It’s all part of our Little Helps Plan.

7 out of 10 families think supermarkets should do more to help people live healthier lives. We have a long history of supporting customers to make healthy choices.

2016
Free Fruit For Kids introduced, with almost 100m pieces given away

2017
Sugar in all Own Brand soft drinks reduced below UK Government’s sugar levy

2018
Launched Health Charity Partnership with the British Heart Foundation, Cancer Research UK and Diabetes UK

2019
Introduced a ‘Healthy Choice’ label for products that meet certain nutritional standards

Case study
Reducing fat, salt and sugar

Every time we change the recipe of our Own Brand products we aim to make them healthier by reducing the levels of fat, saturated fat, salt and sugar, or increasing fibre, fruit and vegetable content. By reducing sugar levels in all our Own Brand soft drinks in the UK below 5g per 100ml we have been able to remove over 9 billion calories from the nation’s diet annually.

More recently we have reduced sugar levels in cereal, yoghurts, puddings, cakes and biscuits by an average of 4.6%. For example, we have reformulated many of our most popular breakfast cereals, such as our Honey Hoops, which now contain 8% less sugar, 50% less salt and 12% more fibre.

What else are we doing?

Helpful Little Swaps
This in-store campaign promotes healthier alternatives. During our September 2018 event a basket of ‘helpful little swaps’ cost 12% less than a regular basket. As a result, we saw improvements in the health profile of our customers’ baskets.

Health checks
We offer Free Type 2 diabetes risk assessments, blood pressure checks and stop smoking advice at our in-store pharmacies.

Communicating calories
We provide calorie information on menus in all our instore cafes, including cooked-to-order meals, hot drinks, sandwiches and bakery items. We also work with Spoon Guru’s to offer an online search to help customers quickly find products for special dietary needs.

Case study
Working in partnership

Our five-year Health Charity Partnership with the British Heart Foundation, Cancer Research UK and Diabetes UK continues to combine their expertise with our ability to reach 300,000 colleagues and millions of customers, with the aim of encouraging lasting healthy habits and creating the UK’s leading workplace health programme. In addition in September 2018 we launched a collaboration with our ambassador, Jamie Oliver, to help our colleagues and customers cook healthy, delicious and affordable meals. Healthier recipes and tips are available in store and online, with the price of key ingredients reduced.

Find out more
TescoPlc.com/LittleHelpsPlan
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