders for customers with allergies are handled by a manager or senior staff to ensure correct information is provided.

If staff are not sure as to whether there is a trace of a potentially life-threatening ingredient in a food through cross contamination in the kitchen, they should say so and never guess. If staff are not sure as to whether there is a trace of a potentially life-threatening ingredient in a food through cross contamination in the kitchen, they should say so and never guess.

There are 14 major allergens which need to be declared:

- Cereals containing gluten namely wheat (such as spelt and Khorasan wheat), barley, rye and oats
- Crustaceans like prawns, crabs, lobster and crayfish etc.
- Eggs
- Fish
- Peanuts
- Soybeans
- Milk
- Nuts namely almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, Macadamia or Queensland nut
- Celery
- Mustard
- Sesame
- Sulphur dioxide or sulphites (where added and is present at >10mg/kg in the finished product. Often found in dried fruit and wine)
- Lupin
- Molluscs like clams, scallops, squid, mussels, oysters and snails etc.

The Food Standards Agency (FSA) has produced guidance documents and a number of resources to assist food companies to promote, implement and comply with the regulation.

Food Standards Agency Resources

FSA 'Think allergy poster'

This is a minimal language poster to use as

an allergen prompt, as well as a staff training aid on how to handle customer requests for allergen information.

FSA 'Chef's recipe sheet'

These individual allergen menu records can be filled on your computer or can be printed out and filled, in hard copy. These allow kitchen staff to log and check allergen information on one-off dishes, for example when you have specials' or when ingredients run out or are substituted on the day.

FSA 'Dishes and their allergen content (Chef's allergen menu matrix)'

Allergen menu matrix that can be filled on your computer or can be printed out and filled in as hard copy. This will help kitchen staff to log and check the allergen information on dishes.

FSA Allergen Leaflets

Advice on food allergen labelling:

- How to buy food safely when you have a food allergy or intolerance
- Allergy: what to consider when labelling food
- Allergen information for loose foods

These resources are available for download from: www.food.gov.uk/allergen-resources

Section five

Nutrition Training

Should you or your staff wish to get a better understanding of healthy eating please speak to your local authority Eat Out Eat Well Lead Officer / Assessor or check the Eat Out Eat Well website (www.eatouteatwell.org), for details of recommended nutrition training courses.

Nutrition training should address the Nutrition for Catering Competencies described in the workforce Competence Model in Nutrition

for Catering, produced by the Association of Nutrition in conjunction with Public Health England. The three competencies are: Fundamentals of Human Nutrition, Improving Health and Wellbeing, Food Allergies, Intolerance and Dietary Requirements. Further information is available from the Association of Nutrition website.

<http://www.associationfornutrition.org/Default.aspx?tabid=299>

Resources

Useful information for you and your customers can be obtained from these websites.

<https://www.gov.uk/government/publications/the-eatwell-guide>

The national food model, the Eatwell Guide, describes the foods that make up a healthy balanced diet and the proportions in which we should eat them. Copies of the Eatwell

Guide can be downloaded here:

<https://www.gov.uk/government/publications/healthier-and-more-sustainable-catering-a-toolkit-for-serving-food-to-adults>

Public Health England guidance with practical

tips and tools for providing healthier and sustainable catering.

<http://www.nhs.uk/livewell/healthy-eating/Pages/Healthyeating.aspx>

The Livewell tab of NHS website NHS Choices includes practical advice regarding diet, healthy eating and lifestyle.

<http://www.nhs.uk/Change4Life/Pages/change-for-life.aspx>

Change4life is a public health campaign that promotes healthy eating and lifestyle to children and adults. This website provides practical tips for achieving dietary guidelines and information on local initiatives

<http://www.food.gov.uk/business-industry/allergy-guide/allergen-resources>

The Food Standards Agency (FSA) has produced guidance documents and a number of resources to assist food companies to promote, implement and comply with the EU Food Information for Consumers Regulation concerning allergens in food. This is available from the FSA website. <http://www.msc.org/>



Nutrition expertise and guidance

<https://www.gov.uk/government/organisations/public-health-england>

Public Health England (PHE) is an executive agency sponsored by the Department of Health. PHE works to protect and improve the nation's health and wellbeing and reduce inequalities. Search here for current government guidance on healthy eating and diet.

<http://www.nutrition.org.uk>

The British Nutrition Foundation website provides healthy eating information, resources for schools, news items, recipes and details of work undertaken around the UK/EU.

<http://www.associationfornutrition.org/>
The Association for Nutrition holds the UK register of registered Nutritionists.

<http://www.bda.uk.com>

The British Dietetic Association website provides impartial advice about nutrition and health.

<http://www.hcpc-uk.co.uk/>

The Health and Care Professions Council holds the UK register of registered Dietitians.

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A guide for caterers

