



PORTION CONTROL

Karen Tonks
Company Nutritionist



- We are one of the world's largest retailers with over 530,000 colleagues in 12 Countries serving 75 million customers a week in our stores and online.





What matters now: using our scale for good

Tesco and Society Report 2013

“Our scale gives us an opportunity to make a positive difference to some of the biggest challenges facing the world.”
Philip Clarke, Chief Executive

Improving Health

Health matters to all of us. We all want to enjoy active and healthy lives. But many of us lack the money, time and motivation to make this our reality.

Food is at the centre of this challenge. But for many people food is a highly emotive issue – not enough of the ‘right’ stuff, too much of the ‘wrong’ stuff. As one of the world’s biggest food providers, we want to help change this.

http://www.tescopl.com/files/pdf/reports/tesco_and_society_2013_ipad.pdf



Salt

Calories

Fruit & Veg

Saturated Fat

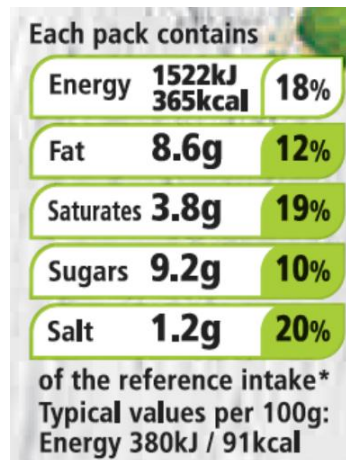
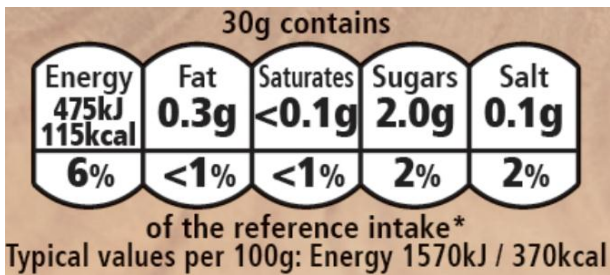
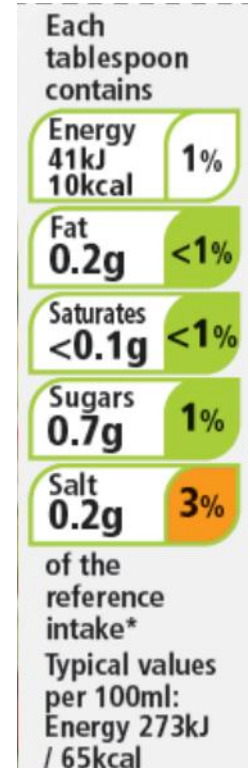
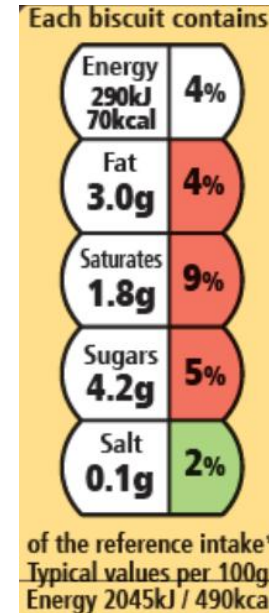
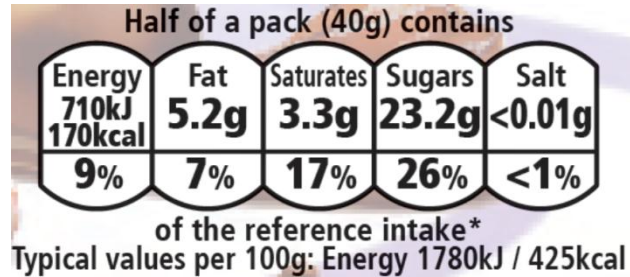
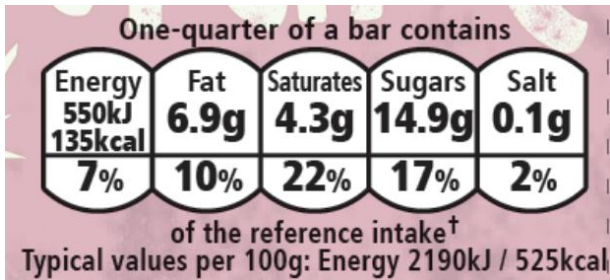
Sugar

