

Nutritional Guidance Document for Licensees

Introduction

Research commissioned by the Department of Health indicates that **eight out ten adults consider healthy eating as a priority**. In addition data from a range of sources analysing trends in the eating out market indicates a substantial growth and interest in the healthy eating sector. This therefore indicates that there is **consumer demand for some healthier options** and whilst this will not be appropriate for all, there is likely to be commercial value in providing choices and options for those health conscious consumers.

Additionally, since 2011 the Government's Public Health Responsibility Deal (PHRD) has sought to bring together organisations and businesses to help consumers to make healthier choices about their diet and lifestyle.

Building on the UK's internationally recognised success in reducing dietary salt intake, the PHRD has worked to expand this work to include other measures designed to help consumers to eat a healthy balanced diet. In particular this focuses on further reductions in salt intake as well as reducing saturated fats, sugar and ultimately reducing calorie intake.

Whilst the PHRD officially comes to an end in 2015 it will be important that food businesses, such as pubs, restaurants, bars and cafés, continue to **voluntarily assist consumers to make healthy eating choices** to avoid the introduction of Regulatory measures.

Scope

The following is intended for those BBPA members whose pub businesses include the provision of food to the public. The following information is intended to assist licensees and food providers to help consumers who want to make healthy decisions about the food they eat.

All businesses serving food are different, therefore not all of the information contained in this guide will be suitable for all, however this should provide some basic advice on how to **capitalise on the growth in demand for healthier options**, provide customers with greater choice and grow and maintain your customer base.

Dietary Intake of Essential Nutrients:

Making improvements to diet and lifestyle does not necessarily require the complete removal of dietary elements such as fat, salt and sugar. All are required by the human body to maintain important biological functions as well as overall health. Additionally, such nutritional components are often associated with foods that may be seen as indulgent or a treat which can be important to the process of personal reward during weight control regimes or for maintaining a healthy diet. Dishes that are lower in these ingredients are also more likely to appeal to those wishing to maintain a healthy diet.

Ultimately, dietary intake of such nutritional elements is not about excess but should be managed as part of a health and balanced diet. The following are the current recommended adult reference intake values per day¹

Energy (calories)	8,400 kJ/2,000 kcal
Total Fat	70g
of which is saturates	20g
Carbohydrates	260g
Total sugars	90g
Protein	50g
Salt	6g

Guiding Consumer Choice

In retail stores selling pre-packed foods consumers can make healthy choices by using information on the food packaging and/or label. In retail environments where food is served non-pre-packed the menu can be used as an important method for conveying basic nutritional information or to help consumers make healthy choices through a variety of food or serving options.

1. Menu Information

Menus can be used as a convenient method of providing clear, basic nutritional values for food portions as well as defining specific ‘healthier options’:

Sausage & Mash

Some foods are just made for each other. Juicy pork sausages with mashed potato and rich gravy. 929 kcal.

Also available with soya and leek sausages. ✓ 559 kcal.

As well as analysis by specialist analytical laboratories, official reference information is available that can be used to source a wide variety of nutritional information as well as the calorie content of a range of foods and drink. Examples of such information can be found

¹ <http://www.nhs.uk/Livewell/Goodfood/Pages/reference-intakes-RI-guideline-daily-amounts-GDA.aspx>

online at the US Department of Agriculture Website² and the McCance and Widdowson Composition of Foods Integrated Dataset³ as maintained by Public Health England.

Specific, nutritional values associated with individual menu items as well as for complete dishes or meals i.e. Starter + Main + Side + Desert can be used by consumers to make healthier food choices. Such choices might be based on nutritional content or to 'mix and match' to select lighter options but still include something more indulgent as a reward or treat.

2. 'Lower calorie' options

Although it may not be feasible for many food businesses to provide calorie information chefs can help consumer to manage dietary intake through altering the formulation of recipes as well as through variation in portion sizes.

Even for a small pub or food business it is often possible to **offer a 'low-fat' or 'under-500 calorie' meal** as an option on a menu. This is a way of easily expanding customer choice and is likely to be a selling point to those in a group who would like a healthier option. Menus can also be used to highlight items that have been intentionally produced to limit or remove salt, fat or sugar content.

Alternatively, many premises now allow consumer to ask for a smaller version of a meal or to have a starter as a main course if they would prefer this to having a full size main meal.

3. Food Serving and Preparation

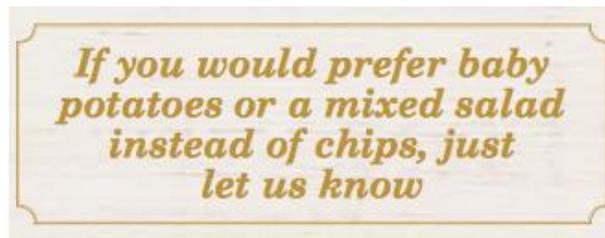
Changes to the method of preparing or serving foods can also help to improve the nutritional qualities of a dish and help customers to 'own' nutritional choices.

The concept of '**food swaps**' can be used to provide healthier options as part of a menu:

- ✓ Offering chicken with or without the skin
- ✓ Offering tomato or vegetable based sauces as an alternative to cheese or cream
- ✓ Offering steaming for vegetables or rice as a cooking option
- ✓ Offering sorbet instead of ice-cream and fruit based deserts as an option from cakes, pastries or creamy puddings
- ✓ Offering low fat dressings

² <https://fnic.nal.usda.gov/food-composition/usda-nutrient-data-laboratory>

³ <https://www.gov.uk/government/publications/composition-of-foods-integrated-dataset-cofid>



In addition to menu alternatives or 'swaps' the following can be used to help consumers to limit dietary intake of fat, salt and sugar:

- ✓ Stop offering bread before meals or note on the menu that customers can request this
- ✓ Dressings offered at point of food delivery and not left at the table
- ✓ Offer food swap options at the point of ordering

4. Staff Training and Awareness

Knowledgeable staff are a vital way to communicate important information to consumers and can be a useful method of highlighting low calorie options on the menu or where 'swaps' may provide a lighter alternative.

Staff familiarity with menu options and portion sizes can be particularly useful in making recommendations on portion numbers/sharing sizes for larger group orders.

Further Health Eating Information Sources:

1. Healthy eating out –

<http://www.nhs.uk/Livewell/Goodfood/Pages/healthy-eating-out.aspx>

2. Healthy eating tips –

<http://www.nhs.uk/Livewell/Goodfood/Pages/eight-tips-healthy-eating.aspx>

3. Healthy Food Swaps -

<http://www.nhs.uk/Livewell/loseweight/Pages/Healthyfoodswaps.aspx>

4. A Balanced Diet –

<http://www.nhs.uk/Livewell/Goodfood/Pages/Healthyeating.aspx>

5. BDA Healthy Eating Fact Sheet –

<https://www.bda.uk.com/foodfacts/HealthyEating>

6. Health Challenge Wales -

<http://www.healthchallengewales.org/food>

7. Healthier Scotland –

<http://www.takelifeon.co.uk/eat-healthier/>