Super Slim Saturday Sees Sales Surge For Diet Chef

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The images of toned torsos which dominated TV screens this weekend have inspired consumers to get in shape and slim down.

Home delivery diet brand, Diet Chef, has seen sales soar following super slim Saturday with sales up 30% this weekend after it received a 50% surge in website hits compared to a normal weekend – making it their biggest weekend for sales in August since the company launched four years ago.

Kevin Dorren, Founder & Head Chef, comments: “This past weekend, it has been impossible not to have been inspired by images of super fit bodies pushed to the limit of human endurance and winning through.”

He added, “While the West End may be missing out on sales, diet and fitness brands such as Diet Chef are reaping the benefits. Wouldn’t it be great if the enduring legacy of this weekend was a nation who feels inspired to tackle obesity issues and as a result feel slimmer, healthier and more ready to take to the tracks and get fit?”

-Ends-

Diet Chef carefully counts the calories of all meals so dieters on the plan will be averaging less than 1,200 calories per day. The daily menu allows you to get diet food delivered, as well as offering a tasty and varied, healthy balanced plan encouraging dieters to lose weight at a healthy pace.

Price of £5.57 per day price is based on the Diet Chef 1200 calorie programme on Pay Monthly. However, there are other weight loss programmes available with Diet Chef, tailored to your personal profile.

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