Food Waste In The UK Is Costing Us £19bn A Year

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Did you know, that currently, **15 million tonnes** of food is wasted in our homes each year, most of which is still perfectly edible?

On average, food waste is costing households **£470** a year, increased to **£700** for a larger family… the equivalent to a holiday or even a new piece of technology to add to your home.

The good news, however, is that between 2007 and 2012, there has been a **21%** reduction in food waste all round – this is the equivalent of **23 million** black bins filled with food!

With this in mind, the household giant AO.com has developed an interactive site to help you to save money with your food purchases. When the equivalent of a whole fridge full of food is at stake, a simple change in lifestyle can just be what is needed.

Head of Brand at AO.com, Andrew Kirkcaldy says, *"Food waste is a big problem, and it's one that is so easy to ignore, especially with supermarket shelves packed high with affordable items. However, a few changes to the way you shop for food, and use it once it's in your kitchen, can ensure you get the most from your weekly shop.*"

With a downloadable meal planner, tips on food labels, an array of recipes to try, plus a guide on what you can freeze, AO.com have thought of everything to help you prevent waste and help you save.

You can follow the waste less food journey here:http://ao.com/life/kitchen/kitchen-tips/wasteless/

ENDS

Sources: http://england.lovefoodhatewaste.com/node/2472,http://www.wrap.org.uk/sites/files/wrap/UK Estimates February 15 (FINAL).pdf

For further information, please contact Tami Briesies attami.briesies@zazzlemedia.co.uk, or telephone 07871752677

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