

# Putting Fruit in the Meal Deal

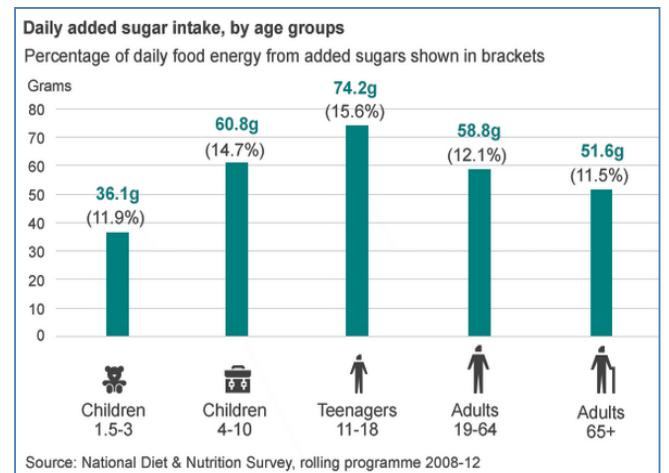


In 2015, Public Health England revised recommendations about how much sugar and dietary fibre we eat and drink:

**Sugar** – cut down ‘free sugars’ by half to around 30g per day

**Fibre** – eat 25% more, from 24g to around 30g per day.

Teenagers have the highest intakes of ‘free sugars’ (added sugars) - and 40% comes from sugary drinks and fruit juices.



Our research found that ‘meal deal’ promotions steered Further Education students towards choosing sugary or acidic drinks to get ‘best value’ out of meal deals.

Students said, food has to be ‘grab and go’, so they can buy it quickly and eat it anywhere. Meal-deals offered good value and clear prices

Students said, take the drinks out of the ‘meal deal’ – the water point is free



The new ‘Hot Meal deal’ : £2.00

- Provides at least 2 portions of fruit and vegetables – helping students get their ‘5-a-day’
- Contains plenty of fibre, from fruit, wholemeal bread and soup made from fresh from vegetables, beans and pulses

## “Free Sugars“

We need to cut down on ‘free sugars’ - sugars added to food and drinks, or sugars found naturally in honey, syrups , fruit juices etc. They are examples of “empty calories” – they do not give you any other nutrients.

There is no need to avoid:

- Naturally occurring sugars in fruit and vegetables because they are contained within the structure of the fruit/vegetable, and come with dietary fibre.
- Lactose, the natural sugar in milk, cheese, plain yoghurt and other dairy food because it is not as bad for your teeth and comes with other nutrients.

## Whose choice?

Britain has more special offers on food and drink than anywhere else in Europe. Most discounts are on high sugar products.

Special offers account for £4 out of every £10 spent of household food and drink.

People buy around 20% more than they would if the special offer promotion was not running.

Source: Public Health England 2015.

