



PLATE OF THE NATION



M&S EAT WELL, PLAY WELL REPORT 2023



M&S
— FOOD —



FOREWORD



At M&S we want to make a real difference to the UK's health and inspire the next generation. We believe we can help to make healthy eating easier and more accessible for our customers.

We also have a passion for sport and staying active, which is why we've launched our Eat Well, Play Well campaign. Through our partnerships with the home nations Football Associations and their star players, we're encouraging people to eat more healthily and to move more.

But we want to do much more than that. Our goal is to help millions of families to make healthier food choices, by 2025 70% of sales will come from healthier foods and we will continue to work with government to improve people's access to healthy food and drink.

Achieving that will be no easy task but we believe it's possible if we work as a team. We're committed to improving nutrition education across the UK by using our nutrition experts, partners and footballers to educate and inspire the nation.

We also want to deliver our healthiest foods and snacks to places where it will have the biggest impact, such as grassroots football clubs, schools and sports stadiums. And as a football fan with a young family myself this is something that I'm especially passionate about.

There's much work to be done, but our hope is that our Eat Well, Play Well campaign will use the power of football to kick off a healthier and more active future for the UK.

Alex Freudmann,
Managing Director, M&S Food



INTRODUCTION

Football is the UK's most popular sport – an estimated 1.45 million people play in organised leagues across all ages and genders every week. It's a sport that can unite nations and the game is continuing to grow in popularity thanks to the rise of women's football. Last year, England's Lionesses won EURO 2022 before reaching the final of the 2023 World Cup. Northern Ireland also qualified for the Euros, while Wales narrowly missed out on qualification for the World Cup.

The game is in good health and so too are its players. Studies have shown that top players playing in the biggest competitions run between nine and 14 kilometres every game and 5-15% of that distance is made up of sprints. Top teams that play in European competitions now play up to 60 games per season - that's about 10 more than they did 20 years ago. Training time has increased, too, with players completing 2.5 times as much "work" as elite players did in the 2000s and 2010s.

Their superhuman efforts have been aided by an increase in the application of science to professional football. Players wear GPS technology to monitor how far they run and how many sprints they make in each training session and game, with sports scientists tweaking their training programmes to ensure they're as fit as possible on matchday. Nutrition has also been key. Clubs

employ sports nutritionists, chefs and dietitians to educate players on how to fuel their bodies before and after games so they recover quickly between matches and are fully fuelled on matchday.

It's clear that nutrition is key to high performance in professional football and now we want to use some of that advice to help families to live healthier, active lives. A series of studies have shown that some health issues in the UK are on the rise. The Health Survey for England 2021 estimated that 26% of adults in England are obese and a further 38% are overweight but not obese. Obesity in children in England and Wales is unacceptably high, with almost one in four 11-year-olds living with obesity. A new study shows that UK children are significantly shorter than their European peers, with significant height variation between poor and wealthy areas in the UK. Rickets – a disease often caused by a poor diet and a lack of vitamin D, is also on the rise in Scotland and our national dietary survey shows that across the population, at all ages, we fail to eat five fruit and vegetables per day and consume too much saturated fat, salt and sugar.

This is why we have partnered with the four home nations football associations to launch the Eat Well, Play Well campaign – to encourage and inspire the UK to take learnings from footballer diets and habits and apply

them in our everyday life. We're not saying they should follow word for word but by using their influence we believe we can take steps to a healthier nation. In fact eight in ten parents (79%) say their children would be more likely to eat healthy food like fresh fruit, pasta salad, carrots and even brussels sprouts if they thought their favourite players ate them. In short - our aim is to help people to eat healthier and live more active lifestyles through the power of football and our Eat Well range. Eat Well is a health seal of approval, backed by the British Nutrition Foundation, found on more than 1800 M&S products across stores nationwide, making it easier to consume a healthy, balanced and delicious diet.

“Consumers need clear, evidence-based guidance to make it easier to make healthy food choices when shopping. We were delighted to work with M&S on their Eatwell criteria, based on government guidelines and trusted nutrition science.”

British Nutrition Foundation

In this report, we've conducted our own research to find out the obstacles stopping families from accessing healthy food and understanding the basics around quality nutrition. We've also spoken to current and former players, nutritionists, and chefs to reveal nutrition secrets from the world's best footballers that are affordable and can be easily applied to our own diets. With the 2023/24 football season just around the corner, there's never been a better time to kick start a healthier you.



