

GENERAL...



3663 are passionate about making food healthier, and playing a pivotal role in providing the choice of nutritious and healthy foods and ingredients, so that the caterers we supply can in turn provide this choice for their customers.

In addition to providing a suitable range of foods we also provide information and advice along with marketing and communication materials in order to help inform our customers on current issues and the steps that can be taken to encourage and influence our consumers.

3663 are firmly committed to working closely with the Food Standards Agency to understand the concerns and priorities of the Nations health and to share with them the issues affecting the foodservice industry and our customers.

3663 have a proactive approach to healthier eating and launched an ongoing positive steps campaign in 2005 to meet and influence the growing demand from consumers for healthier options. This programme has so far seen the reformulation of over 700 own brand products in terms of either salt, fat, saturates, sugar, hydrogenated vegetable oil, monosodium glutamate and some artificial colours, without impacting on the products quality or taste.

Forward Commitment

3663 commit to maintaining close consultation with the Food Standards Agency and to investigate the opportunity to implement all recommendations and targets as they evolve. We also commit to sharing openly with the agency any barriers to implementation, if there are any occasions where meeting these recommendations or targets is not thought possible.

3663 also commit to continue looking for opportunities to progress with product reformulation in areas that might be outside of or ahead of any government targets set as the opportunity arises.

Planned Monitoring

We will monitor our activity by requesting feedback from our key customers, suppliers and the Food Standards Agency in terms of our activities and accessibility in this area.

MAKING OUR PRODUCT RANGE HEALTHIER...



Within our own brand range we have achieved the following in the last year.

Sodium:

- We are 70% through our programme to meet the FSA 2010 sodium targets on 330 lines
- Some great successes include an average salt reduction in our
 - sausages of 15%, - bacon 18%, - ready meals 33%, - desserts 25%.

All our own brand beef burgers also meet the FSA 2010 targets.

- We have 15 products that meet the stringent TNS (target nutrient school) standards

Sugar:

We have made average reductions of 11% in desserts, 25% in pie fillings and 7% in biscuits.

Total Fat:

We have made average reductions of 17% in our burgers and 7% in our desserts.

Saturated Fat:

We have made average reductions of 20% in our burgers and 25% in our desserts.

Hydrogenated Vegetable Oil :

We are 78% through our programme having removed HVO from 58 products to date.

Artificial Colours (targeted by the FSA Southampton report):

We are 70% through our programme having removed them from 12 products to date.

Monosodium Glutamate:

We are 78% the way through our programme having removed MSG from 29 products to date.

Branded Products

We work with our supply partners on an ongoing basis to bring branded products to market that are healthier or free from artificial flavourings, colours, preservatives and HVOs. A few recently added examples of these are:

- Dove Farm cereal bars and flapjacks which are fair-trade, vegetarian, organic, wholegrain, wheat free and contain no hydrogenated fats,
- Delmonte fruit bags,
- Bottle Green Presse soft drinks which contain no artificial colourings, flavourings, sweeteners, additives or preservatives.
- Delifrance breads and Viennoiserie are HVO free, their breads are made with no additive sugar or fat and they have a 5 year salt reduction programme in place to reduce by 5% per year,
- Green Gourmet lines developed to meet the school food standards,
- We have an extensive range of non coated chicken, meat & fish cuts available.
- We have a large range of ethical products to meet consumers needs.

Fresh Products

In addition to the above, we provide a huge range of chilled, fresh meat & vegetable lines which help in the preparation of healthy meals to meet all customers needs.

MAKING OUR PRODUCT RANGE HEALTHIER... (CONTINUED)



Forward Commitment

We will continue to assess the recommendations of the FSA for salt, fat, saturates and sugar as they evolve, and wherever possible, bring our reformulation program in line with these standards.

Specifically, we commit to:

- Continuing our ongoing salt reduction programme – towards meeting the FSA's 2010 salt targets in all of our own brand products by the end of 2009.
- When the FSA publishes its forthcoming salt targets for 2012, we will review our current salt reduction plans up to 2012 to take account where possible of the new targets.
- When the FSA publishes its forthcoming targets for saturated fat, we will review our reformulation programme to assess where it is possible to make the changes recommended.
- We will continue to complete our programme of reformulation on HVO's artificial colours and monosodium glutamate with a target of 2010 for completion.
- We will continue to share our views of the importance of this work with our supply partners and encourage the choice of healthier products options for our customers.

Planned Monitoring

We maintain a robust tracking system for our own label product reformulation which we will continue with. This allows us to report on our reformulation progress against numerous targets that we are working towards.

INFORMING AND SUPPORTING OUR CLIENTS...



Progress to Date

Local Sourcing

We have a considerable demand from customers and consumers to buy locally sourced produce, and we established a structure of local sourcing regions to meet this demand. We now have considerable coverage of the UK and provide over 500 lines from more than 80 local suppliers.

Advice Centre

The advice centre continues to provide customers with practical help over a broad range of topics from recycling of waste cooking oil to special dietary requirements. The advice centre is an immediate resource that is used by hundreds of customers and consumers on a daily basis. In 2008, we produced a number of new fact sheets, the latest of which added by the centre in response to customer need is on saturated fat and covers the health issues of consuming too much saturated fat, what types of food are high in saturated fat, handy hints for reducing saturated fat levels in the diet, and what to look for on food labelling. This advice sheet will support the activities that the FSA is undertaking in their 2009 saturated fat campaign.

