



Department
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CALORIE REDUCTION PLEDGE DEVELOPMENT TOOL

Public Health Responsibility Deal – Food Network

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Calorie Reduction Pledge Development Tool

Public Health Responsibility Deal – Food Network

Prepared by the Responsibility Deal Food Network Team

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1. Introduction

- 1.1. The calorie reduction pledge launched in 2012 provides a mechanism for the food and drink industry to make and record its contribution to helping the population meet the calorie reduction challenge set out in [Healthy Lives, healthy people: a call to action on obesity in England](#). It is an opportunity for the industry to build on its track record and to go further, recognising the scale of the challenge we face.
- 1.2. This pledge is a priority for Government. It is a key plank in its strategy to reduce calorie consumption. To build on the progress already made, we urge more companies to rise to the challenge and take action under the pledge.
- 1.3. The pledge is not meant to be a 'one-off' commitment, but an ongoing approach to reducing calories over time, building on earlier achievements. We urge businesses to go further with new and deeper commitments.
- 1.4. The aim of this tool is to support current and future partners to the calorie reduction pledge. It identifies elements that constitute a good pledge and presents actions taken under the various pledge categories. It is intended as a set of ideas to prompt thought and steer industry as they consider what further action they can take on calorie reduction. We hope business will use the examples as building blocks from which to make broader and deeper commitments.
- 1.5. The tool will be updated periodically to reflect the progress and activities to date.

2. The Calorie Reduction Pledge

2.1. The pledge states:-

“Recognising that the Call to Action on Obesity in England set out the importance of action on obesity, and issued a challenge to the population to reduce its total calorie consumption by 5 billion calories (kcal) a day.

We will support and enable our customers to eat and drink fewer calories through actions such as product/ menu reformulation, reviewing portion sizes, education and information, and actions to shift the marketing mix towards lower calorie options. We will monitor and report on our actions on an annual basis.”

2.2. There are a number of possible actions which include:

- Reformulation;
- Portion size;
- Development of lower calorie options;
- Encouraging consumers to choose healthier options;
- Satiety enhancers;
- Balance of portfolio/ menu/ etc;
- Activity intended to inform and educate consumers towards making healthier choices.

3. Components of a good pledge

3.1. There are a number of elements that make up a good pledge.

- **Strategy** – Ideally your pledge should be part of a wider plan or commitment your business has to improving health and diet. This might be the first step you take but still consider what else you might be prepared to do or could do within your business activities. Looking to see what similar companies are doing and saying is a good way to start.
- **Breadth** – You may just want to focus on one aspect of calorie reduction e.g. reducing the calories in a particular product or range. However committing to more actions may not be more work and can be part of your wider strategy; customer communication and marketing or new product development plans.
- **Quantification** – We want where possible to be able to measure the action you take to show the reduction in calories. You will of course also need this information to understand the impact on your business of the actions you take to reduce calories. It's therefore useful to include as much measurable information as you can in your pledge. For example:
 - the expected reduction in calories for any given product category/set of products (assuming no change in overall sales); and/or
 - the anticipated reduction in calories as a percentage of calories represented by overall sales/portfolio.

Numbers of calories removed from products can be particularly useful, alongside percentage falls in calories, as numbers allow us to more easily assess progress in the overall calorie reduction challenge (whilst recognising there are also numerous other, less quantifiable, contributors and that consumer behaviour in terms of products selected may act to enhance or attenuate the actions of business).

- **Scale of ambition** – You will want to match what similar companies are doing and go further where you can. Types of activity and Industry examples are set out in the section on the menu of possible actions.

4. Menu of possible actions

Action - Reformulation: Recipe/menu changes to decrease energy density; fat and sugar reduced in products; or substituted with other lower calorie ingredients