Only

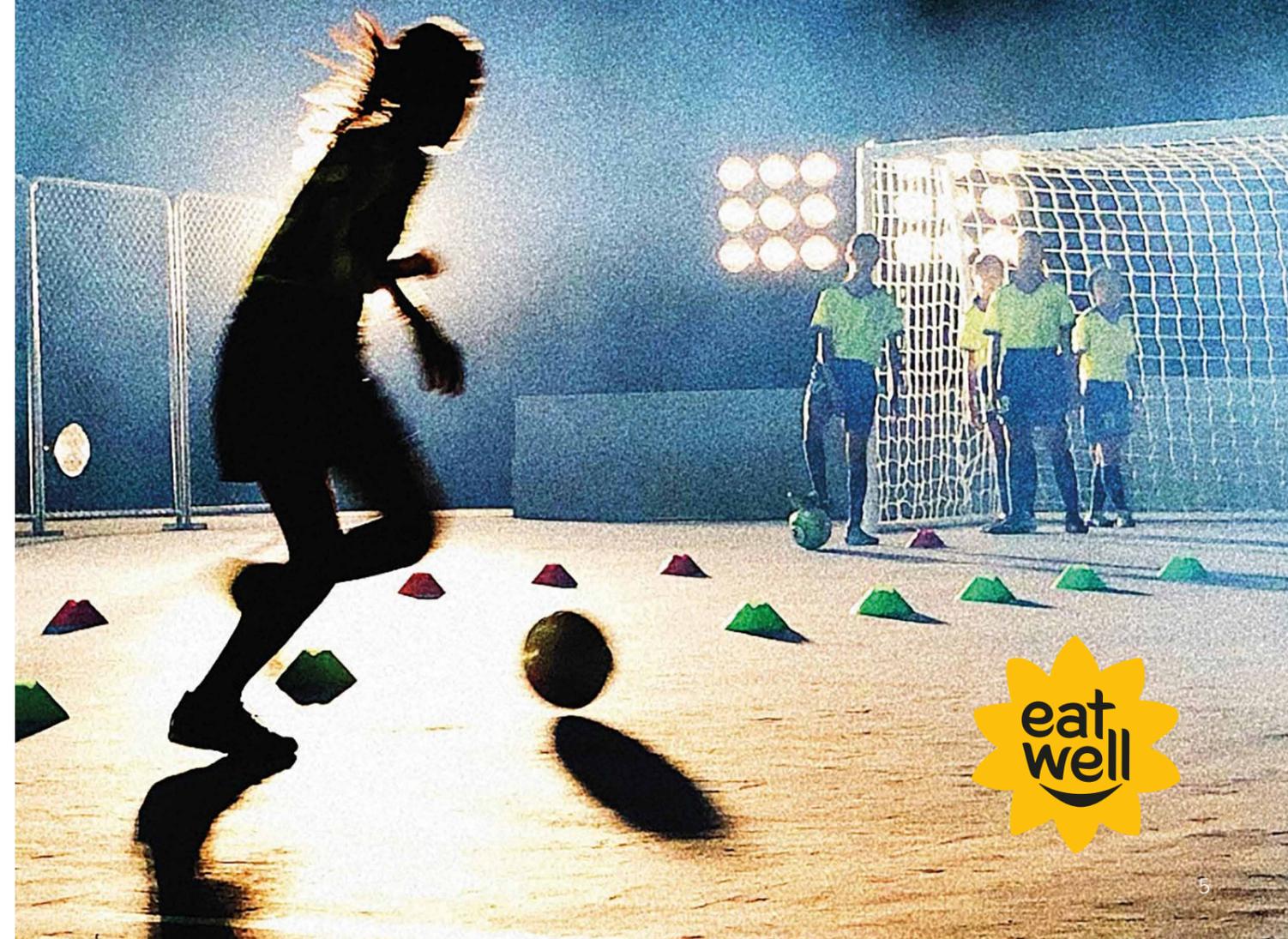
1 in 5

Brits (20%) feel they have a consistently healthy relationship with food.

“

When I was growing up I used to eat four bowls of cereal a day in between playing football with my friends - I didn't want to waste time sitting down for meals. But as my career progressed and as football nutrition became a focus, I quickly learned how eating well was the key to playing well.”

Jermaine Jenas



STATE OF PLAY: THE UK'S NUTRITION HABITS

Across the UK, rising living costs have impacted wallets, shopping baskets, fridges and cupboards. A YouGov survey of 2,004 adults between May 2023, commissioned by the British Nutrition Foundation as part of its Healthy Eating Week in June 2023, revealed that the cost-of-living crisis has changed the shopping habits of the nation and that 70% of people are concerned about rising food prices.

THE SURVEY FOUND THAT...



68%

have changed their weekly shopping patterns due to the cost-of-living crisis



32%

are concerned they aren't consuming enough nutrients because of tighter budgets

REMARKSABLE

Our Remarksable range consists of everyday foods, at the quality you would expect from M&S, at everyday low prices. From 100% free range British eggs to vitamin-enriched bread, our range is consistently monitored and reviewed to give customers our best value – and nearly 50% of the Remarksable range are Eat Well foods.



The survey found that 68% of people have changed their weekly shopping patterns due to the cost-of-living crisis, while 26% of people now have concerns about being able to afford enough fruit and vegetables to ensure their family eats well. It found that consumers have been driven to reduce key food items from shopping lists, such as fresh fruit and vegetables (17%), fresh fish (22%) and dairy products (13%). Thirty-two per cent added that they are concerned they aren't consuming enough nutrients because of tighter budgets.

The survey also emphasised the impact of the cost-of-living on people's dietary choices. More than one in four (27%) say it is too expensive to buy healthy food all the time and 15% find it difficult to find healthy food on their budgets. But, there is hope. Two thirds of those surveyed recognised the role of a balanced diet on exercise and performance. Armed with knowledge from experts and elite footballers; access to nutritious, tasty and affordable food, and regular exercise, people could make healthy lasting changes.



