Shocking Campaign Exposes The Wine Glass of FAT In Your Pizza

Monday 7 January, 2013

UK Public Health Minister - Anna Soubry, has today announced a ground-breaking campaign that is set to expose the ‘hidden nasties’ in everyday foods our nation eat, most importantly our children.

The campaign 'Change4life' aimed to make people ‘food smart’ will run a national TV advert created by Aardman who are behind the animation Cartoon Wallace and Gromit who have joined forces with ITV to host the first ever health focused ad break.

The graphic TV advert showing food nasties such as a wine glass full of fat that’s in a pizza and the excessive 17 sugar cubes in a bottle of cola are going to air tonight 7th January 2013 via a special **‘AD TAKEOVER’** during British prime-time TV. The campaign will clash with one of the UK’s biggest soaps Coronation Street.

The real message behind the campaign is the make people think about what's in their everyday food and how they can better manage the fat, salt and sugar for a healthier lifestyle.

Supermarkets such as ASDA, Co-Operative and ALDI will be taking part in the campaign with hundreds of offers on healthier store food products - more than 1,000.

Each person that signs up to the Change4life food campaign will receive a free Food Smart Meal Mixer which contains a range of recipes aimed at eating healthier.

Those that sign up to the campaign will also get a range of great offers including free Cravendale milk and money off Quorn Best Ever Mince or Chicken style pieces, Schwartz spices and seasoning and Robinson’s Fruit Shoot My-5.

Public Health Minister Anna Soubry said:

“Making healthier, balanced meals on a budget can be a challenge for families. This new Change4Life campaign offers families free healthy recipes and money off those much needed cupboard essentials to encourage everyone to try healthy alternatives.

“Thanks to the continuing success of Change4Life, a million mums have changed their behaviour. But England has one of the highest rates of obesity in Europe with over 60 per cent of adults and a third of 10 and 11 year olds overweight or obese.

“We want to make it easy for everyone to keep track of what they eat and make healthier choices. That is why we are also developing a simple and clear system for front of pack labelling that everyone can use.”
Department of Health Director of Marketing Sheila Mitchell said:

“This is first time ITV has teamed up with us for an ad takeover. We have worked closely with partner organisations including ASDA fresh fish and Uncle Ben’s rice to highlight how easy it is to eat well on a budget.
“The takeover closes with a reminder to sign up to Change4life to receive a free meal mixer.”

After signing up to Change4Life online, families will receive the meal mixer which they can use to compare and combine different meals to suit their lifestyle. The range of healthier low cost meals includes turkey stir fry and vegetarian chilli.

And this year’s campaign features a brand new smart phone and tablet app featuring a meal mixer and a handy shopping list function to help people make healthy choices in the supermarket.

The campaign comes as a new survey reveals the nations lack of knowledge about the food they eat. The survey found that:

- Half of those surveyed (50 per cent) didn’t know that there are 11 lumps of sugar in a can of cola; and

- 49 per cent of people aren’t aware that a large takeaway pepperoni pizza has two times the

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Related Sectors:

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Related Keywords:

change4life :: ASDA :: ALDI :: Food :: Diet ::

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recommended maximum daily intake of saturated fat.

Obesity costs the NHS £5 billion each year with 40,000 people dying of conditions attributable to being overweight or obese. And the latest figures show that the number of children who are overweight or obese doubles during primary school.

To sign up to Change4Life and to get healthy tips search Change4life.

NOTES TO EDITORS

- For further information or media interviews please contact the Department of Health press office on 0207 210 4990.

- A 500ml bottle of cola contains more than 17 sugar cubes and a pizza has 148ml of fat. The amount of fat was
calculated by taking an average of five commonly available deep pan large pizza available in November 2012.

- The Food IQ survey was conducted by Censuswide and surveyed 2006 people about their eating habits.

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