Training and Education

Guidance notes for the care home sector were produced last year covering all aspects of catering for people with a wide range of therapeutic and cultural needs. Education sessions and workshops continue to be run to support this work providing chefs and catering

managers the chance to come together to receive practical support on feeding, dietary requirements and malnutrition.

Representatives from 3663 speak at many industry conferences to be able to debate and influence matters of health within foodservice with peers in each sector, such events include the National Care Association conference.

Menu Planning

Utilising complex menu planning software that holds nutritional attributes, 3663 have supported many customers in developing new and 'auditing' of existing menus. Within the last year, menu plans have been developed for primary schools that meet the government's food and nutrient based standards. Halal menu plans have been developed for contract caterers and universities. We are also supporting the 'Schools Licence to Cook' programme with a small booklet which highlights the products required to produce the 32 recipes developed by the BNF for the cooking programme offered to schools from March 2009.



INFORMING AND SUPPORTING OUR CLIENTS... (CONTINUED)



Marketing Tools

3663 work with their customers on an ongoing basis, described here are a number of initiatives that have taken place in the last year.

- Posters & table talkers produced for the leisure sector to source and promote high fibre and five a day options such as booster bars, porridge to go, carrot & celery sticks, and orange juice as an option after work-outs.
- A 'solutions for your care homes' booklet has been produced, to highlight the range of ergonomically designed cutlery, and crockery which is available for easier handling and control.
- A 3 week scratch cook menu cycle that meets the governments food and nutrient based standards for primary schools, along with recipes and nutritional charts is available to download via the 3663 website in the education section www.3663.co.uk



Communication

In conjunction with the Food Standards Agency, 3663 have developed an 'eatwell' tray. The tray is features the FSA's eatwell plate design which aims to make healthy eating easier to understand by showing the types and proportions of foods each of us should be eating if we are to eat healthily. The trays are a great communication tool particularly suited to education, healthcare, prisons and the leisure sector

We utilise our Positive Steps logo and our 'foot step' symbols to highlight our positive steps products within our brochures and pricelists

We have a policy of providing clear and honest labelling on our packaging with easy to understand nutritional information. In addition, to support the FSA initiative for caterers to add calorie information for dishes on their menus, we now have calorie content per 100g published on all our own brand lines.

Development Chefs

3663 have a team of talented chefs that work closely with different customer groups from independent pubs to National restaurant chains and provide a service that can include product sourcing, full menu selection, dish presentation, menu presentation, specifications & training, dish costings, margin calculations, kitchen equipment recommendations and kitchen planning.

INFORMING AND SUPPORTING OUR CLIENTS... (CONTINUED)



Forward Commitment

Our forward commitment is to continue the level of support for our customers, to ensure the information we provide is both current and evidence based and to lead the field in producing useful resources for our customers.

We will also be developing a menu cycle for secondary schools, special schools and pupil referral units, which is compliant against the government's food and nutrient based standards, this menu cycle will be produced in advance of the introduction of the September 2009 standards for secondary schools.

We will continue to work closely with our customers and the industry to identify any potential opportunities to develop new customer & consumer solutions as they occur.

Planned Monitoring

3663 will continue to review our work supporting our customers by gaining feedback from our customers on an ongoing basis as to the impact of our contribution and resources.



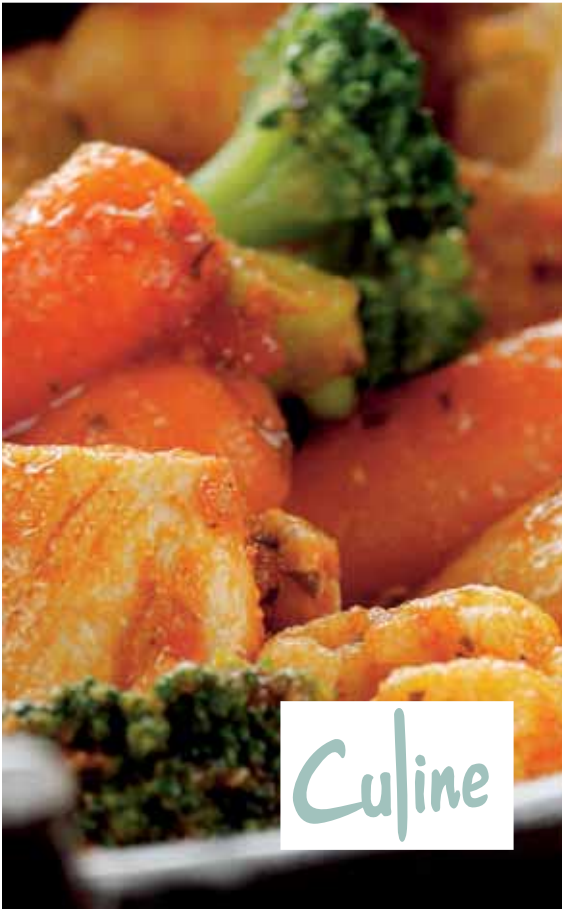
Culine



Chef's Smart Choice



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Culine



Chef's Smart Choice



Fancy a Dip?
 Swirls all round
 Superfoods to Start your Day
 Superfruits Booster Bar
 HEALTHY EATING IN SCHOOLS
 NEW Kids menu now available!
 3663 SATURATED FAT
 3663 CATERING WITH CARE
 3663 GUIDELINES FOR DIET IN CARE HOMES
 Totally Schools
 Totally Schools a selection of products available to order...
 The 3663 Food Book July 2004