We know that diet and lifestyle can have a major impact on the risk of some of the major public health concerns in this country, including heart disease, stroke, type 2 diabetes and some types of cancer. We must make healthier choices easier for people across the population”.

British Nutrition Foundation



1 in 5

(19%) aren't confident in their knowledge of nutrition to make healthy and balanced food choices.



1 in 4

believe they eat a less healthy diet and lead a less healthy lifestyle compared to before the pandemic



TWO THIRDS

of those surveyed recognised the role of a balanced diet on exercise and performance

LOWER PRICES

(47%) said that when buying food, lower prices would most encourage them to make healthier choices.



The survey also found that consumers have been driven to reduce key food items from shopping lists.



17%

Have reduced fresh fruit and vegetables



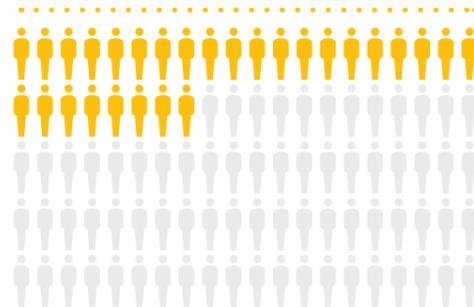
22%

Have reduced fresh fish



13%

Have reduced fresh Dairy products



26%

now have concerns about being able to afford enough fruit and vegetables to ensure their family eats well

M&S PRICE LOCK

is a guarantee from us to lock the prices on over 100 everyday foods so you can get great value food at everyday prices, without compromising on quality.



1 in 4

(27%) say it is too expensive to buy healthy food all the time



15%

find it difficult to find healthy food on their budgets

HOW TO EAT LIKE A PRO



M&S
— FOOD —

OFFICIAL PARTNER OF THE ENGLAND TEAMS



Football and nutrition have come a long way. In the 1990s, fast food and alcohol were common in the diets of professional footballers. “In the early days of my football career, we would eat anything we wanted, mainly because no one taught us about the importance of healthy eating” reveals football legend and M&S ambassador Ian Wright.

At the turn of the century footballer’s diets at last began to change. Clubs hired Performance Nutritionists to teach players about the importance of healthy food and drink and how it would help their performances. “When Arsene [Wenger] arrived in 1996, he taught us all about healthy eating and food became fuel for performance” adds Wright. “Arsene changed our diets completely. He had us all on high protein diets and lots of water, and he didn’t allow us any seasoning! He was big on us getting all our vitamins and the right supplements all focused towards performance and what would be best for our bodies. Today, more of us are aware of what our body needs, but back then it was new for football.”

In 2023, players have individual meal plans that are tailored to their height, bodyweight and position on the pitch. Many players have even hired personal chefs to cook nutritious meals for them at home. Clubs and international teams are also using simple and innovative methods to teach players how to divide their plate on rest, match and recovery days.



Head of Men’s Performance Nutrition at The Football Association, Chris Rosimus, gives us an insight into how the men’s team eat well to play well.

FOOD FORMATIONS

We try to periodise nutrition - eating different types and amounts of food at different times - to help players to match their energy intake (how many calories they’re consuming) with their calorie expenditure (how many calories they’re using). We’ve developed a system called ‘food formations’ which is a simple tool to teach players how to do this at key periods during the week. You can periodise your own nutrition at home by using the food formations framework.

Dr Chris Rosimus
Head of Men’s Performance Nutrition at The Football Association



3-1-1: EATING FOR ENERGY

(BEFORE A GAME OR HIGH INTENSITY TRAINING SESSION)



Three portions of carbohydrates, one portion of protein and one portion of vegetables. The purpose of this meal is to really maximise the amount of carbohydrates (energy) consumed, to allow an increased amount of glycogen to be absorbed by the muscles ready for an intense training session or a 90 minute game. Think about players during an international match, making lots of accelerations, changes in direction and other intense actions that all require energy.

EXAMPLE MEALS:

- Wholegrain rice pouch, grilled chicken and broccoli.
-  Wholegrain pasta, salmon fillet and lighter crème fraiche with watercress or rocket and lemon



2-2-2: EATING FOR RECOVERY



This formation represents a moderate fuel, moderate recovery and repair meal with two portions of carbohydrates, two portions of proteins and two portions of fruits or vegetables. The purpose of this meal is to fuel the body to a moderate amount, but to also recover from the match or heavy training session we’ve just taken part in. We increase the protein content here to really help the body mend and repair any damaged muscles, while also consuming two good portions of fruits and vegetables to help with reducing soreness and inflammation.

EXAMPLE MEALS:

- Chicken skewers with vegetables, salad and spicy rice salad.
-  Eat Well meal: Teriyaki Beef Stir Fry with Lentil Noodles



3-2-1: EATING ON REST/ LIGHT TRAINING DAYS



This is all about consuming a high amount of fruits and vegetables to ensure we look after our immunity and general health and wellness. This could be a travel day or even a very light training day where we will still want to consume a little bit of carbohydrates and protein but really ramp up the vegetables and fruit consumed to increase our intake of all the important vitamins and minerals.

