



eat out eat well award

Want to make a difference?



Eat Out Eat Well award

A guide to healthy eating

This document is a guide to achieving the Eat Out Eat Well award. It is based on the healthy options award produced by Caerphilly County Borough Council.

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Introduction

Consumers view eating out not just as an occasional treat, but as part of everyday life. 96% of people have eaten out at least once in the last 12 months (Mintel, Eating Out –Ten Year Trends, 2006) and the food we eat outside the home makes up an increasingly important part of our diet. The average person eats one in every six meals out of home and if snacks and 'grab and go' food are added in, men consume about a quarter of their calories when eating out, and women around a fifth.

Food consumed outside the home tends to be higher in added sugar and fat than food prepared at home (DEFRA, Food Service and Eating Out: An Economic Survey, 2007). A diet high in saturated fats has been associated with an increased risk of obesity and coronary heart disease.

Therefore as a caterer you could potentially make a tremendous contribution to improving your customers diet and health by providing healthier food choices, for example by changing the fat or calorie content of dishes.

Consumers are confronted almost daily with information about diet, nutrition and health in the media. Surveys have shown that consumers are becoming more knowledgeable about healthy eating, and 97% of customers think that they should have the choice to eat healthily when they eat out (Health Education Authority, 1996). More than half (52%) believe it is the responsibility of the caterer to provide this choice. In a recent survey in Scotland, 86% of people thought food outlets should actively promote healthier options (Scottish Consumer Council 2008)

Many food manufacturers and retailers who have taken the opportunity to introduce healthier options are seeing growth in sales.

The following fact sheets provide advice and guidance on meeting the new demands of your customers and will give your business a competitive edge.

The aim of the healthy options award is to increase accessibility to tasty food, which has been prepared in a healthy way using good food hygiene practices, and served in a healthy environment.

The award should help to increase your customers satisfaction and your sales.

Who is Eligible?

Most catering premises which serve food to the general public are eligible for the award, including restaurants, cafeterias, hotels, workplace and hospital restaurants, pubs and takeaways.

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.

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 the menu or a change in a major supplier;
- there is enforcement action pending; or
- premises change hands.

There is no automatic right of transfer and a new award application must be made.

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

There are two minimum requirements, which must be met to qualify for an award.

These are:

1. Compliance with Food Regulations

- Regulation (EC) no. 852/2004 on the Hygiene of Foodstuffs and Food Hygiene (England) Regulations 2006¹.
- General Food Law Regulation (EC) 178/2002 and the General Food Regulations 2004².
- Controls on misleading descriptions on food set out in the Food Safety Act 1990, the Trade Descriptions Act 1968 and the Food Labelling Regulations 1996³.

1 Guidance on the 2006 Food Hygiene Legislation is available from the Food Standards Agency <http://www.food.gov.uk/foodindustry/guidancenotes/hygguid/fhlguidance/>

2 Guidance on the General Food Law Regulation (EC) 178/2002 is available from the Food Standards Agency <http://www.food.gov.uk/foodindustry/guidancenotes/foodguid/generalfoodlaw>

3 Guidance on Food Labelling Regulations is available from the Food Standards Agency website <http://www.food.gov.uk/foodindustry/guidancenotes/labelregsguidance/foodlabelregsguid>

2. Healthy Food Options

Once an establishment has obtained a food hygiene award, they can be assessed for the Eat Out Eat Well award. The overall score determines if an award can be granted and whether it is at bronze, silver or gold level. The fact sheets in this folder (some may not apply to your premises) will give you the necessary information on what is considered to be a healthier option and how to adapt your current menu.

The fact sheets also give suggestions for promoting these healthy options to customers. The criteria which are used to assess premises closely mirror the guidelines set out in the fact sheets.

The 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 has confidence that the same healthier preparation and cooking practices and accessibility of healthy options is consistent across the board.

Successful premises

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

Receiving an award may also result in a competitive edge and increased customer satisfaction as the demand for healthier choices continues to grow - many food manufacturers and retailers who have introduced healthier options are seeing growth in sales.

Establishments that join the Eat Out Eat Well award scheme will be seeking to enhance their reputation by maintaining good hygiene practices and offering healthy options to their customers.

The eatwell plate

The Government recommends that all individuals should consume a diet that contains:

- Plenty of starchy foods such as rice, bread, pasta and potatoes, choosing wholegrain varieties when possible.
- Plenty of fruit and vegetables; at least five portions of a variety of fruit and vegetables a day.
- Some protein-rich foods such as meat, fish, eggs, beans and non-dairy sources of protein, such as nuts and pulses.
- Some milk and dairy, choosing reduced fat versions or eating smaller amounts of full fat versions or eating them less often.
- Just a little saturated fat, salt and sugar. The eatwell plate is a pictorial representation of the proportions that different food groups should make to the diet. This representation of food intake relates to individuals over the age of five.

The Government has also produced 'eatwell – your guide to healthy eating,' which includes eight top tips covering all aspects of eating a healthy balanced diet and maintaining a healthy weight:


- 1 base your meals on starchy foods
- 2 eat lots of fruit and vegetables
- 3 eat more fish –including one portion of oily fish each week
- 4 cut down on saturated fat and sugar
- 5 try to eat less salt – no more than six grams a day for adults
- 6 get active and try to be a healthy weight
- 7 drink plenty of water
- 8 don't skip breakfast.

The eatwell guide is included in this pack (see section five). You can obtain further copies of this leaflet free of charge for your staff or customers from Food Standards Agency publications (tel. 0845 606 0667 or email foodstandards@ecgroup.uk.com). The key messages in the fact sheets support the eatwell plate and the eatwell guide to healthy eating.



Fruit and vegetables





At least five portions of fruits and/or vegetables a day should be eaten for maximum health benefits. This includes fresh, frozen and canned varieties (without added salt and sugar), dried fruit and fruit/vegetable juices. A glass of fruit and/or vegetable juice (150ml) counts as a portion of fruit and vegetables, but juice can't make up more than one portion a day, however much you drink.

