



# Little helps for healthier diets.

Making affordable, healthy diets accessible to all

October 2023

# Putting healthy and sustainable food on everyone's plate.

We want to use our place at the heart of communities to support customers to live healthier lives. That starts by making our stores across the UK a convenient place to shop for healthy, more sustainable food at an affordable price and includes our community programmes like Stronger Starts, a fund which will help give 1 million children access to healthy food and fitness activities. And with our pharmacies serving half a million people a week, we're playing an important role in providing expert healthcare help and advice. It's an approach that also extends to our around 300,000 UK colleagues and their families as we offer GP appointments and a wide range of wellbeing services to support their health.

But the UK is facing into a health crisis. Obesity levels are at record highs, which is having a huge impact on the NHS and wider economy, as well as jeopardising the long-term health and prospects of future generations.

There is a pressing need to improve diets, and an onus on the whole food industry to guarantee that healthier, more sustainable choices are easier to make.

Giving customers great value is our priority, and this means putting affordable, healthy and sustainable food within everyone's reach. It is what customers want: more than 80% tell us that they want to eat more healthily.

Almost three years ago, we challenged ourselves to increase the proportion of sales from healthier products to 65% by 2025 and last year, despite government delays, we removed volume-led promotions on products covered by HFSS legislation. These are positive moves that are yielding clear results for our customers. This report sets out the progress we have made so far, and the lessons we are learning along the way.

I am proud of the work we have done. From investing in reformulation across thousands of own brand products, removing more than 71 billion calories to date, rolling out permanent Better Baskets zones, to partnering with some of the UK's leading health partners. We are pressing ahead to make positive change when legislation to encourage healthier choices has faltered.

There is more to do. This report shows what is achievable when we create the right conditions and incentives to help people choose healthier, sustainable food.

**Ken Murphy**  
Group Chief Executive, Tesco plc

“This report shows what is achievable when we create the right conditions and incentives to help people choose healthier, sustainable food.”

*Ken*



# Our healthy diets journey so far.



**1985**

Launched our first **healthy living range** and became the first retailer to provide nutrition information on product labels

**2005**

The first UK retailer to put nutrition information on the front of packs, based on **Guideline Daily Amounts**

**2015**

Began our partnership with the **British Heart Foundation**, working at a national and regional level to provide defibrillators across our stores

**2016**

Became the first retailer to **reduce sugar** in our own brand drinks to below the level of the Soft Drinks Industry Levy, ahead of its introduction in 2018

**2019**

Introduced **Fresh 5**, fantastic offers on five lines of fresh fruit and veg which change every two weeks

**2023**

Launched **Stronger Starts**, a £5m grant programme to help give school children a healthier, more active and stronger start in life

**1994**

Removed **sweets and chocolates** from the checkouts at our larger stores

**2009**

Following public health concern regarding the role of trans fatty acids in the diet, we **stopped the use of hydrogenated fats** and oils in our own-brand products

**2014**

Updated our front of pack nutrition information to include **traffic light labelling**

**2015**

Removed **sweets, chocolate** and kids sugary drinks from checkouts in all stores, including Express, after 67% of parents told us that having no confectionery near the checkout would help them make healthier choices for their children

**2018**

Launched our health charity partnership with **Cancer Research UK, British Heart Foundation** and **Diabetes UK**, to support colleagues and customers to make healthier food choices

**2021**

Set a target to increase sales of healthy products, as a proportion of total sales, to **65% by 2025**

**2022**

Introduced **Better Baskets** zones in stores and removed **volume-led promotions** on products covered by proposed HFSS regulation, despite government delays. Introduced our **'Let's Talk'** pharmacy programme with our health charity partners



# The future of UK diets.

In conversation with Elaine Hindal, CEO of the British Nutrition Foundation



## What do we know about the current state of UK diets?

The sad truth is that despite widespread recognition of the importance of diet to our health, over 60% of adults<sup>1</sup> and 1 in 3 children in the final year of primary school<sup>2</sup> are overweight or living with obesity. Our diets are simply not providing the balance of nutrients we need, and we continue to consume too much sugar and not enough fibre.