EXAMPLE MEALS:

- Roasted Vegetables and Falafel with Reduced Fat Houmous in a Wholemeal Pitta



Eat Well meal:
Super Nutty
Wholefood
Salad



FOOTBALLERS' SECRET FUEL

“A lot of our players drink beetroot juice before matches. A number of studies have found that beetroot juice can help to boost players’ ability to run various distances at different intensities and increase time to exhaustion - how long it takes for them to become tired.”

Daniel Nisbet: Football Association of Wales National Youth Teams High Performance Manager



EATING ON THE ROAD

“Travelling long distances can also make it difficult for players to eat and drink correctly at the right times. To tackle these challenges, our Performance Nutritionist works alongside our Performance Chef to create nutritious and tasty meals that are tailored to the demands of international football.”

Craeme Jones: Head of High Performance for the Scottish Football Association

FOOTBALLERS' PRE-MATCH MEALS



SIMONE MAGILL

Tagliatelle pasta with chicken in a creamy tomato sauce with cheese and a side salad



JOELY ANDREWS

Tuna pasta



SOPHIE INGLE

Bagel with scrambled eggs, beans and cheese



PADDY MCNAIR

Pasta with green pesto



JONNY EVANS

Rice pudding or omelette and toast



SAM KERR

Poached eggs, beans and bagel



LILY WOODHAM

Chicken and bacon creamy pasta



LEE GIBSON

Porridge, honey and strawberries

HOW BIG IS A PORTION SIZE?

Portion sizes vary depending on the size of the individual. The British Nutrition Foundation has provided a selection of examples using your hands and spoons so you can get used to sensible portion sizes.

- 75g**  Two handfuls of dried pasta shapes or rice
- 75g**  A bunch of spaghetti the size of a £1 coin, measured using your finger and thumb
- 180g**  The amount of cooked pasta or rice that would fit in two hands cupped together
- 220g**  A baked potato about the size of your fist
- 40g**  About three handfuls of breakfast cereal
- 120g**  A piece of grilled chicken breast about the size of your whole hand
- 30g**  A piece of cheddar cheese about the size of two thumbs together
- 20g**  About one tablespoon of peanut butter
- 30g**  About three teaspoons of soft cheese



THE EAT WELL, PLAY WELL GAME PLAN

WHAT IS EAT WELL?

Our research shows that when people are trying to find healthy food choices there are key things they are looking for. Nearly a third (32%) say they want easy to understand labelling, 29% want simple recipe swaps to make their meals healthier, and 17% want help from Nutritionists. We also know that one in five people (19%) in the UK aren't confident in their knowledge of nutrition to make healthy and balanced food choices.

Cooking skills are also varied and are hindering the ability of some families to eat well. While the average person in the UK knows how to cook an impressive 14 meals at home, more than one in twenty (6%) say they never cook at home at all. The majority (61%) of those who do cook, make just one meal for their household on an evening, with over half (53%) stating their diet is influenced by others' dietary requirements or fussy preferences.

When trying to make healthy food choices, 42% check for sugar levels on food labelling, 37% check the fat content while three in 10 (31%) admit to not checking labelling at all. Almost one in three (32%) say they are seeking easier-to-understand food labelling, highlighting the

confusion for consumers with current nutritional information on packs. This is where we come in.

Eat Well is a health seal of approval found on more than 1,800 M&S products across stores nationwide, making it easier to consume a healthy, balanced and delicious diet. Every product with the Eat Well flower has a health benefit and supports a balanced diet. So all you have to do is follow the flower for a healthy choice – helping those who want easier labels.

The Eat Well flower is only given to products meeting evidence-based nutritional criteria, developed by our nutritionists in consultation with the British Nutrition Foundation. And the best bit? Because it's from M&S, you can be sure any Eat Well product you choose will taste delicious too.

Our Eat Well hub on our website gives advice for those wanting to make their family favourites healthier (more to come in this report), as well as having nutritional advice from our team of nutritionists – which we are also pledging to make available via specific Q&A sessions on social media.



Healthy eating is a priority for families in Northern Ireland. An M&S Family Matters survey found that 53% of people across the country are concerned about family health and 40% are keen to get nutritious food into their diets. Our partnership with M&S will give families the advice they need to create a healthier future with advice from their footballing heroes.”

Ricky McCann, sports scientist for the Northern Ireland senior men's team



My approach to nutrition now is a lot better than when I was a boy. But now I'm 30 I need to look after what I eat and keep an eye on my intake to stay in shape.”

Adam Davies

YOUR GAMEPLAN

We now know exactly how professional footballers fuel their bodies for high performance – but what are the key steps we can all take to eat well and play well? We've kicked off with the basics you need to know to start eating healthier, tackled the food groups you need to eat on a daily basis and hit the back of the net with a selection of simple, tasty Eat Well meals, so you can start adding the right foods and drinks to your shopping basket right away.



WHAT IS A HEALTHY BALANCED DIET?

A healthy diet is about getting a balance and variety of foods from the main food groups. In the UK, the government's healthy eating model is called the Eatwell Guide. The guide has been developed scientifically to look at the balance of different foods and drinks that provides the nutrients the body needs in the recommended amounts.