Types of Activity (not exhaustive)	Industry Good Practice Examples
<ul style="list-style-type: none"> • Recipe menu changes to decrease energy density. • Substitute with other lower calorie ingredients. • Use of fat replacers/substitutes. • Use of alternative technologies, eg aeration and novel foods. 	<p><i>Retail/Manufacturing</i></p> <ul style="list-style-type: none"> • AG Barr has pledged to cut sugar in its soft drinks by 5% across its portfolio by 2016. • Coca Cola has committed to cut calories by at least 30% across several of its leading soft drinks brands. In 2012 they replaced their standard Sprite with a version that had 30% fewer calories. They also reformulated Glaceau Vitamin Water to replace some of the sugar with zero calorie sweetener Stevia. • In 2012 Sainsbury's reduced sugar content of its own brand high juice squashes by between 4-10% removing over 600m calories. In 2014, Sainsbury's will reduce sugar in its own brand chilled juices by 83.5 tonnes. This equates to 329m fewer calories. • Sainsbury's has also removed 244 tonnes of fat from minced beef per annum, resulting in the removal of 2 billion calories. • In 2013, Tesco removed two billion calories from its juices, following on from the one billion removed in 2012; removed 600 million calories from its Finest and Everyday Value sandwich lines; and removed 92 million calories from its ready meals. • Burton's Biscuit Co utilised advanced manufacturing technologies to reformulate and reduce calories across its products, this resulted in a national calorie reduction of 700,000 kcals per day for its customers in 2013. For example, Jammie Dodgers has reduced in calories by 7% per biscuit.

- Morrison's reductions in saturated fat has helped to deliver a lowering in calories in its own brand products by up to 35% in some products, for example sweet and sour chicken with egg fried rice (35% reduction in calories).
- The Co-Op are removing added sugar from its own brand high juices. Removing 1.5 billion calories a year.
- Nichols had by the end of 2013, using 2011 as a base, reduced the average calorific content of per 100ml of its ready to drink product by 18%, and forecast that by the end of 2014, will reduce the average calorific content by 20%.

Out of Home Sector

- Dine Ltd have reformulated all recipes to reduce calories from fat. This together with other actions they have taken has removed over 15m calories a month. An overall calorie reduction of around 10%
- Beefeater has reduced its average three course meal by 105 calories by removing higher calorie accompaniments.
- Compass has reduced the saturated fat content in over 1000 recipes by 70%, and removed over 27 million calories. Sodexo has achieved 70% reduction in saturated fat levels in around 2,400 recipes resulting in a saving of 12,500,000 calories.

Action - Portion size: Reductions to portion sizes of existing products/menu items

Types of Activity (not exhaustive)	Industry Good Practice Examples
<ul style="list-style-type: none"> Reduction to portion sizes of existing products/menu items. 	<p><i>Retail/Manufacturing</i></p> <ul style="list-style-type: none"> Britvic has launched a 250ml slimline can (10% reduction in calories). Coca Cola has introduced 375ml bottles of Coca Cola, Diet Coke and Coca Cola Zero, and a new slimline can of 250ml. Nestlé has reduced portion sizes in a number of areas. The number of products with 110 calories per serving has increased each year from 2011 (35%, 54%, 62% volume). It has launched three significantly smaller ice creams (approximately 45% of their current range) and all confectionery products will be under 250 calories by the end of 2015. Mars has reduced the average number of calories per portion in their single products by over 10% by innovation and reduction in portion size. It has also pledged to make all their single serve chocolate products no more than 250 calories per portion. Feel Good Drinks has moved the majority of its customers from 375ml bottles to a new 275ml bottle. Mondelez has committed to no longer making or selling single-serve confectionery over 250kcal in the UK from the end of 2015. <p><i>Out of Home Sector</i></p> <ul style="list-style-type: none"> Sodexo has introduced smaller portion size of fair-trade sugar sachets to reduce sugar levels, and have saved their customers 23,863,075 calories throughout 2013/14. CH&Co has pledged to introduce smaller juice portion sizes reducing calorie content by 40%. Empire cinemas has resized its toffee popcorn reducing calories by 14% and used a re-sealable container.

Action - Development of lower calorie options

Types of Activity (not exhaustive)	Industry Good Practice Examples
<ul style="list-style-type: none"> • Baked products replacing fried. • Calorie restricted products eg, 99 kcal chocolate bars. 	<p><i>Retail/Manufacturing</i></p> <ul style="list-style-type: none"> • Asda has introduced a Reduced Calorie range at 30% fewer calories to its standard products. This sits alongside its Reduced Fat range. • United Biscuits has sold its fried snacks business to produce baked snacks only. • Morrisons NuMe 2013 sales data shows a significant uplift in sales compared with their previous Eat Smart range. For example, NuMe light soft cheese has 34% fewer calories¹ and sales have gone up 89%; and their NuMe smoked bacon rashers, with 35% fewer calories¹, has seen a 58% uplift. • PepsiCo has introduced a new range of Walkers baked crisps and is working towards a calorie cap of 160 calories across single serve savoury snacks without positive nutrition by 2015. • ALDI was the first supermarket to launch a 'Be Light' ready meal range that displays only green nutrient colour coding on the front of pack. For example, by swapping the standard Chicken Tikka with the 'Be light' version, an approximate 4.5 million calorie saving per year is made, based on current 2013 sales. • Co-op has introduced calorie targets & maximums for key product ranges, giving a greater selection of sandwiches & ready meals with less than 500kcal per pack. 40% of the sandwiches included in its lunchtime meal deal are from its healthier range which contain less than 350kcal per pack.

