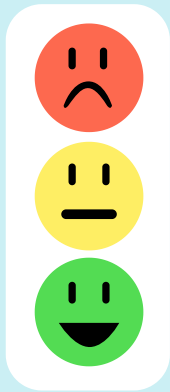


Food Labels - Meal Comparison



Total Sugar	Salt	Saturated Fat	Fat
+22.5g	+1.5g	+5g	+17.5g
5.1g-22.5g	0.31g-1.5g	1.6-5g	3.1g-17.5g
5g or less	0.3g or less	1.5g or less	3g or less

Per 100g

Bowl of cornflakes, sugar on top, with skimmed milk and a cup of coffee.

Tesco Cheese and Ham Salad Sandwich, bag of Ready Salted Crisps and Raspberry yoghurt.

Burger with Brioche buns, Tesco French Fries, rocket and tomatoes. Ice cream.

2 chocolate digestives
1 costa flat white - semi-skimmed
Graze snack box.

Bowl of Greek yoghurt, raspberries, pumpkin seeds and a cup of coffee.

Tuna Salad with boiled egg and mayonnaise.
Banana and Kiwi.

Steak cooked with kale and mushrooms fried in steak juice. Frozen yoghurt.

Apple , 10 almonds
2 squares of dark chocolate.

Total Sugar
52.2g

Salt
1.96g

Saturated Fat
30.25g

Fat
73.1g

Two meal plans... but two very different pictures.

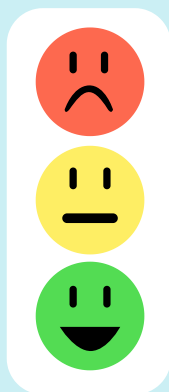
Using a supermarket app of your choice, look up the values of the listed food and see what totals you find.

Total Sugar **Salt** **Saturated Fat** **Fat**

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This one is based on and adapted from the Low Carb Manual on the Freshwell App. A fab resource full of information and tips to help you make healthy changes to your lifestyle. We've added up the values for you on this one because most of it is cooked from scratch or whole foods.

Food Labels – Meal Comparison



Total Sugar	Salt	Saturated Fat	Fat
+22.5g	+1.5g	+5g	+17.5g
5.1g-22.5g	0.31g-1.5g	1.6-5g	3.1g-17.5g
5g or less	0.3g or less	1.5g or less	3g or less

Per 100g

Bowl of cornflakes, sugar on top, with skimmed milk and a cup of coffee.

Supermarket Cheese and Ham Salad Sandwich, bag of Ready Salted Crisps and Raspberry yoghurt.

Burger with Brioche buns, Tesco French Fries, rocket and tomatoes. Ice cream.

2 chocolate digestives
1 costa flat white - semi-skimmed
Graze snack box.

Bowl of Greek yoghurt, raspberries, pumpkin seeds and a cup of coffee.

Tuna Salad with boiled egg and mayonnaise.
Banana and Kiwi.

Steak cooked with kale and mushrooms fried in steak juice. Frozen yoghurt.

Apple , 10 almonds
2 squares of dark chocolate.

Total Sugar
52.2g

Salt
1.96g

Saturated Fat
30.25g

Fat
73.1g

Two meal plans... but two very different pictures.

Using a supermarket app of your choice, look up the values of the listed food and see what totals you find.

Total Sugar	Salt	Saturated Fat	Fat
Around 99g	Around 6g	Around 39g	Around 100g

This one is based on and adapted from the Low Carb Manual on the Freshwell App. A fab resource full of information and tips to help you make healthy changes to your lifestyle. We've added up the values for you on this one because most of it is cooked from scratch or whole foods.

Processed Foods and Ultra-Processed Foods

The words processed and ultra processed are often used as negative terms, but what do they actually mean?



Is ultra processed food unhealthy?

The consensus is ultra processed food is unhealthy. Diets high in processed food have been strongly linked to weight gain, heart disease, cancer and even death.

Ultra-processed foods:

Ultra-processed foods tend to include many additives and ingredients that are not typically used in home cooking. These foods generally have a long shelf life.



How to eat less ultra-processed food

The main way to reduce how much ultra-processed food

- Cooking from scratch, in bulk if you have freezer room and little time
- Bring a packed lunch to work or school
- Check labels to see if you recognise the listed ingredients
- Snack on fruit and vegetables
- Try and fill up on whole foods before you have any ultra-processed foods

Although the evidence says ultra-processed food are bad for your health, it is difficult to completely cut them out. It's OK to occasionally include ultra-processed food in your diet. The key is to focus on eating the foods that make you look and feel your best.

Ultra-processed foods normally contain lots of added salt, sugar, fat and chemical additives.