Fruit and vegetables

Beans, pulses fish, eggs, meat and other proteins



Oil and spreads

Dairy and alternatives

Potatoes, bread, rice, pasta and other starchy carbohydrates

MATCH YOUR CALORIES WITH YOUR ACTIVITY LEVELS



Typically, women need around 2,000 kcal a day while men need around 2,500 kcal, depending on your starting weight, height, age and activity levels. Like footballers, think about your energy expenditure for the day. On days when you're more active you might be hungrier and need more fuel, while on days when you're less active it may be more appropriate to have lighter meals and increase your fruit and veg intake. This is the same for hydration - if you're more active or if the weather is warmer remember to drink more water than normal.

MIX UP YOUR PROTEIN



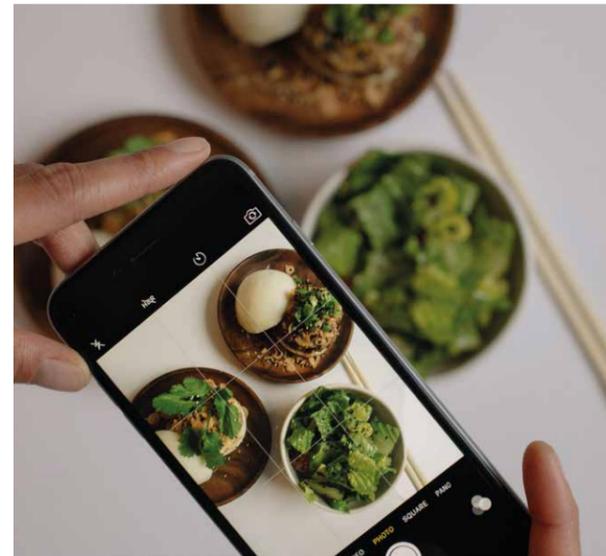
It is a good idea to eat a variety of different types of protein and to include more plant-based sources of protein like beans, lentils or chickpeas as these are higher in fibre and naturally low in fat. Nuts and seeds (plain, unsalted) are included in this food group and contain vitamins, minerals and fibre. They are also high in fat but the majority of this is 'healthier' fat (unsaturated) and are a nutritious option in moderation, keeping portion sizes small like a small handful.

Former England midfielder Jermaine Jenas gets his protein kick with our Eat Well chicken balti, made with tender pieces of chargrilled chicken breast, tomatoes, ginger, black onion seeds and red peppers.



My family generally follows a healthy diet that we as footballers have to eat, and it's something I want to instil in my daughter, showing the importance of living a healthy life."

Tom Bradshaw



We're all individuals and so there's no single eating plan that will meet everyone's needs. Social media trends may promote the latest quick fix diet or workout as the solution, but to have the greatest impact on our health, we need to be able to stick with healthier habits for the long run so they have to work for us."

British Nutrition Foundation

EAT MORE FRUIT AND VEGETABLES



Most of us know that we're meant to eat our five a day - but did you know less than a 1/3 of adults achieve this? Diets high in fruit and vegetables are linked to a lower risk of diseases like heart disease, stroke and some types of cancer. Adding more colour to your plate or trying a different colour of the rainbow can be a great way to encourage children to eat a variety of different fruit and veg and will help to ensure you get all the vitamins and minerals you need to support your immune system and gain other health benefits.

STARCHY FOODS - CHOOSE WHOLEGRAIN AND HIGHER FIBRE



Brown, wholegrain carbohydrates are higher in fibre and rich in vitamins and minerals such as iron, calcium, folate and B vitamins. Fibre is a really important part of our diet - we need around 30 grams per day. Did you know on average we are only getting 20 grams per day? If you choose wholegrain bread, wholewheat pasta or wholegrain breakfast cereals, you'll take a big step towards getting your daily dose. All M&S bread is enriched with fibre to help make sure you're getting enough.



Eat Well Top Picks

JUDE BELLINGHAM

Pineapple chunks



RACHEL DALY

Green and clean juice



ELLA TOONE

Smoked salmon and avocado pot



JORDAN PICKFORD

Cut health smoothie



Eat Well Top Picks

MASON MOUNT

Vegan choco crunch



JORDAN HENDERSON

Pecan pie flavour porridge



JACK GREALISH

Sourdough



EAT TWO PORTIONS OF FISH PER WEEK



We should be eating at least two portions (2 x 140g cooked weight) per week of sustainably sourced fish (fresh, frozen or canned), including a portion of oily fish. Oily fish includes salmon, sardines, mackerel and trout. Fish are good sources of lots of vitamins and minerals. In particular, oily fish are natural sources of vitamin D and are the richest source of a special type of fat called long chain omega-3 fatty acids, which may help to prevent heart disease.

SHOULD WOMEN AND MEN EAT THE SAME?

Nutrition isn't a one-size-fits-all approach. Female footballers - and females in the general population - have different nutritional needs than men and even among women, there are variations depending on age, body type, position, training load, menstrual cycle, and other factors. Research has also found that female footballers may be underfueling.

M&S Nutritionist, Sophia Linn, explains: "In women's sport what we do see is people tend to under-fuel and it's something that's a real concern when we want to think about a player's performance and reducing their risk of injury."

A good well-balanced diet, ensuring that energy needs are met, are important to support a regular menstrual cycle in female players. Maintaining iron intakes and good hydration status is important, too. Ensuring sufficient energy intakes to meet energy demands, as well as consuming sufficient calcium and vitamin D intakes, are important to support bone strength as women are more vulnerable to osteoporosis and subsequently bone fractures.