Getting enough fruit and veg is another challenge. The 5-a-day recommendation is widely known, but only a third of adults and just 12% of 11–18-year-olds meet that number.<sup>3</sup> This risks being exacerbated by persistent post-Covid health impacts and the cost-of-living crisis, with evidence that low-income families are more likely to cut back on fresh foods and fruit and vegetables to minimise food waste and reduce costs.

## What's the impact of poor diet on health?

Obesity is a persistent and critical public health challenge.<sup>4</sup> We know it raises the risk of heart disease, stroke and cancer, and adversely affects mental health. That has an impact on individuals and on NHS resources. The link between obesity and type 2 diabetes is particularly concerning; an estimated 5 million people in the UK are living with this condition. Furthermore the National Food Strategy 2021 places the cost of conditions related to high BMI at £18 billion, or 8% of all government healthcare expenditure every year.

There's a wider impact, too. Access to healthy food, or lack of it, is also increasing inequalities across the UK. Poor diets are a key factor in the 19-year difference in healthy life expectancy between the most affluent and deprived members of our society. People from deprived areas, disabled people, older age groups and some black and minority ethnic groups have higher rates of obesity.<sup>5</sup>



Childhood obesity in particular is strongly linked to deprivation, with children living in the most deprived areas approximately twice as likely to be obese, compared to those living in the least deprived areas.

## What needs to change?

To improve nutrition and help people lead healthier lives, we need to better connect people, food producers, businesses and science. The complex nature of diet and health means it is often difficult to locate the areas of greatest need, or where change can be delivered most effectively and for greatest benefit, but collaboration across the nutrition and food community is critical. The causes of obesity are complex, including biological, social and environmental factors and so solutions to tackling obesity must include a range of actions at both an individual and population level. A key role of the British Nutrition Foundation is to work together with Industry to deliver the changes we believe are required to the UK food landscape. Part of this process involves encouraging, supporting and challenging Industry to go further and faster and we need to see more evidence-based science and compelling interventions that drive behavioral change. It's testament to Tesco's commitment, that they have forged partnerships with organisations like the British Nutrition Foundation who are calling for positive changes to food in the UK. Tesco is only one part of this complex puzzle but is well-positioned to work across the food sector and throughout the supply chain, and the actions it's taking have the potential for significant benefit to consumers across the UK.

## How does that play into sustainability?

Diet cannot be viewed in isolation and there's a growing need to integrate nutrition within a sustainable food system, bringing sustainable as well as healthier diets into focus. A healthier, more sustainable diet is one that balances multiple dimensions, including nutrition, health, economic and cultural considerations, alongside a lower environmental impact.

# Little helps to make big changes.

How we're making progress towards our 65% target

“We want Tesco to be the most convenient place for our customers to shop for healthy, affordable and sustainable food.

In 2021, we set out our plans to do just that and to help customers eat more healthily. This includes a target to increase sales of healthy products, as a proportion of total sales, to 65% by 2025, as defined by the Government's nutrient profiling model<sup>6</sup>”

Ashwin Prasad, Chief Commercial Officer at Tesco.



We started from a baseline of 58% and we report on progress against this annually. By the end of last year, we had reached 60% and today we remain on an upward trajectory towards our target with 3.3 million people purchasing 10% more healthy products in 2022 compared to 2021.

What's more, 500,000 more customers shopped at least 65% healthy products in 2022 compared to 2021, driven by the momentum of our decision to end HFSS multibuys, the HFSS location changes and continued work around reformulation.