Beans and pulses can count towards the five portions of fruit and vegetables we should aim to eat each day, but they can only make up a maximum of one portion a day.

Potatoes do not count towards the five a day because they are a starchy food. A portion is about 80 grams of fruit or vegetables, and a guide to what this means in actual terms can be found in section three.

Fruit and vegetables are a major source of vitamins, minerals and fibre. There is increasing evidence that consuming at least five portions of fruit and vegetables every day may reduce the risk of developing chronic diseases such as coronary heart disease and certain types of cancer.

Cooking practices

The following practices will help conserve vitamins when preparing and cooking:

- Avoid leaving any cut vegetables exposed to air, light, heat or to soak in water before cooking (this does not apply to dried pulses and beans, which need to be soaked over night). Cover and chill them instead.
- Try to cook vegetables as quickly as possible after cutting.
- Use a minimum of boiling water and cover tightly to keep in the steam, because this speeds up the cooking, or steam vegetables. A shorter cooking time will help retain vitamins.
- Use cooking water for sauce, gravy and soup to recapture lost vitamins and minerals.
- Serve as soon as possible after cooking. Keeping food warm destroys much of the vitamin C.
- Frozen vegetables should be cooked immediately after removing from the freezer and served as soon as possible.
- Leave skins on vegetables and fruit whenever possible.
- 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.

Fruit and Fruit Juices

- Try to have fruit on display in a prominent position.
- For fruit based desserts, try fruit cobbler, fruit salad, stewed seasonal fruit, summer pudding or fruit crumbles with muesli topping.
- Avoid adding sugar or syrupy dressings to fruit (such as stewed apple).
- Offer lower-fat or reduced fat creams, ice cream, custard, yoghurt or fromage frais to accompany fruit.
- Add fresh, tinned, frozen or dried fruit to salads.
- When making fruit salad use unsweetened fruit juices and fruit canned in juice rather than syrup.
- Offer unsweetened fruit juices, pure orange/ apple/pineapple juice and unsweetened fruit based smoothies.
- Use a fruit juice as a base for fruit salads.
- Try to incorporate fruit into other dishes, including cold starters and savoury dishes, e.g. lemon chicken and pork with apple sauce.

Vegetables

- Offer large portions of vegetables (fresh, frozen or canned). Baked beans/pulses count towards a maximum of one of your five a day (canned spaghetti does not).
- Offer a range of different hot cooked vegetables.
- Increase the use of raw vegetables in salads.
- Allow customers to add their own butter/ spread, sauces or dressings to vegetables.
- Home-made soups are a tasty way of offering a variety of vegetables, especially in winter (add potatoes and/or lentils and other pulses to soups to make them more filling).
- Keep added fat to a minimum when stirfrying or sautéing, (perhaps use spray oil) and use unsaturated oil such as corn oil, sunflower oil, rapeseed oil etc., rather than lard, butter, ghee or other saturated fats.
- Incorporate more vegetables in main course dishes, e.g. peppers, carrots, mushrooms and peas in casseroles, stews, curries, stir fries or pizzas.
- Add canned, soaked or boiled beans to casseroles or bakes.

Salads

- Add a side salad where appropriate and offer a range of undressed main course salads.
- Offer lower fat dressings and those based on healthier (unsaturated) fats e.g. olive oil based dressings. Provide dressing separately so people have the choice and can use as much/as little as they like.
- Use reduced fat mayonnaise for coleslaw and prepared salads, such as potato salad, and in sandwich fillings.
- Include a range of salads in sandwiches.
- Wash salad vegetables carefully to avoid bruising, and try to serve them whole rather than shredded. It is not good practice to use salt to remove water from salads such as lettuce. Potatoes Although potatoes, plantains, yams and cassava are vegetables, they are a starchy food, so they don't count as one of the five a day recommended portions of fruit and vegetables. Sweet potato or squash on the other hand can be counted as either a vegetable or starchy food portion to a main meal.

Starchy foods are covered in fact sheet two – bread, other cereals and potatoes.

Bread, rice, potatoes, pasta and other starchy foods



Bread, rice, potatoes, pasta, breakfast cereals are all types of starchy carbohydrate foods. We need to eat more of these to maintain a good balanced diet as they should make up about a third of the daily diet. Starchy carbohydrates are a good source of energy and the main source of a range of vitamins and minerals. Wholegrain varieties also provide fibre, which is an essential part of the diet. By filling up on these types of food, we have less room for fatty and sugary foods.

Fibre is a type of plant material, which is found only in foods such as unrefined cereals (like wheat and brown rice), beans, peas, vegetables and fruit. They are important for good intestinal health and can help reduce the risk of heart disease. Starch is also found in plant foods, especially cereals and starchy vegetables like potatoes.

Gram for gram, starch contains less than half the calories of fat. It is recommended that the reduction of fat in the diet be replaced by starchy foods, particularly those that are rich in fibre.

However, it is all too easy to add fat back to starchy foods by adding creamy sauces to pasta, by frying potatoes and applying spread thickly onto bread or toast.

Here are a few suggestions to help you offer healthier alternatives to your customers.



Potatoes

- As an alternative to chips offer jacket, boiled or mashed potatoes. Potatoes are a good source of vitamin C. If boiling potatoes, use a minimal amount of water and re-use the water in sauces.
- If frying, pre-blanch potatoes in steamers beforehand and ensure frying temperatures are correct as this will reduce the amount of oil absorbed. Use unsaturated oils such as sunflower or rapeseed oils, drain fat off chips and do not pre-salt. Allow customers to add their own salt.
- Avoid crinkle cut chips, which absorb more fat and try to cut large thick chips (thin chips or French/curly fries are higher in fat). Also, oven chips are a healthier alternative.
- If roasting potatoes, use large pieces and small amounts of vegetable oil. Brush the oil onto potatoes to use smaller amounts and drain well.
- Use skimmed or semi-skimmed milk rather than butter or margarine to mash potatoes to smoothness.

