

Product Improvement

Check the label

As well as telling you exactly what is in a food we are also making our products better for you. As new products are developed we are making sure the fat, saturates, sugar and salt are minimised without affecting food safety or quality – so the only way you'll notice the difference is when you check the label.

Making big changes

We have made some big changes in products especially by reducing salt levels. Even small changes in foods we eat a lot of, can be important.

Preserving the taste

Our product improvement programme tries to reduce excess levels, but some foods wouldn't be what they are without the fat, sugar or salt in them. For example some cheeses or speciality ingredients such as cured meats.

Natural alternatives

There will still be some additives needed to make the ingredients safe, but where we can, we will swap for a more natural alternative like using lemon juice instead of citric acid to regulate the acidity in yoghurts. We couldn't have some of the products we do without additives, but where we can limit them we will.

Look out for these new highlights

This is used on improved products to highlight the work done on reducing calories, Fat, Saturated Fat, Sugar or Salt. We may have taken something out but the products still taste great.



Paula Mee, BSc., Dip Dietetics., MSc in Health Sciences., Dip Allergy.

As a nutritionist, I think the GDAs are easy to read and understand, and allow consumers to make informed choices when they are shopping for food. For example, if a consumer is trying to reduce their salt intake, they can immediately see the salt content in a serving of a particular food using the GDA label, and they can also see how much, or what percentage of their recommended daily salt intake, comes from a serving of that food.

GDA labelling is also very useful in helping consumers to quickly compare the nutrition information between similar products, for example the difference in salt levels in two different brands of crackers. Consumers can see the important nutrition information at a glance on the front of the pack and choose the crackers they feel are most suited to their needs. I believe it is a better system than simply labelling foods as good (green) or bad (red).

For further information visit www.tesco.ie

Nutrition Labelling: Helping you make healthier choices



TESCO
IRELAND

Every little helps

To help you make healthier food choices, we’re putting new labels on the front of Tesco packs. These show the amount of calories, sugar, fat, saturates and salt you’ll consume by eating one serving of a food (e.g. a slice of cake or one chocolate eclair). They also show you how much of your Guideline Daily Amount (GDA) the food provides.

The percentage GDA will help you make a judgement on how a product fits in with your diet. Every food has its place in a balanced diet – some just need to be eaten in smaller amounts or less frequently than others. The signposts help you understand which ones they are.

What are Guideline Daily Amounts?

Guideline daily amounts for a typical adult	
Calories	2000 kcal
Sugar	90g
Fat	70g
Saturated fat	20g
Salt	6g

Kids have different requirements as do more active adults or those trying to lose weight - see Tesco.ie for more info.

