



MAKE GREAT TASTING, HEALTHIER FOOD AND SAVE MONEY!

Healthier eating is becoming more and more important to customers. Follow these tips to make sure you stay ahead of the market.

Achieve at least **ten tips**, including at least one from each section (**Portion Size, Salt, Fat, Fruit, Vegetables & Wholegrains, and Promotions**). Tick the box when you have achieved a tip and aim to add a new tip every month.

PORTION SIZE – Eating too much can lead to obesity, diabetes, heart disease and cancer. Even small reductions at each meal can make a real difference.

1. **Reduce your pizza width by an inch (2.5cm).** You will use less dough and fewer toppings.
2. Consider **reducing portion sizes** across your menu to a level that is acceptable to customers. If customers are tending to leave food on their plates this is a clear signal that portion sizes are too large and smaller ones would be acceptable. This could also help reduce the costs of removing waste.
3. **Offer smaller or half portions** to give people with a smaller appetite a choice. For example, try half portions of pasta with a side salad, or mini desserts with a coffee. You may attract more lunchtime customers.

SALT – It's very important to watch your salt (or sodium) intake as too much can lead to high blood pressure and an increased risk of stroke and heart disease.

4. If you make your own pizza dough and tomato sauce, **gradually cut down the amount of salt you use** – you can do this little by little, over time, so your customers won't notice.
> **In your dough, a good amount to aim for is 50g of salt per 20kg of dough.**
> **If you buy in dough or tomato sauce, read the labels and ask your supplier for lower salt varieties.**
5. Think about how much salt you're feeding your customers. Gradually **add less salt and salty stock to all your dishes** including **starters, soups, sauces, meats, risotto and pasta water**. You can do this very gradually by adding just a little less each week. Other ingredients like cheese and cured meats are already salty anyway. Rock salt and sea salt are no healthier than regular table salt so make sure you use sparingly.
6. In addition to your standard pizzas, try promoting new combinations that offer **less salty meat and cheese** and **more exciting vegetables** – like a 'Hot pepperoni' made with rocket leaves, chilli and a little less pepperoni or cheese.
7. Remove **salt shakers** from tables and only give to customers on request. Many businesses are already doing this. People sometimes add salt out of habit without thinking or tasting the food.
8. Read the labels on the cheese and meats you buy in and choose **lower salt varieties** or ask your supplier to help.

FAT – High-fat foods contain lots of calories, which can make us put on weight. This can lead to diabetes, heart disease and some cancers.

- 9. Try using a **little less cream** in main course sauces and in desserts or swap to single or whipping cream instead of double cream.
- 10. A little butter or olive oil tastes great, but it is high in calories so **use very sparingly!**
> **Each tablespoon of olive oil adds around 100 calories.**
- 11. For salads, **serve the dressing on the side** so your customers can add as much as they like.
- 12. If you make your own garlic bread, try using a little less butter or **brush with olive oil** instead.
- 13. **Swap** chilli oil for chilli flakes or fresh chilli.
- 14. Read the labels on the cheese and meats you buy in and choose **varieties with less fat** or ask your supplier to help.

FRUIT, VEGETABLES & WHOLEGRAINS – These are good sources of vitamins, minerals and fibre and eating plenty can help prevent heart disease, stroke and some cancers.

- 15. Think about the colours on your plate – **add more vegetables** to as many meals as possible to make them look more attractive. This will allow you to **use less of other ingredients** (like pasta or cheese) and the plate will still look full!
- 16. Make sure each main meat or fish dish includes **at least one portion of vegetables.**
- 17. Offer **fruit salad** on your dessert menu or fruits like melon or figs as part of a starter.
- 18. Offer **wholewheat pasta** on your menu. You could offer it as an alternative to standard pasta or have a specific wholewheat pasta dish.

PROMOTIONS

- 19. Make sure **special promotions**, set menus, specials boards, menu inserts and children’s menus all include healthier options with **less salt, fat and calories.** For example:
 - **Starters:** soup or salad
 - **Mains:** tomato-based pasta dishes rather than creamy sauces; grilled fish with vegetables instead of fried options; or pizzas with vegetable toppings rather than salty meats
 - **Desserts:** sorbets or fruit salads
- 20. When a customer asks for a recommendation, train staff to **suggest and promote healthier options.**

Your own pledge suggestions (agreed with the Healthier Options team)

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Keeping customers happy is important, and the best way to do this is by gradually reducing the fat, salt, sugar and calories in your food so it’s healthier but still tastes delicious!

Healthier Options is a collaborative initiative between Cambridgeshire County Council, Cambridge City Council, East Cambridgeshire District Council and Fenland District Council. It will be independently evaluated by the University of Hertfordshire.