Healthier Promotions



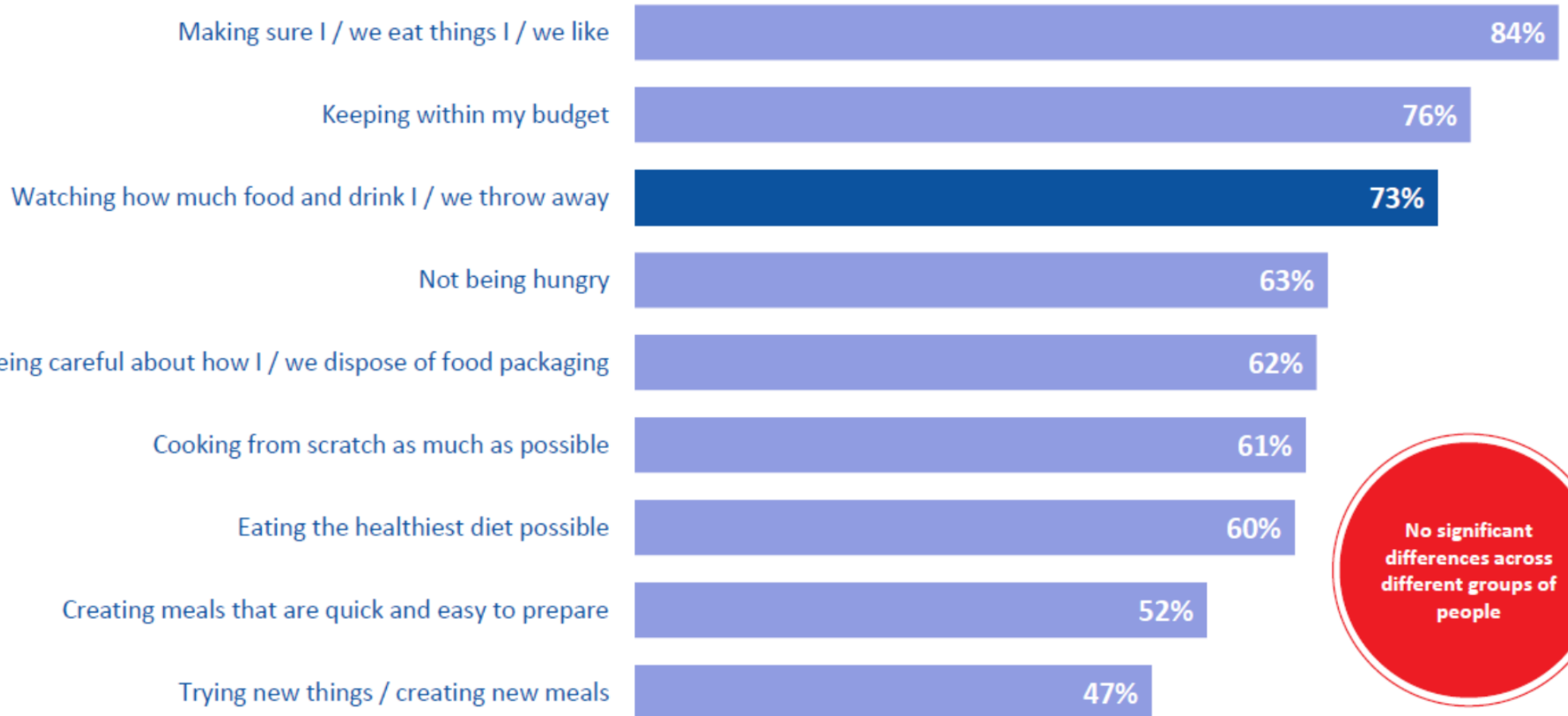
Portions

- Concerns have been raised about how realistic servings are, whether consumers actually use them as a guide for consumption, and whether small sizes are chosen to make nutrition labelling on the front of pack look better?



Value, Waste, Hunger and Health

% say this is important when thinking about how to buy, prepare and cook food (% 8-10 agree)

