**Public Health Responsibility Deal Calorie Reduction Pledge - Supermarket Chains Annual Returns**

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| **Company** | **Annual Returns 2013**  | **Annual Returns 2014** |
| ALDI Stores Ltd | We have appointed an independent nutritionist who will be completing a full review of all of our products to see where we can deliver meaningful calorie reductions. The nutritionist will be working closely with our Buyers to identify key areas where we can reduce the amount of calories in our own label products, without compromising the taste and quality. We have also recruited additional internal resource who will be dedicated to driving improvements in the nutritional value of our products and ultimately, the health of our customers. We are reviewing our portion sizes and will give priority to reformulating the products in the unhealthiest categories first and those with the biggest impact on the nation's health. | In April 2013 - March 2014, we made significant changes to our portfolio to offer a wider range of products that encourage consumers to eat fewer calories. In June we signed to the Front of Pack Traffic Light Labelling pledge. This influences consumer behaviour by enabling consumers to make informed choices and will also drive reformulation of products through a prioritisation process (i.e. those with most 'Reds' will be reformulated first). In line with the Front of Pack Traffic Light Labelling, ALDI was the first supermarket to launch a 'Be Light' ready meal range that displays only 'Green' Traffic Lights on Front of Pack. An example of how this supports Calorie Reduction is that, by swapping the standard Chicken Tikka with the 'Be light' version, this gives an approximate 4.5 million calorie saving per year based on current 2013 sales (Chicken Tikka standard = 635kcal vs. Be Light Chicken Tikka = 515kcal).In 2013, we also introduced steamed ready meals, increased our range of meat free alternatives, saw growth in our range of low fat/low calorie dairy products and extended our range of 'no added sugar'/diet soft drinks.Product examples of the above include: - The introduction of a 'Quorn' range - New reduced fat cheeses (e.g. Mozzarella, Cream Cheese and Cheddar) - Additional 'No added sugar' drinks (e.g. Flavoured waters and children's drinks) An extensive portion size review was also conducted which will enable a prioritisation of products to be reviewed throughout 2014. |
| ASDA | We have carried out a number of activities to support the calorie reduction pledge:In terms of customer education, ASDA is rolling out front of pack labelling (traffic lights, % reference intakes and high/med/low indicators) onto all processed food categories to help support understanding of food products that drive higher intakes of calories, fat, sat fat, sugar and salt in the diet. In addition, we have committed to providing calorie information via our front of pack labelling across media i.e. all recipes in the ASDA Magazine and those used in sampling activity.To sit alongside our Reduced Fat range, over the past 12 months ASDA has supported the development of a Reduced Calorie range across a wide range of product categories. All products contain 30% fewer calories that their standard equivalent. ASDA have also committed to a reformulation plan to improve the nutrient content in ASDA Brand products with no compromise to taste and quality and we will continue to support messages that highlight exercise and encourage a balanced diet through ASDA active and our Community initiatives. | Reformulation forms an integral component of one of the ASDA brand pillars, which is supported by annual nutrition audits to drive improvement. Following each audit, select categories are targeted for reductions; for example, in 2013 we removed 9 tonnes of sugar from condiments and table sauces. This resulted in a 36 million kcal removal based on sales weighted data. To sit alongside our Reduced Fat range, ASDA continue to invest in the development of a Reduced Calorie range across a wide range of product categories. All products contain 30% fewer calories that their standard equivalent. Using the example of frozen and chilled ready meals across 45 skus, if customers were to trade across from core into reduced products, 2 million calories per day could be removed, based on sales.In terms of customer education, ASDA are committed to the UK front of pack labelling scheme, which is currently present on approximately 8000 ASDA Brand lines. The front of pack system clearly highlights calories, fat, sat fat, sugar and salt in the diet, driving informed choice. We continue our commitment to providing calorie information via our front of pack labelling across media i.e. all recipes in the ASDA Magazine and those used in sampling activity. In addition, as part of our community initiative, we communicate calorie information in a variety of literature for school use via our School Toolkit. Our Energy In Energy Out leaflet has been circulated to approximately 3000 primary schools by our Community Life Champions. |