Eat less of this kind of food



Ultra-processed foods make us want more and more of them so that we over consume.



After eating ultra-processed food we get a spike in dopamine, making us feel good. But after a while we feel terrible once we crash and we crave more.



Top 10 Addictive Foods

1. Pizza
2. Chocolate
3. Crisps
4. Biscuits
5. Ice cream
6. Chips
7. Cheeseburgers
8. Fizzy drinks
9. Cake
10. Cheese



Unprocessed or minimally processed foods:

This includes produce such as fruit, vegetables, milk, fish, pulses, eggs, nuts and seeds that have no added ingredients and have been little altered from their natural state.

Processed ingredients:

This includes foods that are added to other foods rather than eaten by themselves, such as salt, sugar and oils.



Processed foods:

These are foods that are made by combining foods from groups 1 and 2, which are altered in a way that home cooks could do themselves. These can be They include foods such as jam, pickles, tinned fruit and vegetables, homemade breads and cheeses. These can be healthy but watch out for sugar, salt and fat levels.



Pasteurising, canning, freezing, drying and fermenting food are all types of processing.

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Ultra-processed foods

Ultra-processed foods tend to include many additives and ingredients that are not typically used in home cooking. These foods generally have a long shelf life.

What is it?

1 INGREDIENTS: Fortified British Wheat Flour (Wheat Flour, Wheat Protein, Calcium Carbonate, Iron, Niacin, Thiamin), Sugar, Apple and Raspberry Jam (21%) (Glucose-Fructose Syrup, Apple Concentrate, Raspberry Concentrate, Gelling Agent: Pectin; Acidity Regulators: Citric Acid, Sodium Citrate; Colour: Anthocyanins; Flavouring, Preservatives: Potassium Sorbate, Ascorbic Acid; Dimethylpolysiloxane), Rapeseed Oil, Palm Oil, Water, Emulsifiers: Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids; Yeast, Wheat Fibre, Raising Agents: Disodium Diphosphate, Sodium Hydrogen Carbonate; Stabiliser: Carboxymethylcellulose; Salt, Flavouring, Flour Treatment Agent: Ascorbic Acid.

2 INGREDIENTS: Wheat Flour (with Calcium, Niacin (B3), Iron, Thiamin (B1)), Mozzarella Cheese (20%), Tomato Puree, Water, Pepperoni (8%) (Pork, Beef Fat, Salt, Dextrose, Spices, Sugar, Dried Glucose Syrup, Spice Extracts, Garlic Powder, Smoke Flavouring, Antioxidants (Sodium Ascorbate, Extracts of Rosemary), Preservative (Sodium Nitrite), Smoke), Mini Pepperoni (5%) (Pork, Pork Fat, Salt, Spices, Dextrose, Maltodextrin, Spice Extracts, Antioxidants (Ascorbic Acid, Extracts of Rosemary), Preservative (Sodium Nitrite), Smoke), Vegetable Oils (Palm, Rapeseed, Coconut), Yeast, Salt, Modified Potato Starch, Sugar, Herbs and Spices, Garlic, Dextrose, Emulsifiers (E 479b, E 472e, E 471), Flour Treatment Agents (L-Cysteine, Ascorbic Acid), Flavouring, Colour (Beta-Carotene)

3 INGREDIENTS: Dried Potato, Sunflower Oil (25%), Maize Starch, Potato Starch, Maize Dextrin, Sugar, Salt, Yeast Extract, Emulsifier: Mono-and Diglycerides of Fatty Acids, Paprika Powder

4 INGREDIENTS: Fortified Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Palm Oil, Sugar, Desiccated Coconut (6%), Glucose Syrup, Raising Agents: Ammonium Bicarbonate, Sodium Bicarbonate; Sea Salt, Flavouring, Emulsifier: Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids.

5 INGREDIENTS: Fortified Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Pasteurised Egg, Sugar, Buttercream (12%) (Sugar, Butter (Cows' Milk), Dried Glucose Syrup, Cornflour, Preservative: Potassium Sorbate), Raspberry Jam (12%) (Raspberries, Glucose-Fructose Syrup, Sugar, Gelling Agent: Pectin; Acidity Regulators: Citric Acid, Sodium Citrate; Colour: Anthocyanins; Preservative: Potassium Sorbate; Flavouring), Rapeseed Oil, Cows' Milk, Humectant: Vegetable Glycerine; Dried Glucose Syrup, Salted Butter (Butter (Cows' Milk), Salt), Raising Agents: Disodium Diphosphate, Sodium Bicarbonate; Cornflour, Emulsifier: Mono- and Diglycerides of Fatty Acids; Palm Oil, Dextrose, Preservative: Potassium Sorbate.