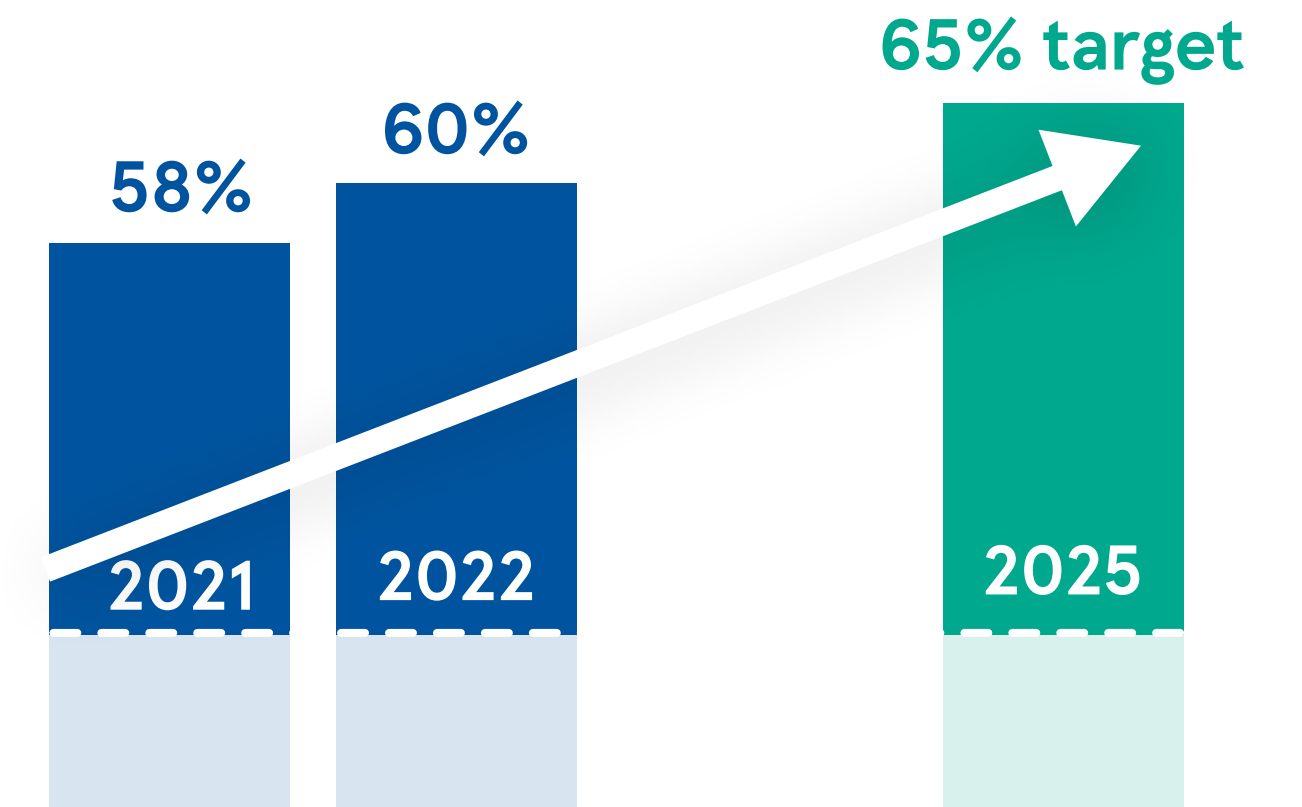
Helping our customers to live healthier lives isn't about big changes or telling them what to do. Instead, we're focusing on little helps that fit into customers' lifestyles and how they shop. Our strategy focuses on tackling the things customers tell us are the biggest barriers they come up against; here's how we're putting this into action:

1. Making healthier choices easier
2. Keeping healthy options affordable
3. Making healthier food relevant and inspiring

We're committed to being transparent in how we're doing against our target, so that we and others in the industry can learn what works when it comes to promoting healthier diets.

Setting a clear target and measuring our progress is helping us identify how the changes we're making are having an impact. We are also investing in extensive research and innovative customer modelling using our Clubcard data, to understand the opportunities for driving healthier purchases.