Bread, rolls and baguettes

- Offer a range of different breads, including wholemeal, brown, multigrain and granary.
- Look for white bread with added nutrients and fibre if customers don't like brown or wholemeal bread.
- Choose lower salt bread where possible.
- Use thick-cut bread or rolls for sandwiches, using a low fat spread or none at all. Offer sandwiches with fillings without mayonnaise.
- Try to vary the breads on offer, such as pitta, chapatti or ciabatta.

Pasta, noodles, rice and other grains e.g. couscous, bulgar wheat

- Use beans, pulses, rice and pasta more often such as, tricolour or whole wheat pasta.
- Use a minimum of oil and salt in cooking, and avoid dressing with fat.
- Offer whole-wheat pasta and make composite dishes such as lasagne using whole-wheat pasta.
- Be aware of fat content of sauces, dressing and accompanying foods (tomato based sauces are usually lower in fat than creamy sauces).
- Offer brown rice as it is higher in fibre.
- Offer boiled/steamed rice if fried rice is the norm.

Breakfast cereals

- Fruit (fresh or dried) can be used to sweeten cereal and can take away the need to add sugar.
- Choose fortified breakfast cereals but look for those with a lower salt and/or sugar content.
- Offer wholegrain breakfast cereals, such as whole-wheat biscuits, and toast.
- Offer skimmed or semi skimmed milk or low fat yoghurt to accompany breakfast cereal.
- Be aware that some cereals contain large amounts of sugar and salt. Offer a selection of cereals including lower sugar, lower salt, and higher fibre options, as highlighted below:

Food Group and Suggested Standard Items Milk based products

- Semi-skimmed or skimmed milk, low fat yoghurt

Cereals – not sugar coated

- Whole-wheat biscuits
- Corn flakes
- Rice based cereal
- Shredded wholegrain wheat biscuits
- Malted wheat squares
- Bran flakes
- Porridge oats

Fruit

- A selection of chopped fresh fruit or dried fruit to add to the cereals
- Fruit canned in natural fruit juice
- Unsweetened fruit juices

Breads

- Due to the high fat content, try to limit the amount of pastry dishes offered.
- Use half white, half wholemeal flour in pastry dishes.
- Use less fat in pastries or dough, with a low fat alternative where possible.
- If making pies or tarts, use only a pastry lid or base. Use potato as an alternative savoury topping.

Pastry

- Due to the high fat content, try to limit the amount of pastry dishes offered.
- Use half white, half wholemeal flour in pastry dishes.
- Use less fat in pastries or dough, with a low fat alternative where possible.
- If making pies or tarts, use only a pastry lid or base. Use potato as an alternative savoury topping.

Milk and dairy foods



Milk and dairy products such as cheese, yoghurt and fromage frais are good sources of protein and vitamins A, B12, and D. They are also an important source of calcium, which helps to keep our bones strong.

The fat content of different dairy products varies a lot and much of this is saturated fat. Due to the high fat content of cream and butter, these are part of the 'foods containing fat' section in the eatwell plate.



Here are a few ways to include lower fat dairy products in your menu:

- Offer semi-skimmed, 1% fat or fully skimmed milk whenever possible.
- Where cream is used during cooking (e.g. sauces, soups, custard) replace with semi-skimmed or fully skimmed milk, low fat yoghurt, fromage frais or curd cheese where possible.
- Where dairy products are provided on their own, or as an accompaniment to cereal, puddings or desserts, use lower fat varieties:
 - semi skimmed, 1% fat or fully skimmed milk
 - low fat yoghurt
 - low fat frozen yoghurt
 - fromage frais - low fat ice-cream.
- Dress salads with yoghurt, lemon juice and vinegar, and offer dressings separately so people have the choice and can use as much/as little as they like.

Cheese

- Use lower fat cheese such as Edam, Brie and Camembert, cottage cheese or 'half fat' varieties.
- In cooking, and for sandwiches, salads etc, use grated strong flavoured cheese, as you will need to use less.
- 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 yoghurts and gives healthier alternatives to cream.

Fat content of popular cheeses

Type of cheese	%Fat
Cottage cheese	3.9
Cheddar (reduced fat)	15.0
Camembert	23.7
Edam	25.4
Brie	26.9
Danish Blue	29.6
Parmesan	32.7
Cheddar	34.4
Stilton	35.5

Fat content of cream

Type of cream	%Fat
Half cream	13.3
Single cream	19.1
Sour cream	19.9
UHT (canned spray cream)	32.0
Whipping cream	39.3
Double cream	48.0
Clotted cream	63.5

Healthier alternatives	%Fat
Virtually fat free fromage frais	0.1
Fromage frais plain	0.8
1/2 Fat crème fraiche	15.0

Fat content of yoghurt

Type of yoghurt	%Fat
Low fat fruit	0.7
Low fat plain	0.8
Whole milk fruit	2.8
Whole milk plain	3.0
Greek yoghurt	9.1

Meat, fish, eggs, beans and other non-dairy sources of protein



Meat is a good source of protein, vitamin B12, iron, zinc and other minerals. This includes red meat and poultry, bacon, salami, sausages, pate, beef burgers etc.

Fish whether fresh, frozen or canned (including fish cakes and fish fingers) is an excellent source of protein and has a more favourable 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 higher fat content, the fat is unsaturated. In particular, oily fish is a very good source of polyunsaturated omega three fatty acids; these are highly recommended for protecting us against coronary heart disease as they help prevent blood from clotting.

We should eat at least two portions of fish a week, and one of these should be oily fish.