¹ As compared to Morrisons standard product

- Nestlé have launched a number of lower calorie options, this includes 2, 99 calorie biscuits, skinny cow caramel temptation, smarties mini biscuits. New products are being launched in smaller sized formats (in over half of new products launched in 2013/14) Nichols forecast that by the end of 2014, and using 2011 values as the base year, it will increase the percentage of no added sugar products in its portfolio to 33%.
- Tesco has launched the Healthy Living range with controlled levels of salt, sugar and fat, eg Healthy Living Mint Sundae contains 40% fewer calories than standard.

Out of Home Sector

- JD Wetherspoon and Compass provide meals up to 500kcal as a healthier/lower calorie option and they are labelled as such on menus to help consumers make a lower calorie choice.
- Lexington Catering has introduced its 'Lex Energise' range which contains 30% less calories than the standard range.
- Subway has launched a new low fat, and lower calorie, flat bread range.
- Beefeater provides a choice of starters from 242 calories, mains from 339 calories and desserts from 360 calories, enabling a guest to eat a three course meal of less than 50% GDA (women).
- Aramark introduced 500 calories or under and 'build your own meals' where customers have an active choice in ordering foods that are lower in calories.
- CH&Co introduced an under 350 calories range of sandwiches and wraps.

Action - Encouraging customers to choose healthier options

Types of Activity (not exhaustive)	Industry Good Practice Examples
<ul style="list-style-type: none"> • Promotion of smaller portion sizes to encourage down-sizing. • Other 'substitution' promotions to favour lower calorie options. 	<p><i>Retail/Manufacturing</i></p> <ul style="list-style-type: none"> • Britvic has committed to market only low sugar variants where available. • PepsiCo has pledged to advertise only no sugar and natural variants of Pepsi. • The Dairy Council has launched a new website promoting lower calorie products. Dairy UK created and ran a TV advert and Press campaign supporting Cathedral City Lighter and Clover Lighter. • Coca Cola has pledged to increase marketing investment in their sugar-free, no calorie brands. • Feel Good Drinks has launched a new pack format to encourage pubs to stock no-added sugar juice drinks. <p><i>Out of Home Sector</i></p> <ul style="list-style-type: none"> • Aramark is promoting low calorie commitments on table talkers and using healthy for life branded materials such as shelf barkers and posters to indicate which products are lower in calories. • Whitbread no longer advertises bottomless chips. <p>Working in partnership, (PepsiCo, Britvic, Odeon, Empire and Reel Cinemas) will actively encourage more people to lower their calorie intake and choose low-cal drinks by training retail employees to prompt cinema goers to try sugar-free Pepsi MAX and offer it as the default cola option in cinemas</p>

Action - Balance of portfolio/menu

Types of Activity (not exhaustive)	Industry Good Practice Examples
<ul style="list-style-type: none"> Companies may expand or change their offering to include a greater proportion of 'healthier' products/ menu items. Procurement and default options offered to customers are the healthy options, eg use of lower fat milks, caterers & retailers use of reduced fat cheeses. 	<p><i>Retail/Manufacturing</i></p> <ul style="list-style-type: none"> Britvic plan to stop selling full sugar Fruit shoot in GB – it estimates this will remove 2.2bn calories from the children's drinks market. Mondelēz International has increased the volume of confectionary products in the under 110 calories per serving range to over half of the range. Coca-Cola introduced a new mid-calorie Fanta and has introduced Cola life which has 30% less calories to create an additional option to standard Coke. <p><i>Out of Home Sector</i></p> <ul style="list-style-type: none"> Aramark has replaced butter with a lower calorie spread. It has also committed to use 1% milk in all of its kitchens and provide a wide variety of undressed salads. Low calorie salad dressing is standard. CH&Co has committed to use low calorie options as the default in those items that have the greatest effect, eg 1% milk as standard, and low salt/sugar baked beans. JD Wetherspoon hopes to grow its range of dishes that are under 700 calories from 30 to 40 dishes, and 55% of the menu content. Sodexo has committed to using 1% milk as their default instead of semi-skimmed or full fat milk in all allowable sites to enable consumer to make savings on both calories and fat content. A saving of approximately 100kcal and 11.5g fat for every Latte it serves. Dine has increased the menu options available, offering on average 30% less calories than its previous meal average.