This data allows us to have more informed conversations with our suppliers to encourage reformulation and innovation and inspire similar commitments, and internally to measure continued progress where we know it will have the biggest impact.



Sales of healthy products, as a proportion of total sales<sup>7</sup>

**3.3 million** customers shopped 10% more healthy products in 2022 compared to 2021



**500,000** more customers shopped at least 65% healthy products in 2022 compared to 2021





# 1. Making healthier choices easier

Our customers tell us that family influence is the top reason for not trying healthy options. 72% worry their family might not like new, healthier options and that food will end up going to waste. So first and foremost, we're making our existing products and ranges healthier and more sustainable so customers can continue to enjoy their favourite products. And we're thinking about how we can make new products healthier, too, without compromising on taste or quality.



More than **60%** of our total sales by volume are healthy, but what do we mean by this? **Karen Poole**, our **Head of Healthy & Sustainable Diets**, explains:

**“ We track the health of the products we sell using the UK Government’s Nutrient Profiling Model (NPM). This model reviews a product’s saturated fat, salt and sugar content as well as the fibre, fruit and vegetable content, and a product that scores below a certain threshold counts as ‘healthy’. A food is considered ‘healthy’ if it scores 3 points or less and for drinks, it’s 0 points or less. ”**

We track sales of food that meets these criteria on a monthly basis and use it to measure our progress against our **65% healthy food sales target**. We report our progress each year via our [sustainability factsheets](#).



## Reformulating our existing products

We've been working behind the scenes to make our customers' favourite products even healthier, without compromising on taste and enjoyment. We're reducing calories and nutrients of concern such as saturated fat, salt or sugar and to date we've removed over 71 billion calories from our products. But we're not just taking away, our product development teams are continuing our aim of increasing positive nutrients in our products by adding vegetables, fruit, and increasing fibre.

We're committed to changing and adapting recipes as closely as possible to how they would be made at home, meaning we strive to make sure our products are as nutritious as possible.

## Introducing new, healthier products

We've also applied a healthy, sustainable and affordable lens to innovation, whether that's increasing the veg in our products, like ready meals, or investing in our plant-based ranges like Plant Chef or launching our new Bites better snacking range.

# Over 71 billion

To date we've removed over 71 billion calories from our products

# Over half

52% of our own brand ready meals now contain at least one of your 5-a-day



## 2. Keeping healthy options affordable

66% of our customers say that cost is a reason they don't eat more healthily. So, we've been thinking about ways to incentivise and reward healthier choices and make healthier options more accessible and affordable.



### Offering great value

We work hard to ensure our customers get the best value on healthy choices, whether that's through our Aldi Price Match, Fresh 5 offers on fruit and veg, or through Clubcard Prices. In August, we announced a review of the product range in Express stores to replace more than 50 everyday products with alternatives that are on average 40% cheaper.

Our Pick of the Crop fruit and vegetables Clubcard Prices promotion is now available in over 1,300 Express stores.

### Ending HFSS multibuys

We took the decision in 2022 to end multibuy promotions on foods high in fat, salt and sugar (HFSS) in scope for proposed regulation,\* despite government delays, so that our customers don't have to buy more than they need to access great value.<sup>8</sup>

\*Excluding Christmas party food and Frozen 5 for 4.

11%



Since introducing HFSS measures in our stores, sales of low and no sugar drinks have grown 11% in the past year – that's quicker than regular drinks. And sales of healthier snacking crisps have grown by more than half as many customers switch their spend from regular crisps.





### 3. Making healthier food relevant and inspiring

More than half of our customers (58%) tell us eating healthily can take too much time and effort. So we're working to inspire behaviour change by making sure healthy choices are simple, attractive and inspiring.



#### Better Baskets

We're bringing healthier and more sustainable products together in Better Baskets<sup>9</sup> zones in our larger stores, so they're easy for our customers to find. These are clearly signposted ranges of products that are a better choice – whether that's because they're higher fibre, or lower in sugar and calories, under 100 calories, or produced in a way that's better for the planet. We've also made it easier for customers to find the right products for them when shopping on Tesco.com by creating a Better Baskets online hub with 80% of customers visiting the hub adding a healthy item to their basket.