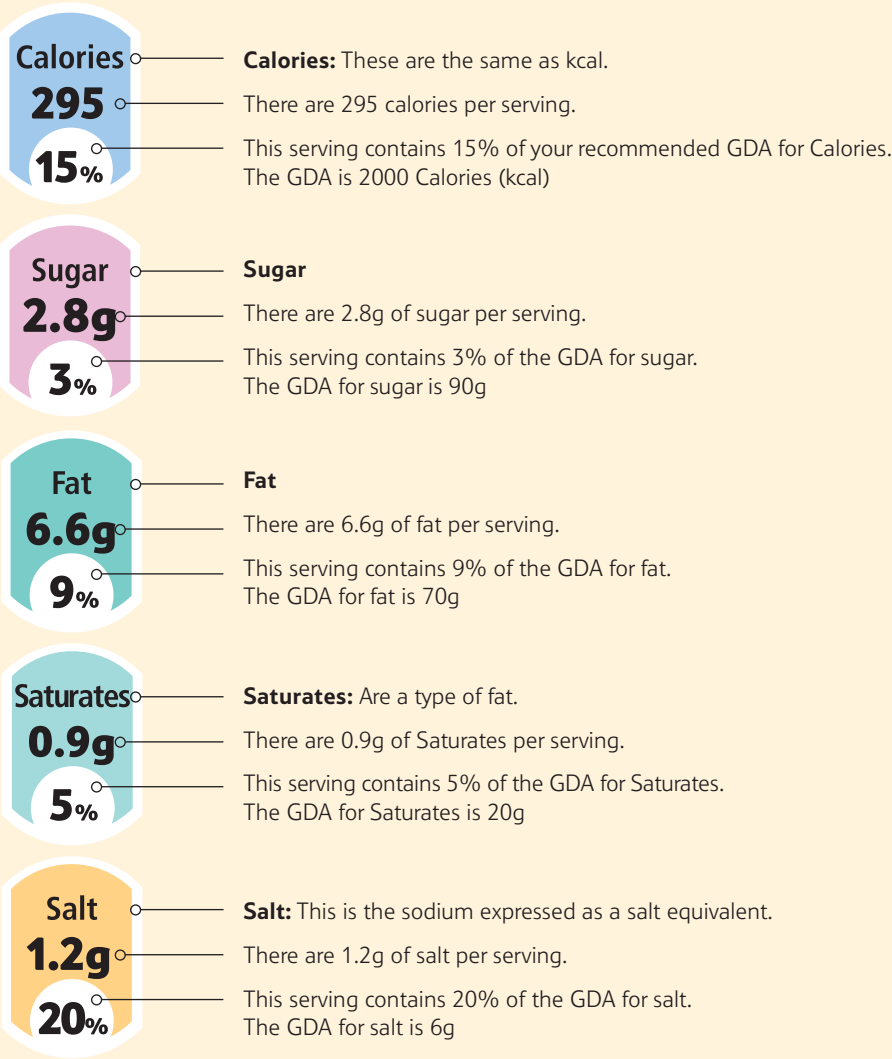
GDAs are designed to help you understand how much you are eating each day compared to the recommended levels for a healthy diet. The GDAs used on the front of pack are those for a typical adult.

If you are very active you will need more energy and nutrients. If you are inactive or trying to lose weight you will need less. For instance, a tall active males’ GDA will be significantly higher than these averages. Conversely, a small inactive females’ GDA will be significantly lower.

Are women and men different? Yes, however average women and less active men have similar GDA figures so you can use these figures as a rough guide.

Front of pack labels explained

Below we have explained in detail each element of the nutritional label that you will find on the front of packs. These numbers are for a Tesco Healthy Living Chicken Salad Sandwich pack. They will vary with each product, but the principles of how we use them are the same.



These figures will vary depending on the product.



Other information on back of pack

Nutrition		
Typical Composition	Each pack Contains	100g Contains
Energy	1240kJ 295kcal	655kJ 155kcal
Protein	22.5g	11.9g
Carbohydrate	35.9g	19g
of which sugars	2.8g	1.5g
Fat	6.6g	3.5g
of which saturates	0.9g	0.5g
Mono-unsaturates	3.0g	1.6g
Polyunsaturates	1.5g	0.8g
Fibre	3.4g	1.8g
Sodium	0.5g	0.3g

Each pack contains the equivalent of 1.2g of salt

Per Serving – This gives you an understanding of the nutritional information per average serving so it is clear what you are eating

100g Information – There are very few foods that you would eat 100g of – but these statistics help you make comparisons between products.

Carbohydrates – There are two main types of carbohydrate – sugars and starch. The panel shows the amount of carbohydrate and also the proportion that is total sugars. Total sugars include any added sugar such as table sugar, syrup or in jam or honey and also any from fruit, vegetables or milk.

Fibre – Adults should be aiming to eat 20g per day.

Salt and Sodium – Salt is also known as sodium chloride – 1g of sodium is equivalent to about 2.5g of salt. Not all sodium comes from sodium chloride. It could be naturally occurring or in an ingredient. We multiply the sodium figure by 2.5 to give the approximate equivalent amount of salt in grams.