Eggs are useful sources of protein, vitamins A and D, and riboflavin (vitamin B2).

There are also alternatives to meat e.g. nuts, beans, pulses, tofu and quorn which can provide a source of protein for those on vegan/vegetarian diets. Note - quorn is not vegan as it contains egg).



Red meat and meat products

- Where possible, use lean cuts, or trim off the visible fat before cooking.
- If available, use low fat sausages and burgers, and grill rather than fry.
- Where possible, poach, roast on a rack, grill, microwave or bake with no/minimal added fat.
- If using minced meat, drain off excess fat once the meat has browned.
- Reduce the use of tinned meats, which contain added salt.
- Be aware of hidden fat in meat products such as pies, sausages and pasties as lower quality, fatty meat may be used in these products.
- Use meat products with higher meat content; check the label for more information.
- Consider adjusting the proportion of dishes by increasing rice, pasta or potatoes 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.

Poultry and Eggs

- In all dishes other than roast chicken, remove the skin and fat before cooking or buy skinless, as simply taking the skin off prior to cooking can remove $\frac{3}{4}$ of the fat.
- Offer oven baked, grilled, steamed, or stir fried choices as an alternative to fried.
- If roasting, drain off any excess fat.
- Offer non-fried egg options such as, boiled, poached, scrambled, without added fat or salt.

Fish

- Try to offer other forms of white fish apart from cod. Cod is in short supply in the UK. Choose from sustainable fish stocks.
- Fish can be microwaved, grilled or oven baked instead of fried.
- Replace battered fish with breaded fish, which can be grilled or baked instead of fried.
- Promote oily fish such as salmon, sardines, herring, mackerel (both fresh and canned) and fresh tuna.
- Offer canned oily fish as sandwich fillings or with a salad such as, salmon, mackerel (canned tuna is not an oily fish). Try to use fish canned in spring water rather than salted water/brine or oil.
- If fish is normally deep fried, use unsaturated oils, check the frying temperature and drain off fat.
- When baking fresh fish, brush with unsaturated vegetable oil rather than butter.

Meat alternatives

A variety of foods make good alternatives to meat products: pulses (lentils and beans) and their products (e.g. tofu from soybeans) and meat substitutes like mycoprotein (e.g. quorn) and textured vegetable protein (TVP). These alternatives are low in fat and may be fortified with vitamins and minerals to make them nutritionally equivalent to meat. They can be used as an alternative to meat or to extend dishes like chilli con carne.

Food Allergies And Intolerances

A number of people suffer from allergies to food. For such people, even small quantities of the food or ingredient can have rapid and fatal effects. In the UK, peanuts, milk, eggs and fish are the foods that commonly cause severe allergic reactions; in addition tree nuts, sesame seed and shellfish can also trigger severe allergic reactions.

People with food allergies frequently ask staff about the ingredients in food, so keeping staff informed of the contents of a dish is very important. If staff are not sure whether there is a trace of a potentially life-threatening ingredient in a food, they should say so and never guess.

The Food Standards Agency has produced a number of resources to support food businesses, as shown below.

Food Allergy - What you need to know

This leaflet is aimed at anyone who works in a cafe or restaurant, or in a business selling food you wrap yourself, such as sandwiches, loose bread rolls, cakes, deli products or other unpackaged foods. It gives tips on responding to customers with allergies, highlights the main ingredients people are allergic to and where they can be found, and stresses the importance of dealing with allergies correctly.

You can download a copy at: <http://www.food.gov.uk/multimedia/pdfs/publication/loosefoodsleaflet.pdf>

Think Allergy Poster

This poster is aimed at anyone who works in a cafe or restaurant, or in a business selling food you wrap yourself and shows the main ingredients people are allergic to as well as giving an example of correct procedures.

<http://www.food.gov.uk/multimedia/pdfs/publication/thinkallergy0108.pdf>

The provision of allergen information for non pre-packed foods - voluntary best practice guidance

The guidance document provides best practice voluntary guidance to help businesses selling or providing non prepacked food to learn how they can help customers with food allergy or intolerance.

FSA/1226/0108 (English only)

Fat, sugar and salt





Fats

The daily guideline amounts for fat are 95g for men and 70g for women, of which saturates are 30g and 20g respectively. The main message about fats is to reduce the total consumption of all types, but particularly saturated animal varieties. On average we eat 20% more than the Government recommendation for saturated fat intake.

This can be achieved by: using less fat in food preparation and cooking; removing visible fat on meats; removing skin from chicken; replacing saturated fats with unsaturated fats; using mono-unsaturated (rapeseed, groundnut or olive) or polyunsaturated oils (sunflower, soya, corn) instead of lard, ghee or palm oil and by using unsalted low fat spreads or polyunsaturated margarines.

If buying pre-prepared dishes, encourage your supplier to provide lower fat options.

Avoid part frying foods and then refrying again as this will increase the fat content.

Reducing fat

If an oil has been hydrogenated it has been made more saturated and may contain 'trans' fats. The health effects of trans fats are similar to those of saturates. Read the labels and look for products with a smaller proportion of saturates. Use polyunsaturated or monounsaturated margarines like olive oil or sunflower oilbased margarines instead of butter based fats.

	% Total fat	% Sat.fat
Rapeseed oil	99.9	6.6
Vegetable oil	99.9	11.7
Sunflower oil	99.9	12.0
Olive oil	99.9	14.0
Corn oil	99.9	14.4
Soya oil	99.9	15.6
Groundnut oil	99.9	20.0
Lard	99.0	41.0
Palm oil*	99.9	47.8
Coconut oil*	99.9	86.5

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

	% Total fat	% Sat.fat
Average low fat spread (polyunsaturated)	37.6	8.9
Hard animal and vegetable fats	79.3	34.6
Butter	82.2	52.1
Soft margarine (polyunsaturated)	82.8	17.0

Cooking oil

- Use less fat in cooking.
- Avoid frying wherever possible, or quick fry using a minimum of unsaturated oil (such as, olive oil, sunflower or rapeseed oil sprays). Try dry-grilling, baking, microwaving or steam-roasting using cooking foil.
- Remember to change oil frequently, as it quickly becomes saturated with use.