#### Helpful and inspiring ideas

Our weekly Better Baskets emails reach up to nine million customers with healthier and more sustainable product suggestions and inspiration, with hundreds of healthy and inspiring recipes available on the [Tesco Real Food Website](#).

We've launched an 8-page section dedicated to health in our Tesco Magazine, teamed up with Jamie Oliver to create tasty veg-packed recipes for all the family, and worked with our health partners the British Heart Foundation and Diabetes UK to create recipes that are heart and diabetes friendly.

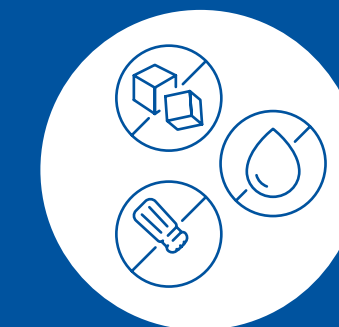


12%

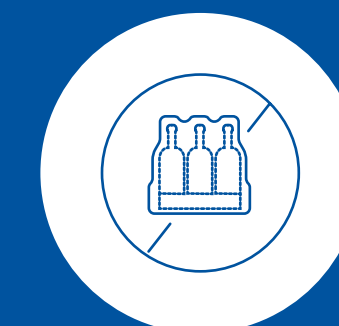


After we introduced Better Baskets zones to our stores, we saw a 12% increase in volume year-on-year for Better Baskets products.

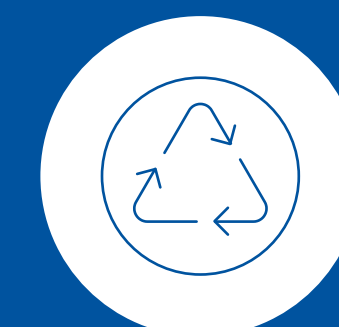
As well as having a health or environmental benefit – such as being low in fat, a source of fibre, MSC or Rainforest Alliance certified, or one of your 5-a-day – products in our Better Baskets zones also need to meet strict overarching criteria, which includes:



No 'red' reference intakes for fat, saturated fat, salt or sugar on products over 100 calories



No unnecessary packaging such as additional shrink wrapping



No packaging that is hard for customers to easily recycle

\*unless naturally occurring





# Helping families eat a little healthier.

Whether it's the weekly big shop, or day to day top-ups, we're using insight into our customers' habits to make their favourite products healthier, as well as making it easier to find new options in store and keeping healthy staples like fruit and veg affordable.

Here's how it all adds up across a typical customer's week.



## Meet our family

- A family of four with a busy lifestyle and tight budget
- Frequent shoppers, with 4+ supermarket visits a week, including a 'big shop' and smaller 'top up' shops
- Looking for affordable, convenient food options that save time and keep the family happy



# Breakfast

We know that for lots of families, time for breakfast is tight, but it is a great opportunity to start the day with a healthy, balanced meal. That means breakfast needs to be quick, convenient and nutritious and include healthy choices like fruit, vegetables, low sugar or high fibre options e.g. wholemeal toast, porridge, yogurts.

That's why we've focused our efforts on reformulating popular cereals and bakery items to make sure they're giving kids and parents alike the energy they need to set them up from the day, as well as important nutrients.

So far, we've removed **321 tonnes of sugar** from our own brand cereals. We're also making those options easier to find, with Better Baskets zones in the cereal aisle ensuring that the high fibre options stand out on the shelf.



## A Stronger Start to the day

Breakfast plays a key role in children's diets, providing key nutrients to fuel the body and brain for the day ahead. As well as making breakfast options healthier and more affordable, we are also working with communities across the UK through [Stronger Starts](#), our new grant programme to help fund food and fitness activities for kids.



