



BuzzBites
POWERED BY NESTLÉ PROFESSIONAL®

Good Food Good Life

A BuzzBites report powered
by NESTLÉ PROFESSIONAL®

“Better food means better business”

A foreword by Beth Hooper:
NESTLÉ PROFESSIONAL® Nutrition Manager

For the hospitality industry, it's time for nutrition, health and wellness to take the limelight.

Today, 63%¹ of adults in England are overweight or obese. Not only does obesity increase the risk of a number of health conditions, it also doubles the risk of premature death and costs the NHS billions each year².

As an industry, we can make a difference. With around two in five³ adults consuming meals outside the home on at least a weekly basis, we have a responsibility and a role to play in helping people to be healthier.

The reality is that many consumers' attitudes are changing. Today's diners want fresher menus, more choice, and clearer labelling. In fact, new research suggests that 56%⁴ of casual diners would be more willing to go to a restaurant offering healthy menu options, 37%⁵ would like to see clearer calorie labelling on menus and over two thirds (69%⁶) would like to see 'fresh' dishes and 'healthy' offerings on menus.

At NESTLÉ PROFESSIONAL®, we believe in leading by example, and we're using our core strength – research and development – to spearhead change in nutrition, health and wellness.

A fundamental part of this is about improving our products, and our team is continuing to work towards skilfully reducing salt, sugars and saturated fat in our food and beverage products. For example, we have made sure that all of our single serve confectionery products contain no more than 250 calories, and that all MAGGI® Gravies meet the Responsibility Deal 2017 salt targets⁷.

Equally, we are committed to instilling health and nutrition principles in the younger generation. One hundred percent of our children's products now

meet the Nestlé® Nutritional Foundation (NF) criteria, based on nutrition science and globally accepted dietary recommendations.

As part of the Nestlé® Healthy Kids Programme, we enable over 300 primary schools in the communities around our Nestlé® UK sites to have access to the PhunkyFoods school programme of healthy lifestyle curriculum activities, lesson plans and resources. These are designed to promote greater nutritional awareness and improve the knowledge of primary school age children to the benefits of healthy eating and greater physical activity, and to encourage tangible healthy behaviour changes in a fun, lively and positive manner.

Our people are vital too. We want to create a working environment where our own employees are equipped to lead healthier lifestyles. This means our entire workforce are trained in nutrition, health and wellness, so they can understand how different foods and drinks fit into a balanced diet and get tips on how to lead a healthier lifestyle.

We also strongly believe in collaboration, and work in conjunction with key stakeholders such as trainee chefs, trade organisations, charities and our customers to drive the nutrition, health and wellness agenda.

At the end of the day, we are convinced that 'better health' means better business, and by working together, we can all help to build a healthier nation.

- 1 Health Survey for England, 2015 (<http://content.digital.nhs.uk/search/catalogue?productid=23711&q=health+survey+for+england+2015&sort=Relevance&size=10&page=1#top>)
- 2 Childhood obesity: A plan for action <https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action/childhood-obesity-a-plan-for-action>
- 3 CGA Peach & Barclaycard, Looking for Tomorrow's Growth, 2016 www.cgapeach.co.uk/peach-report/2016/11/28/eating-out-sector-battles-for-growth
- 4-6 One Poll Consumer research in collaboration with NESTLÉ PROFESSIONAL®, February 2017
- 7 <https://responsibilitydeal.dh.gov.uk/f10-out-of-home-maximum-per-serving-salt-targets-delivery/>

63%

Today, 63% of adults in England are overweight or obese¹.

2 in 5

2 in 5 adults are consuming meals outside the home on at least a weekly basis³.

69%

69% would like to see 'fresh' dishes and 'healthy' offerings on menus⁶.

56%

56% of casual diners would be more willing to go to a restaurant offering healthy menu options⁴.

37%

37% of casual diners would like to see clearer calorie labelling on menus⁵.

Top tips to building a 'better' business

(Extracted from Footprint Intelligence in collaboration with NESTLÉ PROFESSIONAL®, February 2017)



Market on taste

No matter how great the health sell is, if it doesn't taste great then people may not buy it.



Embrace innovations and innovators

Welcome the challenge presented by new products, processes and ranges as a way to stay flexible and keep innovating. Brief your buyers so they get behind these innovations too!



Keep ahead of your customers

Keep ahead of trends and meet the needs of consumers before they know about them.



Think food, not nutrients

Focus on food and context and avoid focusing too much on single nutrients.



Introduce clear labelling

Clear calorie labelling helps diners easily understand the calorie content of the food they're buying. Using signposting or symbols to indicate lower calorie menu options or those that count towards '5 A DAY' can help make labelling easier to understand.



Think like the media

Work with press contacts to ensure they understand the health motivation behind initiatives you put in place. The media are drawn to stories that are surprising or counterintuitive, so demonstrate how reformulated products meet these criteria but from a health perspective.



The Good Food Guru

Award-winning dietitian and TV presenter Lucy Jones is on a mission: To get 'good' food onto menus up and down the country...