Butter and spreads

- Use less fat in pastries or dough, with a low fat alternative where possible.
- Where possible, offer sandwiches, rolls and baguettes without any butter/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 it is easier to spread thinly.
- Where necessary, use lower fat, monounsaturated or polyunsaturated spreads instead of butter, for example, soya, rapeseed and olive oil spreads.
- Refrain from garnishing vegetables, potatoes or salads with fat and oils or adding to mashed potato. If a dish must be finished with butter, try lightly brushing with melted butter before serving.
- Serve butter/spread separately or on the side for foods such as jacket potatoes, bread rolls, or toast.

Dressings and condiments

- Salad dressings should be offered separately, not added automatically.
- Where dressings are offered, use reduced fat or low fat (less than 3% fat) varieties.
- Use mono and poly-unsaturated oils such as soya, rapeseed and olive oils in salad dressings.
- Where mayonnaise is used, use sparingly and use a reduced fat variety or dilute with lower fat yoghurt.

Sauces

- Some cooking sauces, particularly those containing cream, have a high fat content. Examples could be carbonara, cheese sauces and curries such as korma. Always have lower fat versions available, such as tomato based curry or pasta sauce.
- When serving desserts, give customers the choice whether to have them plain or with custard, cream or ice-cream. Alternatively, offer lower fat alternatives, as detailed in the 'milk and dairy products' section.

Sugar

Most adults and children in the UK eat too much sugar. Sugar occurs naturally in some foods (such as fruit and milk), or it can be added to foods. It is the food and drink containing added sugars, such as sweets, cakes and biscuits and soft fizzy drinks that need to be reduced in the diet. This is because they can be high in calories and can cause tooth decay.

Typical examples of sugary food and drink are sweets, chocolate, cakes, desserts and fizzy drinks.

Reducing sugar

- Offer unsweetened fruit juices, milk, low calorie drinks, squash with no added sugar, mineral water and iced water in addition to soft drinks. Ideally, have a jug of water that customers can help themselves to, on the counter or on the table.
- Offer artificial sweeteners to customers as an alternative to sugar.
- Offer lower sugar desserts and puddings.
- Reduce the amount of sugar used in cooking where practical and acceptable. Amend your recipes accordingly. Changes can be made gradually without the customer noticing.

- Use more fresh or dried fruit in cakes and desserts. The natural sweetness of the fruit will reduce the amount of sugar needed in the recipe.
- Use unsweetened, low fat yoghurt or make your own using natural yoghurt and pureed fruits, which are in season.
- Use pure unsweetened fruit juice as a sweetener in your dishes.
- Offer attractive displays of fresh fruit along with other desserts. Consider the position of fresh fruit displayed to make it more prominent than other options.
- Avoid using sugar as a garnish, icing or a glaze.

Snacks, biscuits and cakes

- Offer reduced fat cakes, like, apple, banana or carrot cake, low fat sponges or low fat muffins.
- Offer fruit cake and plain cakes in addition to iced.
- Use semi-skimmed, 1% fat or skimmed milk in the preparation.
- Keep confectionery to the rear of a display. Consider increasing the price of confectionery in relation to the price of fruit.
- Have healthier alternatives to confectionery and savoury snacks on display and within easy reach:

Have less of	and more of
Chocolate	dried fruit e.g. raisins, apricots
Sweets and lollies	Seeds e.g. pumpkin, sunflower
Salted, roasted nuts	Plain, unsalted nuts
Standard crisps	Baked crisps Sweet/ savoury rice cake snacks

- Have healthier alternatives to biscuits and cakes, such as teacakes, malt loaf and fruit bread. Be aware that some cereal type bars are high in sugar.
- Allow customers to add their own spread, like, unsaturated spread or sunflower spread, to toasted teacakes, scones and so on.

Desserts

- Try fruit salad, fruit cobbler, fruit crumble, low fat yoghurt, sorbet and meringue fruit nests.
- Pastry based desserts should have a single crust.
- Include fruit puddings that are not based on pastry or cream, and allow customers to choose toppings. If custard is used, make it using skimmed, 1% fat or semi skimmed milk.
- Try offering sorbets.
- Offer reduced fat varieties of ice cream, yoghurts and low fat frozen yoghurt.

Reducing Salt

Most people are eating too much salt. On average we are having about 9.5g salt per day but we should be having no more than 6g, and children under the age of 12 should be having less.

Eating too much salt can raise your blood pressure. People with high blood pressure are three times more likely to develop heart disease or have a stroke than people with normal blood pressure.

Processed foods (such as ready-made soups and sauces, tinned and cured meats) can contain high levels of salt. Therefore, in order to reduce the amount of salt in your dishes, the use of processed foods needs to be considered along with the amount of salt added to recipes.

- Gradually reduce the quantity of salt used in recipes.
 - Control the amount of salt in cooking. In many instances, salt can be gradually cut down or left out altogether. Use unsalted water when boiling vegetables, potatoes, rice or pasta.
 - Try using herbs, spices, lemon juice or vinegar more often to enhance the flavour of food.
 - Monosodium glutamate (MSG) and soy sauce contain high levels of sodium/salt so should be avoided where possible.
 - Avoid excessive use of stock cubes, gravy granules or bouillon cubes, as they contain a high percentage of salt. Instead prepare the stock and use vegetable water for gravy. If stock cubes are used, opt for lower salt versions.
 - Use low salt versions of low fat spreads and unsaturated margarines.
- Do not salt chips or other foods before serving, leave the choice of salt to the customer.
 - Try to make salt less accessible to customers for example by placing salt on a separate table or behind the counter.
 - Choose tinned vegetables and pulses without added salt or sugar, or preferably, use fresh or frozen vegetables. Look at the labels.
 - Reduce the use of tinned meats, which contain added salt. Use fresh or frozen meats.
 - Roast meat on the premises for salads and sandwiches rather than having only processed, saltier varieties available.
 - Try to use fresh or frozen rather than processed food in general because many of them contain salt or other salt-like substances, e.g. monosodium glutamate. Try making home-made soup rather than using tinned or powdered versions.