To protect against injury and fuel performance, Linn says there are a number of different nutrients female footballers need to consider. "Carbohydrates are so key, particularly in the run-up to matches. We need to make sure people understand that they need to eat the right things to play well and perform at their best, and educate at not only the elite level but at grassroots and the wider football community."

Wales legend Robbie Savage with one of his Eat Well favourites - the king prawn bhuna. His spicy, aromatic curry is high in protein, which supports muscle mass, and low in saturated fats.



“Until the game became professional there was little guidance on nutrition and you could eat whatever you wanted. Thankfully things are changing with the recognition of female specific nutrition factors, such as nutrition around the menstrual cycle.”

Fara Williams, former Lioness and most capped England player

GO EASY ON RED MEAT



Meat can be part of a healthy diet and can be a source of several vitamins and minerals including iron, zinc and selenium. We are advised not to eat more than 70g of red or processed meat as high consumption has been linked with a higher risk of bowel cancer. You can cut down the fat content of meat by choosing leaner cuts such as lower fat mince, cutting off visible fat and taking the skin off poultry and using less fat when cooking, such as grilling instead of frying.

DAIRY FOODS AND ALTERNATIVES



This food group includes milk, yoghurt and cheese as well as plant-based alternatives. Dairy foods are an important source of calcium for bone health, as well as protein, iodine and B vitamins. Calcium is particularly important for the growth and development of children. Vitamin D helps with the absorption of calcium. The nutritional content of dairy alternatives varies depending on what they are made from (such as soya, rice or oats) and whether they are fortified. At M&S all Plant Kitchen alternative milks are fortified with calcium vitamin D, b12 and iodine.

FOODS HIGH IN FAT, SALT AND SUGAR – KEEP PORTIONS SMALL



A healthy balanced diet includes room for treats too but aim to limit your intake of foods high in saturated fat, salt and sugar such as crisps, sweets, biscuits, cakes, chocolate and sugary drinks. If you do include them then it is best to have small portions – for example those that provide about 100-150 kcal such as a small chocolate biscuit bar, four small squares of chocolate or a small bag of crisps. Follow the flower for Eat Well healthy snacks such as Popped Chips which are enriched with vitamin D and fibre and make a great lunchbox snack.



“Due to my knowledge as a footballer, my friends and family follow a very similar diet to me, but sometimes they'll enjoy cheat meals a little bit more than I do.”

Ryan Christie



“If I wasn't a footballer I think my diet would be very basic. Not having the right advice would push me towards something very beige, and a lot of chips.”

Kenny Mclean

CREATING A GAME CHANGING FUTURE

We've given you the game plan to kick start a healthy balanced diet but how will it benefit the health of you and your family in the long run?

A balanced diet that's low in saturated fat and high in fibre found in wholegrains and rich in fruit and vegetables can help you to maintain a healthy weight and reduce your risk of developing health problems such as Type 2 diabetes, cardiovascular disease and some types of cancer.

Staying active also plays an important role in overall health and reducing the risk of adverse health effects – choose something you enjoy whether it's football, swimming or walking with a friend.

At M&S we believe that food is here to be enjoyed, both physically and mentally. Whether it's cooking for your family, socialising with friends or that post match snack. We want to make a healthy choice, a delicious one and know a balanced diet includes rooms for treats too. This all helps to encourage a positive relationship with food and support our physical and mental wellbeing.



CHOOSE THE RIGHT FOODS FOR YOU

Nutrition isn't a one size fits all approach, we all have individual differences when it comes to food preferences, and other cultural factors which can impact our food choices. For example, if you choose to follow a plant-based diet, more planning may be needed to ensure you are gaining all the nutrients you need, including vitamin B12 and iron. For women, the menstrual cycle can impact fluctuations in hormone levels which may result in more iron being required in the diet.