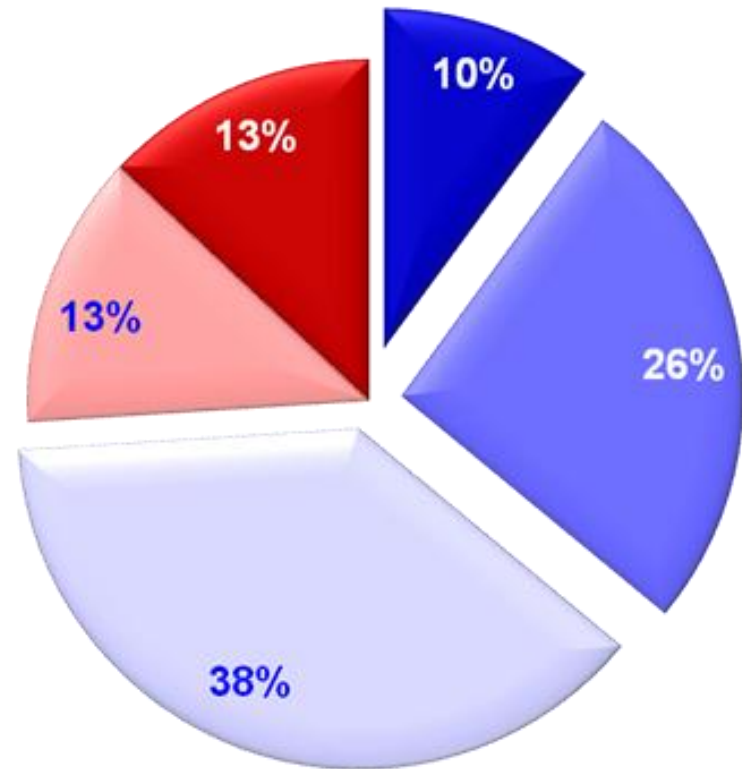


No significant differences across different groups of people

Most customers don't feel label portion size relates to their diet

- Over a third of customers think portion sizes are typically smaller than what they would eat.
- Half of those customers who look at labels do so to compare two different products – which makes consistency across ranges important
- Most customers think that the recommended portion size described as e.g. per slice is considered most useful

In general, do you think the portion sizes are usually...?



- More than the amount you would typically eat
- Similar to the amount you would typically eat
- Less than the amount you would typically eat
- Never tried to calculate it
- Don't Know

Consumers think of portion size in terms of ensuring they have sufficient food for a meal or eating occasion.

- Respondents mostly considered portion size in terms of ensuring they had sufficient food for a meal or eating occasion. They were unwilling to rely on portion sizes given on food labels and tended to purchase extra quantities.
- Simple communication formats were preferred for portion size information, with nutrition information displayed per unit or item.
- Where packs contained multiple servings of foods not in discrete units, respondents found an indication of the number of servings per pack was helpful.
- Respondents were open to the use of tools to help them measure portions correctly.

Habits and Hunger

20%

say the reason they throw away food is it's difficult to guess how much their household will eat

32%

say they often cook more than they meant to
this is higher for those living with others

46%

judge what's right, rather than weighing it

What do customers value on pack?

There are certain 'basic' labelling elements that the consumer expects on any product

- How long will it last?
- How much does it cost?
- What is it?
- How do I cook it or prepare it?
- How do I keep it?

1	Best before date	85
2	Price	82
3	use by date	80
4	Price Reductions or special offers	77
5	Product Name	70
6	How to Cook (main way or all ways?)	69
7	Suitable for Home Freezing - Icon	69
8	Nutrition information	64
9	Ingredients	60
10	Kilocalories (kcal)	58
11	Weight or Volume of pack	56
12	How to freeze at Home	54
13	Guideline Daily Amounts	54
14	How much added water	54
15	Information on how hot or sweet or strong a product is	53
54	Portion size	30
55	Where to write / call / email to with queries / complaints	29
56	Barcode	29
76	Website link to more detail on ingredients	13
77	Quality Testing / Tested by customers	13
78	Halal	7
79	Kosher	5

Consistent, Realistic, Practical?

Consistency:

- To help customers compare within and across ranges.

Realism:

- The amounts declared need to be close to what they would serve, but in many cases what they would serve is more than they should for a healthy diet.

Practicality:

- Declaring servings as a discrete item or household measure helps customers “visualise” the portions. This combined with the number of servings in a pack helps manage their expectations.



Each pack (3 slices) contains

Energy	Fat	Saturates	Sugars	Salt
695kJ 165kcal	1.7g	0.5g	14.6g	0.3g
8%	2%	3%	16%	5%

of the reference intake*
Typical values per 100g: Energy 1595kJ / 380kcal

IGD Recommendations?

- Give a portion size, and provide nutrition information for the portion size and not just per 100g.
- Base the portion information on how the product was intended to be used. Make this clear on the label.
- Ensure language used in the nutrition information on the front of pack is the same as that used on the back of the pack.
- Be consistent...
- Provide nutrition information for products that are used as ingredients in a way that is relevant to how they are likely to be used.
- Be clear if the portion size given is a recommendation or a useful measure and use additional wording that will reinforce the message.
- Divide serving size into the pack weight exactly, where possible
- Support information provided as fractions of a pack or product with the number of servings
- Take care when using fractions to describe a serving size

PRODUCTS SHRINK PRICES DON'T

Which? uncovers a selection of everyday products that now offer poorer value for money than before

Who shrank all the pies?

School meals 'made smaller to save money'

Children are going hungry, teachers and parents warn

Weight or Nutrition?

100g (3 ¹ / ₂ oz) provide	Each pack (435g) contains
850kJ	3700kJ
205kcal	885kcal

	Each
100g contains	pack (400g) contains
795kJ	3170kJ
190kcal	755kcal



100g contains	Each pack (450g) contains
745kJ	3345kJ
180kcal	800kcal

Tesco Policy

- Understand Customers
- Follow IGD recommendations
- Use industry standards
- Have Clear Labelling
- Offer Choice
- Be consistent
- Be Realistic
- Be Practical

