

## Brakes Commitments to Health and Wellbeing 2009

### General

Brakes is one of the leading suppliers of chilled, frozen and ambient foods and non-food products to caterers across the UK, employing 7,000 staff and making 30,000 deliveries each day. We supply over 4,000 Brakes brand and many other leading manufacturer brand foods including: ready meals, soups, sauces, meat and fish products, vegetables fruit and desserts to 120,000 caterers in education, healthcare, care homes, restaurants, pubs and many other sectors of the catering industry.

Brakes has a great heritage in health and wellbeing with nutrition embedded into all aspects of the company through nutrition information and advice to customers, training for staff and our long term food strategy.

### Progress

Brakes team of qualified dietitians and nutritionists is part of a strong technical team ensuring the Brakes brand offers customers and consumers high quality



nutritious products. Since 2002, Brakes has had a policy for suppliers which defines the standards required for all Brakes brand products covering nutrition labelling, methods and frequency of nutrition analysis, types of fats permitted, maximum salt levels and the use of additives.

In 2003, Brakes introduced its *Healthier Choices* brand and these products are clearly signposted in all sales and marketing publications. All products within this range must meet our nutrition criteria for reduced or restricted levels of fat, salt and sugar. Over the last few years we have also been working on reformulation to reduce salt in mainstream products and extended the range of our products which are inherently healthy – making it easier for customers to access healthier products.

### In the last year

- We reviewed and incorporated our nutrition policy into the Brakes food strategy, with health and wellbeing forming a key part of that work. Fat, saturated fat and energy content are now major areas for focus as well as continued salt reduction.
- We held 6 Health & Wellbeing workshops for over 60 key staff including all technical managers, product development managers, development chefs and sales teams to highlight current nutrition issues.
- All new area sales managers attended the Brakes sales academy, at which the importance of nutrition in foodservice was presented.
- Our nutrition team held meetings with key customers from schools, pubs, nursing homes and coffee shops to discuss health and wellbeing and how we can supply products which support their nutrition requirements. Over 20 meetings have been held with major customers introducing new products to their menus as a result.
- We banned the use of hydrogenated vegetable oils in all Brakes brand products manufactured from January 2008.



Forward commitment 2009	Planned monitoring
1. The nutrition aspects of Brakes food strategy will be subject to continuous review in the light of new legislation, guidance and public health evidence.	Brakes will make all updates available to the FSA.
2. We will train staff, as appropriate, to ensure that they have the nutrition knowledge necessary for their roles. We will continue this training with regular updates at sales meetings and other planned events.	We will continue to monitor this programme to ensure it is providing the tools our staff need. We will report to the FSA on numbers of staff trained.
3. We will continue to provide nutrition information and advice for customers through our website, magazines and brochures. Our nutrition and sales team will meet with customers to provide nutrition advice and training in order to raise awareness of the range of healthier products Brakes offers and to encourage their uptake.	We will respond to customer and stakeholder feedback to ensure these services remain useful and relevant and will report back to the FSA on the uptake of the healthier products.

## Making our product range healthier

### Progress to date

- As described above, our nutrition policy has been in place since 2002 for suppliers to Brakes.
- Our *Healthier Choices* product range described above includes more than 70 products, representing all foods and menu requirements.
- We also provide a range of products that could be described as 'inherently healthy'. These products include lean meat, fish, fruit and vegetables or basic ingredients and minimally processed products – these make up approximately 30% of our product range and are highlighted to our customers as great ingredients to use for making healthy recipes.
- We have had a programme of salt reduction in place since 2002. In the first two years of this programme the removal of over 100 tonnes of salt was achieved, and 70% of our products for which there are FSA salt targets now meet those targets.
- We offer a range of frying oils with low saturated fat (using rapeseed) to enable our customers to prepare foods with lower saturated fat.
- A choice of cooking methods is given on packaging to help customers prepare food in a healthy way. French fries come in a range of sizes with the thicker cuts available to produce chips with less fat when served, and we have detailed cooking instructions for the '5.9ers' to give the lowest fat content when served.

### In the last year

- We set up a forum of key meat and dessert suppliers to discuss Brakes Health and Wellbeing strategy and share best practice in use of ingredients and manufacturing processes to

develop healthier products. The forum was established to discuss the challenges of salt and saturated fat reduction and potential solutions.

- In our ongoing salt reduction programme: we now have 70% of product sales meeting the FSA's 2010 salt targets (an increase from 50% in January 2008) and our sausages, one of our most popular product ranges, now meet the targets.
- We developed our Smartcrumb to create coated products that do not need to be fried. So far this has been used on a range of 17 fish products (nearly 50% of all coated fish products for children) and the success of the range demonstrates that customers are substituting products which need frying for Smartcrumb, contributing to fat reductions.
- For our 'inherently healthy' range we introduced:
  - a large range of frozen fruits in to our healthy product ranges, which can be used in desserts or smoothies;
  - the 5-A-DAY logo on the delivery boxes of our fresh produce and also where appropriate on our lists to raise greater awareness of healthier eating;
  - more juices, juicy waters and smoothies
  - seasonal ranges of vegetables, leaf salads and fruit salads.
- We launched 3 new savoury fillings and dips in to our *Healthier Choices* range so the range now includes the most popular sandwich fillings.
- We also introduced our sunflower light spread in individual dishes as well as 2kg packs offering more consumer choice.



