

## Birmingham Voted Canned Food Capital of the UK

Friday 11 September, 2015

It seems Brummies can't get enough of canned produce as it's revealed Birmingham is the Canned Food Capital of the UK, with residents eating more canned food per head than any other city in the UK, consuming a whopping 640,000\* cans a day.

The research undertaken by not-for-profit organisation Canned Food UK, has proven that canned food is as popular as ever, with almost a quarter of Brits eating more canned food now than they did 10 years ago.

Over half (58%) of the nation stocks up to 10 cans in their kitchen cupboards at any given time, with three quarters of UK residents citing the speed of preparation as a key benefit.

Commenting on the findings, Jason Hegarty, Chairman of Canned Food UK said: "It's promising to see that half (49%) of Brits are choosing to include canned produce as part of their main meals. Some of our most popular recipes such as our Salmon and Butter Bean Bake and Speedy Coq Au Vin can be made easily with the help of a few canned products, meaning you can make a wholesome meal for the family with minimum effort and cost.

"What's more, as canned food has a long shelf life, it can be kept in the kitchen cupboards and still retain its nutritional value."

The Canned Food UK survey also revealed:

- Brummies eat more canned food per person than any other city in the UK
- Birmingham residents eat 265,000kg of canned food a day, the equivalent of 21 double decker buses
- The nation's favourite canned food is Baked Beans, followed by tuna and tomatoes
- Brits on average eat four cans a week

Canned food is convenient, affordable and simple to cook as part of a healthy, balanced diet and is ideal for people leading busy, hectic lifestyles. As the canning process itself preserves the food, the contents of the can will remain fresh with the nutrients locked in until the can is opened. What's more, both canned fruit and vegetables count towards your 5-A-DAY.

### ENDS

For further information on Canned Food UK, please visit [www.cannedfood.co.uk](http://www.cannedfood.co.uk)

### Notes to editors:

\*Estimation taken from survey findings and population figures from Birmingham City Council

\*Survey sample of 2,000 respondents. Research completed by Atomik Research on 01/08/2015.

Canned Food UK is an organisation that promotes the benefits of canned food. Its members include companies who produce material for cans and make metal cans, to the distributors and manufacturers of canned food products.

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