"For me, 'good' food isn't about putting a label on something. Eating well doesn't have to mean excluding certain foods or following a specific diet; it's all a question of balance.

"Driven by the rise of 'healthy living', we are seeing a fast-growing consumer appetite for healthier products, foods and ideas. In fact, new research shows that 34%⁷ of diners are attracted to healthier dishes on menus, and exactly half⁸ think healthy menu options can be just as tasty and appealing as other options.

"Alongside this, we're seeing an explosion of the free-from market, with Mintel reporting that a third (33%) of Brits have bought or eaten free-from foods in the past six months.

"For the hospitality industry, there is a huge precedence to meet this demand – to provide healthier menu options and clearer choices.

"However, this needn't be daunting. It's about getting the foundations right. With a bit of innovation and creativity, creating a 'better' menu is achievable.

34%

34% of diners are attracted to healthier dishes on menus⁷.

50%

Exactly half think healthy menu options can be just as tasty and appealing as other options⁸.

7-8 One Poll Consumer research in collaboration with NESTLÉ PROFESSIONAL®, February 2017
9 Mintel, January 2016 (www.mintel.com/press-centre/food-and-drink/free-from-gains-momentum-sales-of-free-from-food-products-forecast-to-surpass-half-a-billion-in-the-uk-in-2016)

Fresh and seasonal

“Putting local, seasonal ingredients on menus can not only help chefs create fresher, tastier dishes, but can be cost-effective too.

“Whilst some processed foods can be part of a healthy diet, swapping heavily processed meats such as sausages with freshly prepared options like meatballs that are made on-site with hidden vegetables offers diners a healthier choice.

Put veggies first

“Fuelled by the rise of flexitarianism or ‘part-time’ vegetarianism, plant based eating is huge right now. Consider putting a daily vegetarian special on the menu and experiment with creative ideas.

Choice

“Giving diners the opportunity to make healthier choices is another quick and easy tip. For example, offer the choice of sweet potato wedges or baby new potatoes instead of fries, or wholegrain bread instead of white.

“This applies to portion size too. Offering diners the chance to ‘go small’ not only gives them the opportunity to cut down on calories or add a side salad, but can also be cost-effective.

“Of course, kids like choice too! All too often I see chicken nuggets and chips take centre stage on kids menus, but offering half size portions of adult dishes can be a healthier and more profitable option that attracts their attention.

Don't forget drinks

“From juices and smoothies to tap water; getting the options right for drinks can have a big impact. Avoiding free refills of soft drinks or only including low calorie versions in these promotions can make a real difference.”

Lucy Jones is an award-winning dietitian and TV presenter, best known for her appearances on shows such as BBC1's 'Eat Well for Less' and Channel 4's 'The Food Hospital.' She is a spokesperson for the British Dietetic Association and for Sense About Science, and regularly appears on programmes including BBC News 24, Sky News, BBC Breakfast, ITV's Loose Women and The One Show.



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About BuzzBites

‘Good Food, Good Life’ is the first in a series of quarterly BuzzBites reports from NESTLÉ PROFESSIONAL®.

Highlighting the latest industry insight and trends and drawing on experts and influencers from the world of Hospitality, BuzzBites aims to bring the industry together to shine a light on innovative topics within foodservice.



Influencer snapshots

Driving a 'better' business



John Vincent – Owner & Founder, Leon

(Extracted from 'Business Profile', Restaurant Magazine, June 2015¹⁰)

"We've encouraged the restaurant sector to go in a certain direction and we're very proud of that."

"We've inspired our competitors to do hot food. When we put quinoa on the menu everyone thought we were mad, but now everyone is doing it."

¹⁰ www.bighospitality.co.uk/Business/Business-Profile-Leon2



Peter Lien – Cookery Tutor, peterliencooks.com

"As a professional cookery tutor I've seen a marked increase in uptake in cookery courses related to healthy cooking. And I also meet many people who are confused by nutritional advice and stories in the media about what they should and shouldn't eat."



Myles Hopper – Co-founder of Mindful Chef

On finding a healthy gap in the market

"Having worked in the fitness industry for many years and hearing first hand from clients, I knew people wanted to eat a lot healthier but sometimes they simply didn't have the knowledge or time to do so."

"We make it as easy as possible for the customer by providing great tasting, well-balanced and imaginative recipes packed with lean and sustainably sourced ingredients. There is no wastage and everything is recyclable. Instructions are easy to follow and the meals are easy to make, proving that cooking tasty, healthy meals can be simple and more importantly, enjoyable."

@leonrestaurants

Our brand new Very Veggie Pot is having its very first day. Say hallou(mi).

@MindfulChefUK

63%¹¹ of people have already failed their resolutions by now. Don't give up, let us help! mindfulchef.com

¹¹ Source: Bupa/ComRes (November 2015)

Social
BUZZ



BuzzBites: what's coming up?

This Spring, BuzzBites will be shining a light on innovation, drawing on experts and influencers from the world of Hospitality to uncover the changing face of innovation and technology across the industry and explore what this means for the future. Watch this space...

Visit www.nestleprofessional.co.uk for an insight into what's coming up.