Children's meals





You may have children who regularly eat with their parents in your establishment or you may cater especially for children. When planning menus, bear in mind that children are often more receptive to messages about healthier food choices than adults, when their lifetime habits are being established. A children's menu of fish fingers or sausages and chips with a sugary drink is inadequate.

You are in a very good position to be able to influence their choices, and the following suggestions might be helpful:

- Offer small portions of all adult meals for children, not just a range of fried options and price children's portions appropriately.
- If you have a dedicated children's menu, make sure it contains several healthier options, not just meals served with chips.
- Provide alternatives to chips such as pasta and baked potato.
- When preparing chips, use thick, straight cut chips and fry in unsaturated oil or use oven chips.
- Fruit, vegetables and salads should be served as part of every children's meal. Try cutting into attractive shapes to make more appealing.
- Promote milk, unsweetened fruit juices and water in place of carbonated sugary drinks or squashes.
- Offer fruit and yoghurts.
- Keep confectionery to the rear of a display or only available on request.
- Offer reduced fat varieties of ice cream/ frozen dessert.
- Ask for comments from children and parents on the provision of healthier options, by questionnaire or suggestion box.

Display, Pricing and Marketing

Marketing the 'healthy options'

By making the changes suggested in this pack, you could not only make a substantial contribution to improving the health of your customers, but you could take advantage of marketing and financial and competitive prospects too.

The Eat Out Eat Well award can be used as a marketing tool to promote your business. Advertising your award on menus, at your establishment and by word of mouth can give you increased publicity and attract new customers.

We are aware that consumers are becoming much more knowledgeable about healthy eating and customers think there should be a healthy option available when eating out. Many food manufacturers and retailers have recognised this increase in demand for healthier foods on the market and for many their main growth areas have been those product lines which provide a healthier option.

There are now a whole variety of items boasting less fat, less sugar and salt on the shelves, and the health benefits of many foods, such as oily fish, has been emphasised.

In addition to highlighting new healthier options to your menu, you could also make small changes across the menu. It is important, when marketing these healthier changes, 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 dishes (as long as they are reasonably priced, taste good and look attractive).

The four 'Ps' of traditional merchandising:

1. provide a good quality product
2. making the price competitive and appropriate
3. promoting foods by using displays, communication, advertising and new ideas
4. present food attractively.

Product – How can you make the product more appealing to the customer? Although people are becoming more interested in healthy eating, their main priority when eating out remains good value.

Price – A pricing strategy, such as reducing the cost of the healthy option could tempt customers, (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/meal option/sandwich. You could base this upon a theme such as sporting activities like the World Cup, Olympics and the Six Nations rugby tournament.

Presentation – Where will you market your healthier meals? Healthier options should be placed alongside existing menu items where customers are sure to see them, perhaps first on the list.

If you use a marker/logo/symbol to identify healthier options, make sure an explanation is given to your customers as to what they mean.

Staff training

- Ensure staff members are aware of the healthier options and can explain any markers/logos/symbols.
- Staff can actively promote healthier options by prompting customers to order extra salad or offering an alternative to chips.
- To obtain a higher level award, key members of staff will need to undertake some form of accredited/recognised training in nutrition. The key messages can then be passed on to all other staff members so they understand why they are promoting healthier options (see section four for information).

Section 1

Understanding Food Labels

Most people in the UK are eating too much fat, sugar and salt. Food labels can be confusing with all the different terms and labels. Here is an easy guide to what's a little and a lot (and a medium amount) for salt (sodium), fat and saturated fat, and sugars.

This table shows how much of each nutrient counts as high, medium or low per 100g of a food.

	High/100g	Med /100g	Low /100g
Fat	< 20 g	< 3g - 20g	> 3 g
Sat. fat	< 5 g	< 1.5g - 5g	> 1.5 g
Sugars*	< 12.5 g	< 5g - 12.5g	> 5 g
Salt**	< 1.5 g	< 0.3g - 1.5g	> 0.3 g
	< more than	> less than	

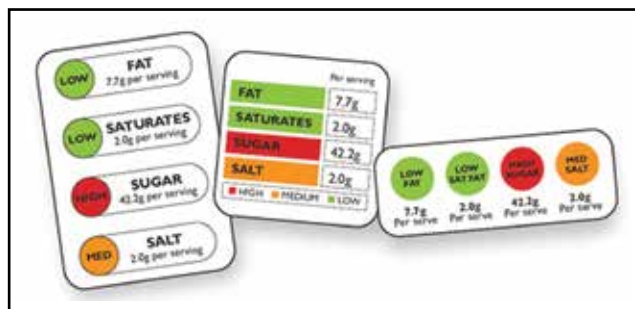
* For sugars, Low = total sugars are less than or equal to 5g/100g, Medium = total sugars exceed 5g/100g but added sugars are equal to or less than 12.5g/100g and High = added sugars exceed 12.5g/100g

**Salt is also called sodium chloride. Food labels usually list the amount of sodium in the nutritional information.

Salt = Sodium x 2.5

These high, medium and low criteria are also used for the Food Standards Agency's signpost labelling, which is being used on front-of-pack by some stores and manufacturers to help consumers make a healthier choice. Red = High Amber = Medium and Green=Low

This is how it could look, and is easily recognisable.