SMALL WINS, BIG RESULTS

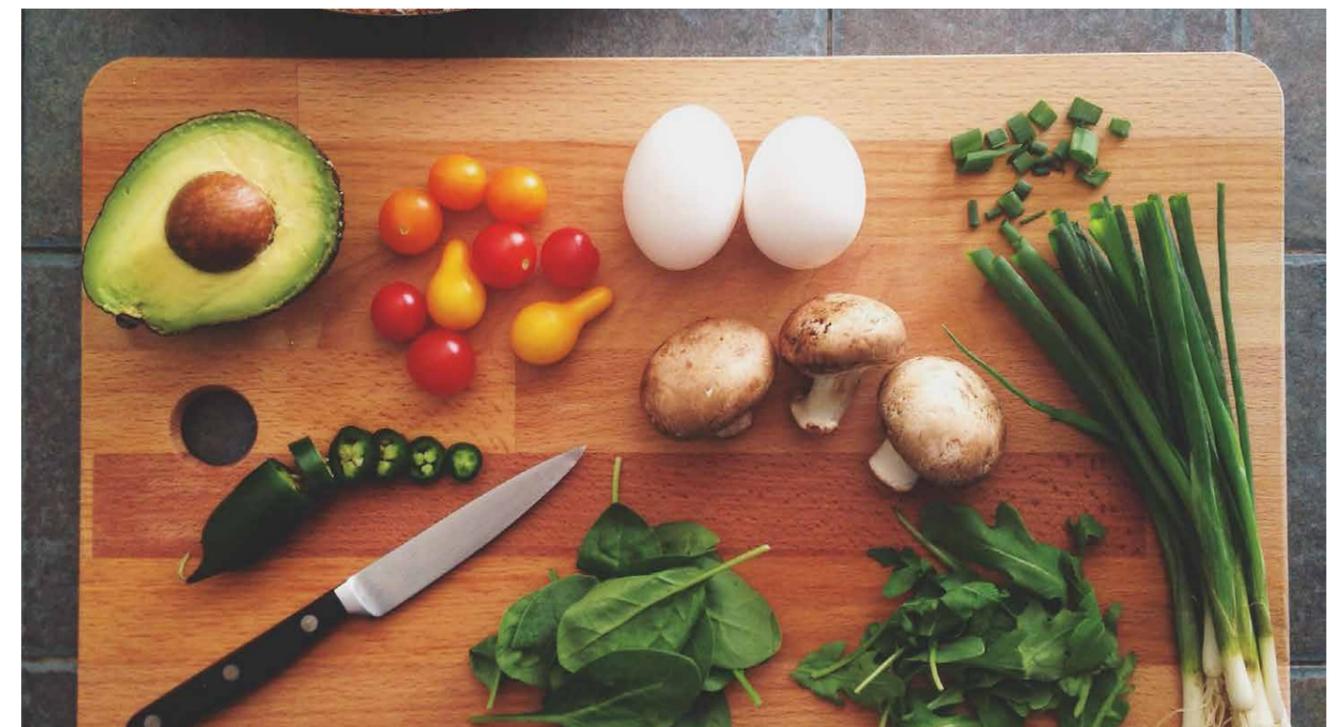
Small changes can make a big difference in the long run, such as incorporating more fruit and veg in your diet, increasing your fibre intake or eating two portions of fish per week. Our Eat Well seal of approval is here to help you make these choices easy and delicious.

Research also shows that eating a healthy diet rich in fruits, vegetables, whole grains and low-fat dairy, along with a healthy lifestyle, can help to reduce your risk of heart disease by maintaining blood pressure and cholesterol levels. High blood pressure and cholesterol can be a symptom of too much salt and saturated fats in your diet.

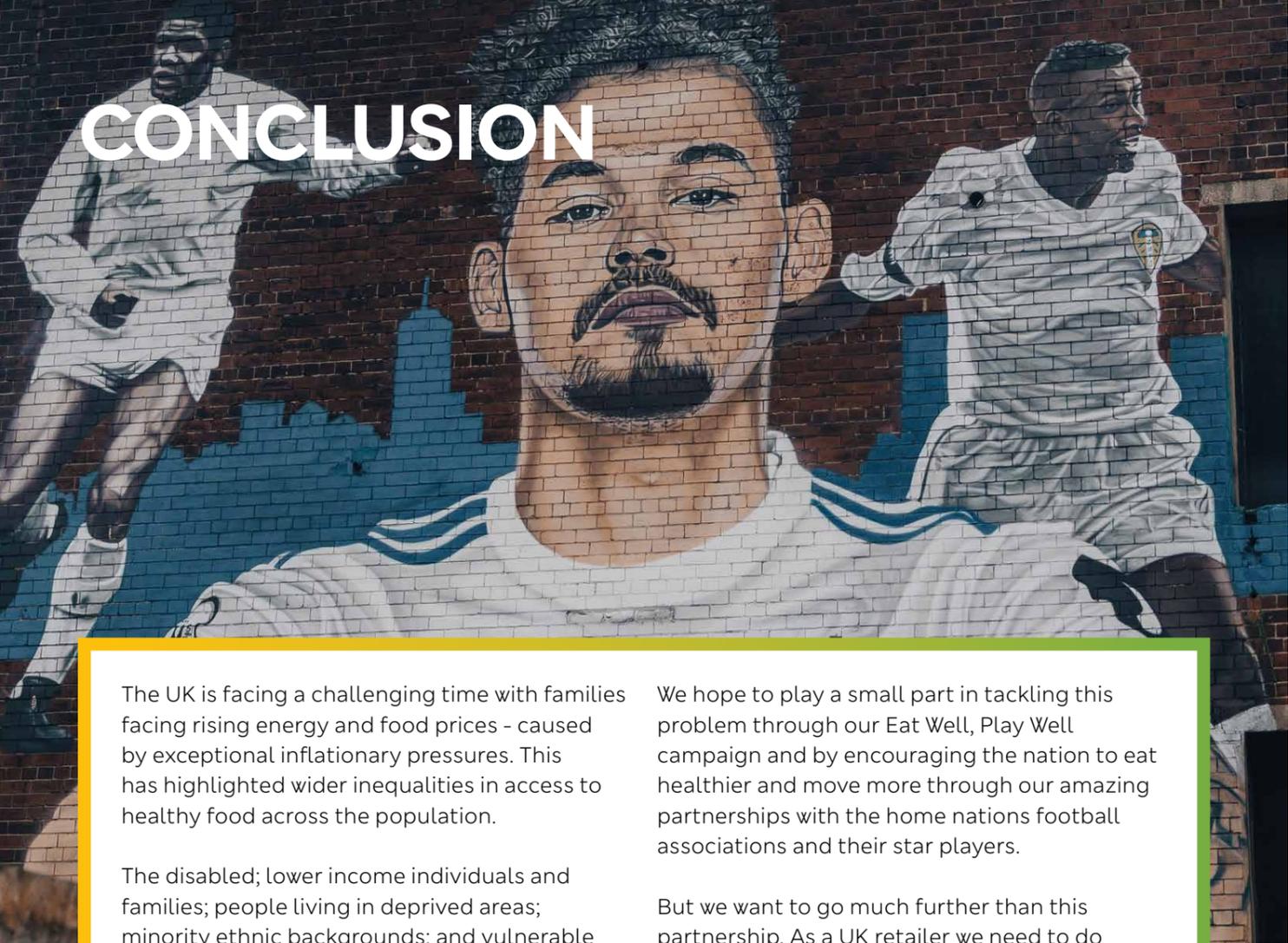
If you are considering making any changes to your diet or are concerned about your health please seek advice from a health care professional.