Action - Activity intended to inform and educate consumers towards making healthier choices

Types of Activity (not exhaustive)	Industry Good Practice Examples
<ul style="list-style-type: none"> This could, for example, extend into meal composition and food preparation, such as funding healthier eating sessions in local schools - such action should ideally accompany other actions. 	<p><i>Retail/Manufacturing</i></p> <ul style="list-style-type: none"> Nestlé has helped educate and inform consumers through: <ul style="list-style-type: none"> their menu solutions website, providing balanced, healthier recipes with nutrition information, for use in schools, pub and workplace catering; increasing financial support for the Phunky Foods project which aimed to educate children and parents about healthy diet and lifestyle; and communicating a prominent front of pack ‘Love to Share’ message. Tesco has committed to help educate and inform consumers through: <ul style="list-style-type: none"> use of customer and staff publications to promote healthy eating messages; committing their pharmacists to lead an in store campaign, providing customers with information and advice on how to use the information on their product labelling to encourage swapping and making healthier choices; and using their ‘Real Food’ website to share recipes which have calorie information. Tesco has also increased the number of lower calorie recipes. Waitrose has committed to help and educate consumers through: <ul style="list-style-type: none"> ensuring their magazines promote good health messages, dedicated features on health, and recipes that have less than 50% GDA in ‘Waitrose Weekend’. They also pledged to inform and educate customers about the benefits of a healthy lifestyle through their ‘LOVE’ lifestyle magazine; strengthening the health and nutrition information on their website and helping customers in

- their choice through more interactive tools;
- running an eight week campaign to help consume approximately 500 calories less per day;
- issuing over 50,000 Change4Life campaign leaflets to Waitrose partners with the 'Be Calories Smart' message;
- adding weight watchers pro points to all 'LOVE Life You Count' products; and
the nutrition and health pages of Waitrose's website, offering practical information and tools to assist customers managing their calorie intake

Out of Home Sector

- Compass has introduced a number of activities designed to inform and educate consumers:
 - a new offer 'whole and sum' - a 500 calorie mix and match to encourage consumers to take a balanced meal with less calories;
 - wellbeing boards in restaurants to provide additional health information;
 - calorie labelling per portion with the average portion size shown through use of a demonstration plate; and
 - a 'Know your Food' campaign enabling consumers to understand what is in the food that they serve.
- Subway has ensured that their range low fat range of subs and flat breads was easily identifiable in store by a healthy heart symbol showing that their low fat ranges were supported by Heart Research UK. Calorie information for the range was included in all stores on a wall poster.
- Through its healthier eating 'healthwise' campaign 2013/14, Sodexo has promoted the benefits of switching to lower calorie/low fat options and an increased intake of fruit and vegetables, by:-
 - promoting healthier swap ideas;
 - the provision of calorie information on everyday food items/dishes; and
 - displaying calories at point of choice.

Action - Other

Types of Activity (not exhaustive)	Industry Good Practice Examples
<ul style="list-style-type: none"> By harnessing their creative powers, companies may be able to develop further options to facilitate behaviour change – for example, this might include innovative use of loyalty cards. 	<p><i>Retail/Manufacturing</i></p> <ul style="list-style-type: none"> Nestlé Professional has committed to enable around 500 catering students complete a free nutrition and health training programme with the British Nutrition Foundation. Tesco has pledged to launch a new product Improvement Code of Practice to provide guidance to their technical managers and suppliers on the opportunities to reduce the calorie content of their products. This would be supported by training programmes. Tesco has committed to commission new research to ask their customers what they could do differently to further incentivise and encourage them to make healthy choices. Tesco has pledged to create a new system to use clubcard data to generate insights into effective behaviour change strategies. <p><i>Out of Home Sector</i></p> <ul style="list-style-type: none"> CH&Co has created a nutrition training scheme. We understand the trial they have undertaken shows calorie values of dishes reduced by 10-15% compared to those recipes before training.

5. Other Resources

There are a number of resources which you may find helpful:-

IGD reformulation: a best practice guide

<http://www.igd.com/reformulation>

Information on the Responsibility Deal and how to become a partner

<https://responsibilitydeal.dh.gov.uk/>

Current signatories to the calorie reduction pledge, delivery plans and annual updates

<https://responsibilitydeal.dh.gov.uk/pledges/pledge/?pl=23>