| Co-operative Group | *Not applicable* | We have included calories as part of our traffic light nutrition information on both packaged foods and out of home/deli counters for a number of years. During 2013, we introduced calorie targets & maximums for key product ranges, resulting in a greater selection and numbers of sandwiches & ready meals providing less than 500kcals per pack. >40% of the sandwiches included in our lunchtime meal deal are from our healthier range which contain less than 350kcals per pack.We relaunched our healthier range and added 7 new lunchtime / convenience products all compliant with our strict nutrition & calorie criteria. In addition to the traffic light labelling that we have been using since 2006, we prominently highlight the number of kcals per serving in an additional flash on the products that are aimed at the diet market.We trialled our coupon-at-till technology over a 3 week period to incentivise customers to make popular family meals using lower calorie ingredients resulting in a saving of > 5 million calories overall.We ensure >30% of our range carrying traffic light labelling does not contain any red colour codes, in addition to >30% of our total food and drink promotions being healthier options. Our Simply Value range of products do not contain any more fat, saturated fat, sugar, salt or calories than equivalent standard products.As a supporting partner of Change4life's Smart Swaps campaign we utilised Point of Sale, instore radio & our 15,000 till screen network to highlight the benefits of choosing lower fat or sugar alternatives to butter, milk, cereals, cheese and soft drinks. The majority of our own brand soft drinks range is low in sugar and we have worked to remove the added sugar from our high juices launching mid-2014. The reformulation will remove 1.5 billion calories per year\*. We have adjusted the portion size of the 4 cake bars from our food to go range and we estimate this will remove163 million calories/year\*. \*based on 2013 sales |
| Marks & Spencer | Specific activities we have undertaken to contribute to the pledge are: Portion size - offer a calorie controlled range of treats, snacks and dessertsWe have a range of guilt free snacks (cakes, savoury and biscuits) which are all less than 150 calories and a range of low fat desserts in our Count on Us range. We extended this range in April 2012 and will continue to develop new products within these ranges to offer customers a selection of lower calorie options. Labelling - clear calorie labelling on packaged food and continuing our extension of calorie labelling to unpackaged food such as hospitality and in store bakeryWe completed our roll out of calorie labelling in hospitality e.g. cafes and in store bakery by the end of February 2013. Product ranges - offer a range of calorie controlled options across prepared meals, sandwiches and salads that are designed to provide convenient solutions for customers to manage their weightWe have two of the biggest healthy meals ranges in the UK - Fuller Longer and Count on Us, which are both calorie controlled and designed to help customers manage their weight. We continue to develop new products within these ranges, offering our customers lower calorie options which do not compromise on taste or flavour. Healthier options - clearly highlighting the healthier choices across our range of food.As well as front of pack colour coded GDAs, we also use a sunflower logo to highlight at a glance the healthier products across our food range. These products have strict criteria for calories but also other nutrients of public health concern e.g. fat, saturated fat, sugar and salt. We have over 1200 products labelled. Customer information - provision of menu planners, recipe cards and the M&S magazine which are accessible online and in store. Additionally online we will continue to provide customers with tools to help them calculate their BMI and manage their weight as well as an ask the nutritionist service where they can have access to professional support.We have over 700,000 hits to our health website each year where we offer recipes, menu planners and other tips for customers to manage their weight and therefore control their calorie intake. This has increased 50% in the past year. We also get over 100 queries a month from customers asking for healthy lifestyle tips and advice. Marketing - at least one health led campaign per year. We launched two health campaigns this year, January 2013 around dieting and April 2013 around healthy balanced eating. This campaign included messages in store, product promotions and we included calorie controlled menu planners in the M&S magazine which has a readership of over four million people. Promotions - ensure healthier foods are promoted throughout the year and that there is always a healthier choice available to choose from in Dine In.We continue to offer healthy (eat well) labelled foods as part of our Dine In; promote our healthy meals through 2 for £6 promotion; introduced a healthy lunch deal and had a loyalty mailing to our M&S charge card holders incentivising them with vouchers for purchasing healthy foods. | Portion size - offer a calorie controlled range of treats, snacks and desserts. We have a range of guilt free snacks (cakes, savoury and biscuits) which are all less than 150 calories and a range of low fat desserts in our Count on Us range. We have further increased this range and are selling at tillpoints, in fixture with confectionery and desserts and for convenience at our lunch time fixture. Individually portioned, these products help customers control their intake of calories, fat, saturated fat, added sugar and salt.Labelling - clear calorie labelling on packaged food and continuing our