## Fantastic Fibre

“Fibre is a key part of a healthy, balanced diet but as a nation we're not consuming enough of it. We're proud that 87% of our own brand cereals are a source of fibre. Evidence shows that high-in-fibre diets are associated with a lower risk of cardiovascular diseases and type 2 diabetes and its recommended adults consume 30g of fibre daily. With a bowl of our own brand no added sugar Swiss Style Muesli, or Porridge Oats, customers can get almost 15% of their recommended fibre intake and even more when topped with fresh fruit.”

**Laura Farrell,**  
Company Nutritionist  
at Tesco



### A healthier start to the day

We've introduced **lower sugar kids' cereals** to our own brand cereal range, including our **Multigrain Meteors**, offering more choice to customers.



### Lower sugar family favourites

Reformulating our own brand **Stockwell Wheat Biscuits** and **Frosted Flakes** cereals has **reduced sugar by 44 tonnes and salt by 4.6 tonnes a year.**



### Flipping great

We're redeveloping products across the breakfast table, including **Tesco Scotch Pancakes**, adding over **22 tonnes of fibre** per year whilst removing **128 million calories.**



# Lunch

We know that when it comes to lunch, kids' health is front of mind for parents. But with a hectic schedule, it can be hard to find the time to make sure the best items make it into lunchboxes.

We've been finding ways to help parents make easier, healthier choices, giving them peace of mind that their kids are getting the nutrients they need at lunchtime. And for customers on the go, we've also been switching up the iconic Meal Deal to provide more healthy, convenient and great value options.



## Offering a better Meal Deal

We've added fresh fruit to the Meal Deal offer, meaning customers can get three of their 5-a-day with a Beautifully Balanced tuna and egg salad sandwich, a small bottle of Tropicana orange juice and a piece of fruit - each item counts as one of your 5-a-day.



## Healthier kids' yoghurts

**Vitamin D** is key for bone and muscle health. That's why we've worked hard to redevelop our own brand **fromage frais pots** and pouches so they're a source of **vitamin D** and have expanded our range to include **no added sugar pots**.



## No added sugar drinks

In 2015, we started the journey toward removing sugar from drinks to help customers lower their intake. It began with a commitment that all children's lunchbox-sized soft drinks we sell would have no added sugar. However, all age groups across the UK still consume too much sugar. We've continued to work hard to **reformulate and redevelop** our own brand soft drinks to **remove sugar** and make drinks choices healthier.

## Snack time

Our customers lead busy lives and snacks are often grabbed on the go. Shoppers are looking for quick, convenient options, making crisps and snack bars a popular choice in our family's weekly basket.

We've been reformulating many of our most popular snacks so they're lower in sugar, saturated fat and calories to make it easier to reach for something healthier when hunger strikes - without compromising on taste. In the past year, sales of new and reformulated healthier biscuits are up 8%, and sales of healthier snacking crisps have grown by more than half.



### A High 5 for Fresh 5

Fresh fruit and vegetables are cornerstones of a balanced diet, but only a third of adults are managing to meet the recommended five a day. That's why we're making sure fresh fruit is an affordable snack option with our **Fresh 5** offers, where customers can enjoy new deals on fresh fruit every two weeks.



### Snack sized treats

Choosing a healthier option doesn't mean customers have to miss out on their favourites. Our **Better Baskets** zones in stores make it easier for customers to find something delicious and healthy.



### Better bites

From the **Chai Masala Nut Mix** to our **Almond & Raspberry Protein Bites**, our new **Bites** range is dedicated to supporting healthier snacking choices.



### Crunching the calories in crisps

We've continued to work with our manufacturer partners to support innovation and reformulation including Lightly Salted Tortilla Chips, helping to **remove 349 tonnes of salt** per year. Sales of healthier snacking crisps have grown 52% in the past year, with one fifth of the increase in spend driven by customers switching from regular crisps.