eat well VEGETABLE STIR FRY

Protein	6/10
Fibre	9/10
Special Skill	Contains 6 different vegetables
Perfect Pairing	Chilli and Coriander No Chic'n Chunks



CONCLUSION



The UK is facing a challenging time with families facing rising energy and food prices - caused by exceptional inflationary pressures. This has highlighted wider inequalities in access to healthy food across the population.

The disabled; lower income individuals and families; people living in deprived areas; minority ethnic backgrounds; and vulnerable people such as the homeless are most at risk of diet-related ill health and their risk has been made worse by the current economic climate.

Poor diet is one the biggest preventable risk factors to ill-health, contributing to lower life expectancy and earlier onset of ill-health.

We hope to play a small part in tackling this problem through our Eat Well, Play Well campaign and by encouraging the nation to eat healthier and move more through our amazing partnerships with the home nations football associations and their star players.

But we want to go much further than this partnership. As a UK retailer we need to do our bit by working with organisations such as the British Nutrition Foundation to help find ways to make healthy eating easier and more accessible to the UK. That's why we have set out our own Eat Well pledge to help do our bit and start more healthy conversations with the UK government, too.

We are committed to helping families make healthier, more affordable nutrition choices through **five key steps:**

1

EDUCATION

Using our nutritional experts, partners and footballers to educate and inspire the nation. As part of this we will ensure our Nutritionists hold a monthly social media take over and we'll produce regular content with footballers, managers and legends to show how easy it is to make simple healthy swaps and highlight healthy foods to inspire children.

2

ON THE ROAD AND IN STADIA

We'll deliver healthy messages and snacks direct to grassroots clubs, schools and stores via our Eat Well truck. We've been feeding the elite and now is time to tackle the future footballing stars of the UK and our customers and we'll also be working with the home nations to do this. We have also collaborated with Wembley Stadium, as part of their wider healthier options in stadia strategy, to open two Foodhalls on Level 2 to offer fans more choices when attending games and concerts. Our research shows that 27% of parents would like to see more healthy food options at football games across the UK and 58% say they find it hard or very hard to find healthy snacks at matches. By opening these stores, which will be stocked with more than 50% of Eat Well products, we together with Wembley Stadium are giving families more choices in what they eat at games. And by picking up something with our Eat Well flower on it - they know they've made a healthy choice. We will be looking to work with the other home nations on what we can do specifically at their stadiums or games to offer healthier choices.

3

SUPPORTING THOSE IN NEED

By using our stores, brands and partnerships to promote services available to customers - such as the Government Healthy Start Vouchers, available in England, Wales and Northern Ireland and Scotland's Best Start scheme. With both we'll commit to communicating about the schemes in store and through customer comms to ensure that people are aware of the vouchers and encourage them to check their eligibility. Currently a third of people in the relevant nations who are eligible aren't signed up to Healthy Start and it's something we want to change. Through our partnership with the local giving platform, Neighbourly, we are continuing to help food banks to provide fresh fruit and vegetables to lower income families who struggle to afford healthy food. And there's more to come which will be announced over the coming months.

4

EXPANDING THE EAT WELL RANGE

We are committed to making healthy and delicious choices inspiring and affordable for our customers. Currently more than 50% of our Remarkable value range has the Eat Well seal of approval, and by 2025 70% of our sales will come from healthier products. We will be increasing the number of Eat Well new products brought to stores to add to the 1800 strong range.

5

STAYING AHEAD OF THE GAME

We want to be ahead of the game on consumer worries over additives, animal and worker welfare. When we say "this is not just food" we really do mean it. We were the first to only sell or use free range eggs in all of our products, and we removed MSG across our products way back in 2003 when many retailers are still selling products with the additive in. We never use artificial colours, flavours or aspartame in any of our products and hydrogenated vegetable oil is banned too. We have more RSPCA assured products than any other retailer, we are the first national retailer to sell only slower-reared, higher-welfare fresh chicken to customers and all of our beef can be traced back to every farm and animal. We promise to continue on this path, being ahead of customer and industry worries by constantly striving to find the best quality ingredients for our products - ones that you would find in any store cupboard at home and continue to be market leading in animal welfare.



PLATE OF THE NATION



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