extension of calorie labelling to unpackaged food such as hospitality and in store bakery.We completed our roll out of calorie labelling in hospitality e.g. cafes and in store bakery by the end of February 2013. We are labelling calories across more products as part of front of pack labelling extension. This will include desserts, confectionery, savour snacks and biscuits that previously did not have any front of pack nutrition information.Product ranges - offer a range of calorie controlled options across prepared meals, sandwiches and salads that are designed to provide convenient solutions for customers to manage their weight.We still have two of the biggest healthy meals ranges in the UK - Fuller Longer and Count on Us, which are both calorie controlled and designed to help customers manage their weight. We continue to develop new products within these ranges, offering our customers lower calorie options and promote as a healthy balanced way to manage weight and/or calorie control. We have also launched vegetable snack packs as part of our drive to make lower energy dense snacks more convenient. Healthier options - clearly highlighting the healthier choices across our range of food. We have relaunched our Eat Well sunflower logo to help customers easily identify the healthy options across our food ranges. This has included new healthy snacks and breads designed around fruit, vegetables, nuts, seeds and wholegrains. This launch has been supported (during April 2014) with a campaign to increase awareness. All products with the Eat Well logo meet nutrition guidelines, based on the Eat Well plate, for maximum calorie, fat, saturated fat, added sugar and salt.Customer information - provision of menu planners, recipe cards and the M&S magazine which are accessible online and in store. We have over 1million hits to our health website each year where we offer recipes, menu planners and other tips for customers to manage their weight and therefore control their calorie intake. This has increased 44% over 2013/2014. We are continuing to receive over 100 queries a month from customers asking for healthy lifestyle tips and advice.Marketing - at least one health led campaign per year.We have had two in store marketing campaigns, January 2014 around managing calorie intake and April 2013 around healthy balanced eating. We also provided information on eating healthily and calorie counting in our January instore magazine which has a readership of over 4million. New for 2014 is a series of health recipe cards which will be featured in event zones in store.Promotions - ensure healthier foods are promoted throughout the year and that there is always a healthier choice available to choose from in Dine In.We continue to offer healthy (eat well) labelled foods as part of our Dine In. |
| Wm Morrison Supermarkets PLC | We have rolled out a new health and wellness brand "NuMe" - which features over two hundred lines and extends our healthier offer across chilled, frozen and ambient categories. The eye-catching brand design features clear nutritional labelling to help shoppers navigate for healthier options. The packaging includes bold calorie and nutrition icons in order to communicate quickly and simply at point of purchase the calorie content per serving, and other nutritional benefits, including low salt, high fibre, low saturated fat, and "five a day" claims.Our activity on this pledge is showcased on the Department of Health website. | We want to help customers reduce their consumption of nutrients of public health concern, without compromising on taste. Going forward, our NuMe healthier eating range will prioritise reduced calorie, low fat, reduced fat or sugar and low saturated fat claims.For the NuMe range, calories per serving will always be prominently displayed on pack in line with our commitment to the Responsibility Deal calorie reduction pledge. In order to keep our offer exciting we have introduced new products which code "green" (low) or "amber" (moderate) on traffic light labels for nutrients as well as being lower in calories than the standard equivalent products. In January 2014 we launched seven new ready meals and three desserts:- NuMe Thai Red Chicken Curry and Rice (low fat/1 of 5-a-day/429 kcal)- NuMe Piri Piri Chicken and Rice (low fat/1 of 5-a-day/495kcal)- NuMe Sweet and Sour Chicken with Rice (low fat/1 of 5-a-day/484 kcal)- NuMe Chicken and Prawn Paella (low fat/397 kcal)- NuMe Mediterranean Chicken Pasta with Chargrilled Vegetables (low fat/1 of 5-a-day/439 kcal)- NuMe Chilli Prawn Linguini (low fat/1 of 5-a-day/272 kcal)- NuMe Chicken Katsu Curry and Rice (low fat/1 of 5-a-day/396 kcal)- NuMe Strawberry Trifle (low fat/130 kcal)- NuMe Chocolate Muffin Dessert (low fat/116 kcal)- NuMe Chocolate Pudding (low fat/187kcal)Our progress on calorie reduction is supported by our work on other pledges, for example, reformulation activity as part of the saturated fat pledge has helped to deliver a reduction in calories in own brand products, including:- Chicken & Basil Pasta Bake (30% reduction in calories)- M Kitchen Chicken Tikka Masala & Pilau Rice (33% reduction in calories)- Sweet & Sour Chicken with Egg Fried Rice (35% reduction in calories)In addition, our support for the calorie labelling pledge is helping customers make more informed decisions about the dishes they buy in our cafes. Furthermore, in March 2014 we launched a new cafe menu with 24 options less than 600 calories, which are clearly highlighted. |