# Dinner

When it comes to dinner, we all need to be eating more veg: only a third of adults and just 12% of 11–18-year-olds manage to get their 5-a-day. But we know that squeezing more veg into mealtimes is tricky – 72% of our customers worry that their family won’t like healthier options.

That means we’re focused on helping customers up the veg content of their favourite dinners – whether that’s developing plant-packed tray bakes that make veg tasty and easy, adding veg to mince and meatballs, or making sure that squeezing in a little more fresh veg doesn’t break the bank.

## Keeping our finger on the pulse

“Across all our products, we look at customer tastes and trends to ensure we’re keeping popular products accessible. Take canned chickpeas, which have seen a 15 per cent growth in demand. As well as being rich in fibre and protein, a third of a regular can counts as part of one’s 5-a-day, and they are quick to prepare.”

Laura Farrell,  
Company Nutritionist at Tesco



### Value for money veg

We’re making fruit and veg more accessible by lowering prices across a selection of fresh produce through **Clubcard Prices** and **Aldi Price Match** – in fact, two thirds of products included in Aldi Price Match are healthy. That’s on top of Fresh 5 giving customers reduced prices on five lines of fresh produce every two weeks.



### Plant power

We continue to respond to customer insight and develop our range of **plant-based alternatives**. We aim to ensure that we’re offering the most appealing products that suit all our customers’ lifestyle and dietary needs.



### Rethinking ready meals

52%<sup>10</sup> of our own brand ready meals contain **one of your 5-a-day**, meaning customers don’t have to compromise on health, nutrition or taste.



### Cutting down on fat

It is recommended that adults get no more than 10% of their calorie intake from saturated fat. However, many of us are eating too much. To help customers cut down we’ve **removed over two million grams of saturated fat** from our range of ready meals.



### Recipe inspiration

We’ve been helping customers get creative in the kitchen by sharing brand new recipes with nutrition and flavour at their heart. We’ve launched a dedicated 8-page health section in our **Tesco Magazine**, filled with healthy tips and tricks. Plus, **Tesco Real Food** website is a go-to online resource featuring healthier recipes not just for dinner but all mealtimes, with a host of recipes available to choose from and new ideas always being added. We have also been working with the **British Heart Foundation** and **Diabetes UK** to introduce approved recipes to help you manage your heart health and diabetes.



**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.



# Weekend treats

From 'fakeaways' and family pizza nights we're also working to make customers' weekend treats a little healthier.

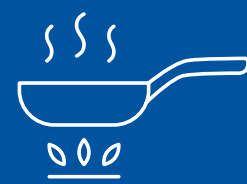
## Reformulation

Reformulating products to make them healthier starts with the ingredients. We're committed to changing and adapting recipes as closely as possible to how it would be made at home, meaning we strive to make sure our products are as nutritious as possible.



### Same taste, fewer calories

**37 tonnes  
of sugar**



removed from  
our stir fry sauces

**50 million  
calories**



removed from our garlic  
and parsley flatbreads

### Reduced fat slice pizza, just as nice

**33  
tonnes**



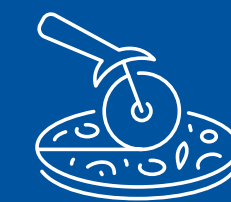
of saturated fat removed  
from our stone-baked  
margherita pizza

**28  
tonnes**



of saturated fat removed  
from our stone-baked  
pepperoni pizza

**500 million  
calories**



removed from our own  
brand stone-baked  
pizza range

# Testing, listening and learning.

What's next for affordable, healthy and sustainable diets

Our work so far is helping lots of our customers access healthy, affordable food. There are early signs that the changes we've made, whether that's reformulating products, introducing new products or removing HFSS multibuy promotions, are helping increase sales of healthy products, with 500,000 of our customers shopping a healthier basket in 2022 compared to 2021.

But as we look to 2025 and beyond, we'll need to take a more tailored approach. There's a big opportunity to be more targeted in the way we think about healthy choices, and to use our presence in local communities to have more impact locally, too.