For more information on the Agency's traffic light labelling see

<http://www.eatwell.gov.uk/foodlabels/trafficlights>

Section 2

Menu Adaptations

The following menu plans will help you adapt your menus to provide healthier options. Standard options are given alongside some healthier options. (Adopted with kind permission from a resource produced for Neath Port Talbot's Healthy Options Award scheme)

Breakfast Menu

Standard Menu

- Cereal e.g. frosted flakes, rice puffs

Healthier Options

- A variety of breakfast cereals, especially those low in salt and low in sugar such as shredded wholegrain wheat biscuits, corn flakes or whole- wheat biscuits

Standard Menu

- Porridge made with full fat milk and sugar

Healthier Options

- Porridge made with semi-skimmed or skimmed milk. Sweeten with dried fruit or artificial sweetener instead of sugar.

Standard Menu

- White bread toast with butter
- Fried bread

Healthier Options

- Offer wholemeal or granary bread or toast as well as white
- Make butter optional and also offer low fat spread

Standard Menu

- Fried egg

Healthier Options

- Boiled, poached or scrambled egg (scrambled with skimmed or semiskimmed milk)

Standard Menu

- Croissant with jam or pan au chocolate
- Danish pastries

Healthier Options

- Toasted English muffin (white or wholemeal)

Standard Menu

- Sausage -fried

Healthier Options

- Grilled sausage/vegetarian alternative or low fat sausages

Standard Menu

- Streaky bacon

Healthier Options

- Grilled lean bacon

Standard Menu

- Baked beans

Healthier Options

- Lower sugar and salt baked beans

Standard Menu

- Black pudding

Healthier Options

- Grilled or tinned tomatoes

Standard Menu

- French Toast with maple syrup

Healthier Options

- Dip the bread in egg and cook in a nonstick frying pan or griddle

Standard Menu

- Tea/Coffee

Healthier Options

- A variety of fruit juices such as orange, grapefruit and pineapple, or fruit smoothies in addition to tea/coffee

Lunch Menu

Standard Menu

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

Healthier Options

- Use a variety of vegetables such as peppers, courgettes, avocado, spring onions, lettuce, tomatoes, olives, radish, grated carrot and raisins
- Add cold grilled chicken (without skin), prawns, sardines, cottage cheese, mozzarella, or strips of lean ham
- Add some starchy foods such as rice, pasta or cous-cous
- Serve without dressing and offer a variety, including clearly labelled low fat options, that the customer can add if wanted

Standard Menu

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

Healthier Options

- Offer baked potato with optional butter and salt. Offer fillings like baked beans, cottage cheese and pineapple, ratatouille, dry curry sauces or tomato based curry sauces with lots of vegetables

Standard Menu

- Sausage roll or corned beef pasty

Healthier Options

- Make with thinner crust and include vegetables such as onion / potato / carrot

Standard Menu

- Sandwiches made from thin sliced white bread with butter or spread
- Mayonnaise fillings

Healthier Options

- Sandwiches with thick slices of brown, rye, granary or wholemeal bread or rolls. Or offer bagels, tortilla wraps, wholemeal pitta bread
- Fillings of lean meats (ham, beef, turkey and chicken (without skin)). Tuna, smoked mackerel, hard boiled egg, reduced fat cheese or salad
- Offer without butter or spread especially with moist filling
- Use reduced fat mayonnaise

Evening Menu

Standard Menu

- Battered deep fried fish
- Deep fried chips
- Salted chips
- Thin chips

Healthier Options

- Breaded fish oven baked
 - Oven baked chips served without salt
 - Allow customer to add salt to taste if required.
 - Cut chips thicker, as they absorb less fat
 - Serve with mushy peas or baked beans
-

Standard Menu

- Fried beef/hamburger, added cheese, added mayonnaise

Healthier Options

- Grilled chicken or fish served with salad and a wholemeal roll
-

Standard Menu

- Lamb shank
- Half roast chicken
- Ribs with barbecue sauce
- Surf and Turf
- Steak with creamy mushroom or peppercorn sauce like Diane

Healthier Options

- Gammon with egg
- Grill or griddle meats rather than frying, if frying use unsaturated oils or spray oils
- Remove skin and all visible fat from meat
- Serve with tomato-based sauce, or with salsa or add extra spices
- Gammon with pineapple

Standard Menu

- Creamy curries such as Korma, Madras, Passanda, Massala, Thai green or red curry

Healthier Options

- Lower fat curries based on tomatoes such as Tandoori with chicken, prawns or vegetables.
 - Vegetable side dishes, dhal
 - Use yoghurt or milk to make curry
-

Standard Menu

- Pasta with creamy sauces such as Carbonara, cheesy or oily sauces

Healthier Options

- Pasta with tomato-based sauce such as Arrabiata, other vegetable based sauces
-

Standard 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
-

Standard Menu

- Italian or thin crust pizza
- Extra cheese toppings
- Meat feast toppings
- Deep pan thick crust pizza

Healthier Options

- Lower fat toppings such as ham, fish, prawns
- Serve with extra vegetable toppings
- Increase the amount of tomato sauce and decrease the amount of cheese and use a strong flavoured cheese

Dessert Menu

Standard Menu

- Apple or other fruit pie
- Apple or other fruit crumble

Healthier Options

- Make the pie with one crust either a top crust or a flan with a pastry base using a proportion of wholemeal flour in pastry
 - Add some dried fruit such as raisins to sweeten (therefore reducing the sugar)
 - Add some porridge oats to the crumble mix.
-

Standard Menu

- Rice pudding with full fat milk/cream and sugar

Healthier Options

- Rice pudding made with skimmed or semi-skimmed milk, sweetened with fresh or dried fruit e.g. dates.
-

Standard Menu

- Cakes such as chocolate fudge served with cream
- Custard made with full fat milk or cream
- Ice cream
- Cheesecakes

Healthier Options

- Low fat yoghurt e.g. natural yoghurt
- Low fat fromage frais
- Custard made with skimmed or semi skimmed milk
- Fruit Sorbets
- Increase fruit portion/serving
- Use lower fat/lower sugar biscuits e.g. ginger nuts or digestives.