| Sainsbury's Supermarket Ltd | Part of helping our customers Live Well For Less is to make healthier more accessible cheaper and simpler. We are investing in providing simple, cost and time effective solutions and our approach to calorie reduction is to look at opportunities through new product development, product reformulation and clear labelling.Reformulation: In July, we reduced the sugar content of our own brand high juice squashes by between 4 and 10%, removing over 600 million calories from customers' baskets per year. We also increased the range of no-added-sugar carbonated drinks from 4 to 12 products. We have a strong heritage in fat and sat fat reduction and offer our customers a wide range of reduced-fat and lighter products. In 2012 we reduced the fat and sat fat in the pastry used in our biggest-selling mince pie lines, removing nearly 23 tonnes of saturated fat from customers' Christmas shopping.New Product Development: In November, we launched four different savoury popped potato sharing bags which are all less than 95kcal per portion. We also launched three sharing bags of savoury popcorn which are fewer than 120kcal per portion. Our multipack of 11g bags helps customers to control portion size and each pack provides under 53kcal. In April 2013 we expanded our range of fruit, nut and seeds snacks range to include 82 products. We have launched a range of five portion controlled individual bags of dried fruit which range from 64 to 118 kcal per bag. In January we encouraged customers to eat and drink fewer calories through our month long health campaign, through new Point of Sale, promotions, our website and Nectar.Calories out: Since 2005, we've donated £123 million of equipment and experiences to 49,000 schools and clubs through our Active Kids scheme. We've sponsored the Sainsbury's School Games since 2010 and announced a £10 million package of support until 2016. We were the Official Supermarket Partner of the 2012 Paralympic Games. | We remain committed to supporting our customers to eat and drink fewer calories and look at opportunities through reformulation, new product development, clear labelling and marketing campaigns.Reformulation: We have been working to reformulate our minced beef and plan to remove 244 tonnes of fat from this product per annum using leaner cuts of beef. These changes, implemented in April 2014, will equate to the removal of 2 billion calories from customer's shopping baskets over the next year.New Product Development: We developed new portion controlled products in our dairy desserts range that are under 200kcal per portion. Our lemon cheesecake shots and raspberry ripple cheesecake bites are between 40-60% less calories than their larger equivalents.Labelling: In February 2014 we introduced calorie labelling on our own brand alcoholic products. This has been rolled out across 20 of our own brand wines, and over the next year will be extended to all own brand alcoholic products.Marketing: This January we ran our healthier swap campaign (online and in-store) to encourage customers to switch to a healthier product. The online campaign saved just under 250,000 calories from our customer's baskets across three weeks. In 2013, our Active Kids scheme gave over £13 million in equipment and experiences to tens of thousands of schools and organizations, bringing total investment since it started in 2005 to £136 million. Our campaign for 2014 has renewed emphasis on the calories-in part of the children's health equation with a focus on nutrition and cooking including over 100 new cooking items and teacher resource toolkits (developed with the British Nutritional Foundation) to deliver lessons to meet the new national curriculum.Calories out: We signed a new long-term deal with British Athletics, building on last year's successful Sainsbury's Summer Series and our 2012 Paralympic Games sponsorship legacy. Our sponsorship of the Sainsbury's School Games continues too. |
| Tesco PLC | Through reformulation, we reduced the number of calories sold in our soft drinks by over 1 billion in 2012, significantly beating our target. We refreshed and updated our Product Improvement Code of Practice to reflect the PHRD commitments and shared it with our suppliers. We have launched a new range of healthy eating nutritionally balanced convenience meals called Eat Live Enjoy, increased our range of Finest Lighter products and increased our Goodness range of healthy meals, sauces and snacks for children. We have also put new Green Ping labels on our 26 sandwich lines under 350 calories which helps our customers to identify healthier options quickly. Our 3300 colleagues in Tesco pharmacies have been given new training to enable them to advise customers on the best way to change their diets in order to live more healthily. We use our Real Food website (http://realfood.tesco.com/) to share recipes which all have nutritional and calorie information; we have increased both the number of breakfast, lunch, dessert, cake and snack recipes with fewer than 100 calories and the number under 300 calories by 15 per cent. We have worked hard so that 40% of our breakfast, lunch, dessert, cake and snack recipes are now under 300 calories and we continue to work towards increasing this to at least 50%. | Our calorie reduction work has been a major focus for the business, in