6 INGREDIENTS: Reconstituted skimmed MILK, water, sugar, strawberry puree (9%), WHEAT flour, glucose syrup, coconut fat, fructose, strawberry juice from concentrate (3%), sunflower oil, fat-reduced cocoa powder, whole MILK powder, cocoa butter, potato starch, emulsifiers (mono- and diglycerides of fatty acids, lecithins, ammonium phosphatides), stabilisers (guar gum, locust bean gum, tara gum, carrageenan), salt, acidity regulator (citric acid), caramelised sugar syrup, beetroot juice concentrate, whey solids (MILK), flavourings (contains MILK). May contain almond, hazelnut, peanut and soy

Unprocessed or minimally processed foods

This includes produce such as fruit, vegetables, milk, fish, pulses, eggs, nuts and seeds that have no added ingredients and have been little altered from their natural state

Processed ingredients

This includes foods that are added to other foods rather than eaten by themselves, such as salt, sugar and oils.

Processed foods

These are foods that are made by combining foods from groups 1 and 2, which are altered in a way that home cooks could do themselves. These can be They include foods such as jam, pickles, tinned fruit and vegetables, homemade breads and cheeses. These can be healthy but watch out for sugar, salt and fat levels.

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Sainsbury's Jam Doughnuts

- 2 **INGREDIENTS:** Wheat Flour (with Calcium, Niacin (B3), Iron, Thiamin (B1)), Mozzarella Cheese (20%), Tomato Puree, Water, Pepperoni (8%) (Pork, Beef Fat, Salt, Dextrose, Spices, Sugar, Dried Glucose Syrup, Spice Extracts, Garlic Powder, Smoke Flavouring, Antioxidants (Sodium Ascorbate, Extracts of Rosemary), Preservative (Sodium Nitrite), Smoke), Mini Pepperoni (5%) (Pork, Pork Fat, Salt, Spices, Dextrose, Maltodextrin, Spice Extracts, Antioxidants (Ascorbic Acid, Extracts of Rosemary), Preservative (Sodium Nitrite), Smoke), Vegetable Oils (Palm, Rapeseed, Coconut), Yeast, Salt, Modified Potato Starch, Sugar, Herbs and Spices, Garlic, Dextrose, Emulsifiers (E 479b, E 472e, E 471), Flour Treatment Agents (L-Cysteine, Ascorbic Acid), Flavouring, Colour (Beta-Carotene)

Chicago Town Tiger Dough Pizza

- 3 **INGREDIENTS:** Dried Potato, Sunflower Oil (25%), Maize Starch, Potato Starch, Maize Dextrin, Sugar, Salt, Yeast Extract, Emulsifier: Mono-and Diglycerides of Fatty Acids, Paprika Powder

Pom Bears

- 4 **INGREDIENTS:** Fortified Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Palm Oil, Sugar, Desiccated Coconut (6%), Glucose Syrup, Raising Agents: Ammonium Bicarbonate, Sodium Bicarbonate; Sea Salt, Flavouring, Emulsifier: Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids.

Sainsbury's Nice Biscuits

- 5 **INGREDIENTS:** Fortified Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Pasteurised Egg, Sugar, Buttercream (12%) (Sugar, Butter (Cows' Milk), Dried Glucose Syrup, Cornflour, Preservative: Potassium Sorbate), Raspberry Jam (12%) (Raspberries, Glucose-Fructose Syrup, Sugar, Gelling Agent: Pectin; Acidity Regulators: Citric Acid, Sodium Citrate; Colour: Anthocyanins; Preservative: Potassium Sorbate; Flavouring), Rapeseed Oil, Cows' Milk, Humectant: Vegetable Glycerine; Dried Glucose Syrup, Salted Butter (Butter (Cows' Milk), Salt), Raising Agents: Disodium Diphosphate, Sodium Bicarbonate; Cornflour, Emulsifier: Mono- and Diglycerides of Fatty Acids; Palm Oil, Dextrose, Preservative: Potassium Sorbate.

Taste the Difference Victoria Sponge

- 6 **INGREDIENTS:** Reconstituted skimmed MILK, water, sugar, strawberry puree (9%), WHEAT flour, glucose syrup, coconut fat, fructose, strawberry juice from concentrate (3%), sunflower oil, fat-reduced cocoa powder, whole MILK powder, cocoa butter, potato starch, emulsifiers (mono- and diglycerides of fatty acids, lecithins, ammonium phosphatides), stabilisers (guar gum, locust bean gum, tara gum, carrageenan), salt, acidity regulator (citric acid), caramelised sugar syrup, beetroot juice concentrate, whey solids (MILK), flavourings (contains MILK). May contain almond, hazelnut, peanut and soy

Strawberry Cornetto