That's why we'll be using our customer insight and our place in communities across the country to develop a better understanding of what works and what doesn't. We'll continue to test approaches, listen and learn from our customers so that we can make Tesco easily the most convenient place to shop for healthy, affordable food.



## Building Better Baskets

Following successful trials, we're making our Better Baskets zones a permanent feature in our large stores to make healthy, sustainable options stand out on shelf - whether that's high-fibre options in the cereal aisle, lentils or pulses in the canned aisle, or lower calorie choices in the snacking aisle. We'll also be rolling out Better Baskets signage across all of our store formats as well as sharing weekly recipe inspiration with nine million customers via our Better Baskets email.



## Testing helpful prompts

As part of Better Baskets, we'll be trialling new ways to help customers make healthier choices in our stores, such as tailoring signs and prompts in store to be relevant to the products they buy, or thinking about how we can offer more targeted promotions to make healthy options more attractive. Through these trials, we hope to learn more about what best helps customers choose healthier options, so that we can shift the dial on diets even further.



## Clubcard data

We'll be using our customer insight and sales data to better understand the ways that different customers shop, the biggest opportunities to help them make healthy changes, and the helpful prompts that will be most effective in helping them to do so.





## Understanding local challenges

Our presence in communities up and down the country means we're uniquely placed to understand the challenges different areas face and how we might most effectively work with others to solve them.

That's why we'll be running a series of regional consultations, coordinated alongside the British Nutrition Foundation, Local Food Partnerships, Public Health directors, community groups, academics and Tesco colleagues, to build consensus on what effective, long-term support looks like in making affordable, healthy and sustainable food attainable for all.

We'll use what we learn from these consultations to inform our healthy and sustainable diets strategy as we look beyond 2025.

## Reformulation and innovation

We'll also continue our reformulation and product development programme, identifying ways to innovate with new ingredients and processes to remove saturated fat, sugar, salt and calories, as well as add in more helpful nutrients and ingredients. We'll use our knowledge of what customers want and need to bring them healthier options that don't compromise on taste and quality.

## Supporting Stronger Starts

To help children have a stronger, healthier start in life, we've partnered with Groundwork to create a new £5.3m grant programme called Stronger Starts. Our goal is to give one million children a Stronger Start by helping to fund healthy food and fitness activities that can improve their physical health and mental wellbeing - from breakfast clubs to playground equipment, football kits and gardening classes.

## Collaborating with partners and industry

We are proud of our long-term partnership with the British Heart Foundation, Diabetes UK and Cancer Research UK and our shared goal to inspire, empower and support colleagues, customers and their families to make healthier choices. And we are committed to working with the British Retail Consortium, Institute of Grocery Distribution and with Mondra to be part of a sector-wide coalition and harmonised industry scoring platform to tackle the challenge of consistent carbon reporting, a key step towards keeping healthy products sustainable.



**Stronger  
Starts**





# References

- 1 Health Survey for England 2021
- 2 Reference children data: National childhood measurement programme England 2022
- 3 UK National Diet & Nutrition Survey years 9-11 (2016-2019)
- 4 Public Health England, Health matters: obesity and the food environment, published 31 March 2017
- 5 Diet Related Health Inequalities, Parliamentary Office of Science and Technology, Number 686. December 2022
- 6 <https://www.gov.uk/government/publications/the-nutrient-profiling-model>
- 7 <https://www.tescopl.com/media/oeefyd5/tesco-methodology-sustainable-diets-uk-20230424.pdf>
- 8 <https://www.tescopl.com/tesco-reaffirms-commitment-to-support-healthy-affordable-diets/>
- 9 <https://www.tescopl.com/tesco-launches-better-baskets-campaign-to-help-customers-fill-their-baskets-with-better-choices/>
- 10 Data correct as of August 2023

To find out more about our approach to healthy affordable diets, read our healthy, sustainable factsheets or visit our website.

[www.tescopl.com](http://www.tescopl.com)