line with our ambition to improve the health and well-being of our customers. We have done this through a combination of product reformulation and by introducing new, healthier lines. We have also engaged with our customers to provide them with more information about the calorie content of our recipes. The highlights of last year's reformulation work include removing: - two billion calories from our juices, following on from the one billion calories we removed in 2012. This means we have eliminated more than three billion calories from our soft drinks since 2012. - 600 million calories from our Finest and Everyday Value sandwich lines. - 92 million calories from our ready meals.We have also introduced new lines with lower calories. - In January 2014 we launched our Tesco Healthy Living range which offers products with controlled levels of salt, sugar and fat. For example, our Healthy Living Mint Sundae contains 40% fewer calories than the standard.As one of the UK's biggest retailers, we recognise we have a responsibility to help customers and their families make healthier choices when it comes to food, including through our publications and services. Our Tesco Magazine regularly contains articles that highlight health tips and healthy recipes. For example, in March our magazine had a section on food and living, which included advice on eating well and exercising (http://viewer.zmags.com/publication/edfffabc#/edfffabc/1). In this edition we also introduced traffic light labelling alongside all our recipes, in line with the work we are currently doing to add this to our own brand products. After the launch of our Healthy Living brand, we added a microsite to the online version of the magazine, which focuses on health and well-being. Since it was launched, customers have spent 44% more time on the microsite than on the rest of the Tesco magazine site. |
| Waitrose | Calorie reductions were achieved across desserts, Indian ready meals and soft cordial drinks during reformulation projects (typically this was around 5%). In January 2013 we launched a range of seven LOVE life kitchen portion tools, this included a ladle, cheese grater, cereal scoop, pasta basket to help consumers manage portion sizes of everyday foods in the home. 4 supplier workshops have taken place and are beginning to reap benefits; more are planned for 2013. System changes have been made to enable to calorie information to be monitored throughout the development lifecycle of each new product. During January and February 2013 Waitrose ran an 8 week customer campaign designed to help customers consume approximately 500 calories less per day featuring our LOVE Life range of delicious and nutritious products along with tasty, inspirational recipes. This campaign had the opportunity to reach over 4 million customers.Over 50,000 plus Change4Life campaign leaflets were issued to Waitrose Partners with the 'Be Calories Smart' message. Healthy recipes endorsed by the DH campaign team were cooked in the dining rooms for the 8 week duration. Weight Watchers pro points now appear on all LOVE Life You Count products enabling customers to enjoy our products as part of their weight loss/maintenance programmes.The nutrition and health pages of Waitrose.com continue to offer practical information and tools to assist customers managing their calorie intake.A dedicated health channel on Waitrose TV was launched in 2013. Our Facebook chats during January 2013 enabled us to respond directly to customer queries around calories and weight management. | In the last 12 months we have held 10 supplier workshops with a focus on our commitment to the responsibility deal and specifically calorie reduction. These workshops are designed to support and enable suppliers to maintain flavour and taste while controlling and reducing calories through reformulation and range reviews. These have covered a broad range of categories including yogurts, soups, sandwiches, dips and fruit juices. We have achieved a 15% calorie reduction in 51 chilled soups and a 19% reduction in Italian ready meals. Our range of Good To Go products, designed for lunchtime eating, has been reviewed and relaunched with 5000 calories less than the previous 12 months. We are removed 7.1 tonnes of sugar from our chilled fruit juices. This will result in a 28 million calorie saving over the next 12 months. http://www.waitrose.presscentre.com/Press-Releases/Sugar-gets-a-squeeze-in-Waitrose-juice-aisle-e03.aspxOur LOVE life You Count calorie controlled range has seen a year on year increase of 30% demonstrating the drive for healthier ready meals particularly. These ready meals are all less than 450 calories. Nutritional information appears on all recipes enabling customers to make an informed choice. In Jan 2014 we had a dedicated feature in Waitrose Weekend - our free weekly customer magazine - on easy ways to 'save or spend' 100 cals a day. The introduction of our Living Well apple logo appears on recipes using reduced fat/sugar ingredients. We supported the Change4Life programme for our Partners (employees) with leaflet distribution and the introduction of the Change4Life endorsed recipes into our dining rooms. We shared tips on calorie and fat reduction with over 300 branch cooks. On the Living Well section of the Partner intranet we have developed several resources on menu planning and portion size which can help partners make healthier choices. |