Sugar, salt and fat: strategies to reduce consumption

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Case study of success marketing and encouraging consumer uptake of foods that have reduced sugar, fat and salt.
Compass Group UK and Ireland
Consumers & Shoppers continue to put healthier choices at the top of their agenda...

49% of shoppers actively seek a healthier option

47% of consumers say they want to eat more healthily this year

40% of workplace diners say there aren't enough healthy choices

1 in 3 are choosing more fruit & vegetables as part of their diet

... and they’re looking at specific things, for specific reasons

Consumers are expecting us to take action...

... but don’t want us to compromise on taste

- 69% of consumers want us to make products healthier
- 42% say taste is still more important when they’re eating out of home
Statistics….

- The National Diet and Nutrition Survey shows that overall the population is still consuming too much saturated fat, added sugars and salt and not enough fruit, vegetables, oily fish and fibre.

- Almost 25% of adults, 10% of 4 to 5 year olds and 19% of 10 to 11 year olds in England are obese.

- Average salt consumption in adults is 8.1g/day.

- Average sugar intake is contributing between 12 – 15% of energy.

- Rising levels of nutrition related diseases.
Know Your Food (KYF) Approved

The criteria for our hot food offers:

- Less than 500kcals per portion
- Lower amounts of fat, saturated fat, sugar or salt
- At least one of your 5 a day (80g)
- A complete and balanced meal (containing a protein food, a starchy carbohydrate food and a portion of fruit/vegetables)
KYF Approved: Hot Meals

Nutrient Criteria

Recipes must not be high in either fat, saturated fat, sugars or salt, this means they must contain:

• Less than 17.5g fat per 100g or less than 21.0g fat per portion

• Less than 5.0g saturated fat per 100g or less than 6.0g saturated fat per portion

• Less than 22.5g of total sugars per 100g or less than 27.0g of total sugars per portion

• Less than 1.5g salt per 100g or less than 1.8g salt per portion
KYF Approved: Retail

Retail Promotions:

40% of every quarters retail promotions are Know Your Food Approved.
Development Process

• Executive Chefs
• Nutritionists
• Suppliers
• Marketers
Education

- Customers
  - KYF Boards
  - Ask the Nutritionist
  - Health promotion
  - KYF website
  - Loyalty schemes
  - Price promotions
- Clients
  - Engagement
  - Benefits to them
- Colleagues
  - Training
  - Additional time
Today 2nd November in Sheffield restaurant we will be promoting a selection of healthier meals!

To find these options look out for this logo on the counter.

There will also be the opportunity to speak to a Nutritionist from Eurest, and take part in our smoothie bike challenge.

“WE COMMIT TO DELIVERING A SERVICE THAT WILL CONTRIBUTE TO THE HEALTH AND WELL-BEING OF ALL OUR CUSTOMERS.”

ASK THE NUTRITIONIST

There is lots of diet and nutrition information out there, but sometimes it can be hard to know what’s best for you and your circumstances. So, that’s why you can visit our registered nutritionist, ask her questions, and she will answer them.
Know Your Food Website

www.know-your-food.co.uk
The Results

- 842,576 calories removed
- 5423g fat removed
- 24628g salt removed
- MFP launched and updated
- 9452 number of recipes in database
- 20,384 hits on KYF website
- 396 followers on @KYF_UK
- 30 health awareness days
- Over 1000 health checks carried out
Thank you!