Standard Menu

- Cheese and biscuits

Healthier Options

- Edam / Camembert
- Selection of whole-wheat crackers

Section 3

Resources and Training

Useful information for you and your customers.

Catering for health. FSAW/010.

This A4 guide is aimed primarily at lecturers of NVQ courses in catering colleges. This guide sets out the fundamental principles of nutrition and healthier food preparation to help chefs of the future plan menus, select ingredients, prepare and serve healthier food to meet increasing consumer demand.

Healthy catering

This web-based resource is aimed at people running small catering businesses or services and also those teaching catering courses or studying for a catering qualification. It includes recipes and practical tips including how to make dishes healthier. This resource is available to download only and is available in English.

To download a free copy go to: <http://www.food.gov.uk/healthiereating/healthycatering/>

Safer food, better business – caterers pack. FSA/1108/0107 (English). Retailers pack. FSA/1062/0507 (English). A4 guides have been developed to help small catering businesses such as restaurants, cafes, takeaways and retailers comply with regulations that have applied from 01 January 2006. These packs have been designed to be practical and easy to use. To obtain a free copy call EC Group on 0845 606 0667 or email: foodstandards@ecgroup.uk.com

Alternatively, you can download a copy at: http://www.food.gov.uk/multimedia/pdfs/s_fbbfullpack.pdf http://www.food.gov.uk/multimedia/pdfs/s_fbbrrpack.pdf

Guidance on allergen management and consumer information. FSA/1064/0606.

This voluntary guidance aimed at food producers and retailers contains information on controlling food allergens during food productions, how to assess the risk of crosscontamination and suitable phrases to use to warn consumers of any allergen risks within foods.

Currently available in English only – other languages will follow.

You can download a free copy at: <http://www.food.gov.uk/multimedia/pdfs/maycontainguide.pdf>

Food allergy – what you need to know. FSA/1201/0108 (English).

This leaflet is aimed at anyone who works in a cafe or restaurant, or a business selling food you wrap yourself such as, sandwiches, loose bread rolls, cakes, deli products or other unpackaged foods. It gives tips on responding to customers with allergies, highlights the main ingredients people are allergic to and where they can be found and stresses the importance of dealing with allergies correctly.

You can download a free copy at: <http://www.food.gov.uk/multimedia/pdfs/publication/loosefoodsleaflet.pdf>

The provision of allergen information for non pre-packed foods - voluntary best practice guidance. FSA/1226/0108.

This guidance document provides best practice voluntary guidance to help businesses selling or providing non prepacked food to learn how they can help customers with food allergy or intolerance. Currently available in English only.

If you would like general advice on a healthy balanced diet the following publications may help you.

Eatwell. FSA/1153/0407 (English).

This A5 booklet provides practical tips on how to eat a healthy balanced diet and maintain a healthy weight. The advice in this booklet is suitable for most people. Available in a range of languages

To obtain a free copy call Food Standards Agency publications on 0845 606 0667 or email: foodstandards@ecgroup.uk.com.

You can also download a copy at:

<http://www.food.gov.uk/multimedia/pdfs/eatwell.pdf> (English)

The eatwell plate guide FSA/1198/0907 (English). This A5 pictorial guide shows the five food groups and proportions that are needed to make up a healthy balanced diet. This guide is aimed at anyone wishing to teach or learn about constituents of a healthy balanced diet.

To obtain a free copy call Food Standards Agency publications on 0845 606 0667 or email: foodstandards@ecgroup.uk.com.

Posters of the eatwell plate, portion sizes for fruit and vegetables, and allergen awareness are also available free of charge. To obtain a copy call FSA or email: nutritionstrategy@foodstandards.gsi.gov.uk

Useful websites

<http://www.eatwell.gov.uk> This website is consumer focused and provides advice on diet and health including reliable and practical advice about healthy eating, understanding food labels and how we can affect our health.

<http://www.salt.gov.uk>

This website supports the Food Standards Agency's salt campaign which aims to highlight the consequences of eating too much salt and offers advice on how to cut down on the consumption of salt.

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

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

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

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

Training courses

Should you or your staff wish to get a better understanding of healthy eating, the following courses may be good places to start:

The CIEH level two award in healthier food and special diets - gives catering staff all the information and advice they need to prepare nutritious food, develop healthy recipes and to respond to customer concerns and questions. http://www.cieh.org/training/level_2_healthier_food.html

The Royal Society for the Promotion of Health (RSPH) provides the following recognised qualifications in the principles of nutrition:

- Fundamentals of nutrition – level one.
- Level one award in healthier food and special diets.
- Level two award in healthier food and special diets.
- Level three award in nutrition for healthier food and special diets.
- Certificate in nutrition and health – level three.
- Advanced diploma in nutrition – level three*.
- Diploma in nutrition and health – level four.

These courses are not accredited by the Qualifications and Curriculum Authority. The qualifications are aimed at people working in catering and food and healthrelated occupations. They are also of interest to carers, community workers, fitness trainers and those who have an involvement with the promotion of health and diet. <http://www.rsph.org>

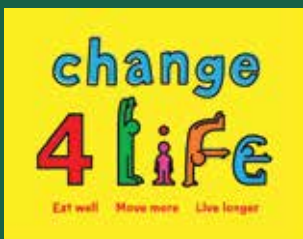
Section 4

eatwell – your guide to healthy eating

You can obtain further copies of this leaflet (FSA/1153/0407 – English; free of charge for your staff or customers from Food Standards Agency publications - tel. 0845 606 0667 or email foodstandards@ecgroup.uk.com).



eat out eat well award
Want to make a difference?



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