Forward commitment 2009	Planned monitoring
1. We will continue to develop <i>Healthier Choices</i> products within our planned product development and they will be highlighted to customers through our marketing brochures and by our sales teams.	We will report new <i>Healthier Choices</i> product launches to the FSA.
2. We will continue to develop more products using Smartcrumb with other foods to enable caterers to deliver food with a lower fat content.	We will report to the FSA on new product development.
3. We will continue with our salt reduction programme and expect to meet the 2010 targets set by the FSA by the target date wherever possible. This work will include moving canned vegetables into water only. We will review these plans when the FSA publishes 2012 targets.	We will report progress on salt targets to the FSA.
4. We will continue to introduce new foods to our range that are 'inherently healthy'.	We will report new product launches to the FSA.
5. The suppliers' forum will continue in 2009 and we will scope out a plan for fat and saturated fat identifying areas where reduction may be possible and ways to deliver them. We will monitor this in the light of the FSA recommendations.	We will report plans to the FSA.

## Informing and supporting our clients

This section describes ways in which we assist our customers with menu planning, kitchen practice and nutritional information

### General

We offer a range of support, information and advice to our customers through brochures, webcasts, serving suggestions and recipes. Our materials are designed to help our customers with menu planning, and offer encouragement to healthier cooking practices to enable them to offer their customers healthier choices. Brakes supports schools and education caterers to comply with school meal regulations in England and Scotland with brochures and CD ROMs, (the most recent was published in January 2009) with full schools nutrition for over 50 recipes.

Recognising the need for improved nutrition in the healthcare sector, we published a guide in January 2009 for caterers to help them meet the particular nutrition requirements for this group.

### Progress to date: Nutritional advice and support for menu planning

- Our team of innovative development chefs work with our major customers to develop recipes, meals and menus, using Brakes products such as our *Healthier Choices* range, mainstream products (which we have made healthier) and more of our 'inherently healthy' range. There is a trend to fresh and simple dishes so menus with more grilled or roast foods have been developed with pub and restaurant groups, reducing the number of fried dishes.
- Brakes nutritionists meet regularly with major customers to discuss menu development and the provision of well balanced meals.



- In specialist areas we have advice for schools and healthcare to meet their particular needs. Additional nutrition information for selected vitamins and minerals is provided on over 600 products used by schools to enable them to calculate the nutrient content of their menus, as required to meet the nutrient standards for schools in England and Scotland.

- We provide a nutrition help-line for our clients both on the telephone and by email ([nutrition@brake.co.uk](mailto:nutrition@brake.co.uk))
- Through our sponsorship of the Royal Parks Half Marathon we have provided healthy eating advice for the runners taking part and supplied fruit and juices on the day of the race.

### Providing information to Brakes customers, via our website, brochures and magazines

- We provide information on healthy cooking methods in recipes and serving suggestions in our magazines. For example, our healthy eating brochure which gives advice to help caterers plan menus that contain dishes with less fat, salt and sugar and more fruit and vegetables using both our *Healthier Choices* products and other healthy ingredients and foods. We published the 4th issue last year, which includes our Brakes plate based on FSA's 'Eatwell plate', which is central to our healthier menu planning guide. This is reviewed biennially and sent to 20,000 independent caterers. The Brakes plate is also a key feature of our healthy eating pages within the website.
- We provide full nutritional labelling (including salt equivalent as well as sodium) on our Brakes brand products, this information is all held on a database that is constantly updated.
- Nutrition information is available:
  - on request;
  - as part of tenders and contracts for all Brakes brand products;
  - via our telesales staff or customer service, so that they can provide this information to caterers at the point of purchase if required;
  - to e-commerce customers within the on-line ordering system.
- We provide 5-A-DAY labelling on the packaging of appropriate front of house products, and provide fruit stands for fruit and vegetable displays thereby encouraging consumption.
- The 5-A-DAY logo is used in our price list and other publications as a helpful signpost.
- All our *Healthier Choices* products are easily identified in our price list and other publications.

### Last year we:

- Introduced a seasonal magazine which is one of Brakes new customer communications and includes advice about nutrition. Published quarterly, it contains useful information for chefs and caterers about products as well as innovative recipes and serving ideas.
- Brakes website [www.brake.co.uk](http://www.brake.co.uk) has an array of recipes and we introduced webcasts which demonstrate the use of healthier ingredients, foods and cooking methods.

Forward commitment 2009	Planned monitoring
1. We will continue to ensure nutrition information and help with menu planning is available through all our communications.	We will make our new marketing materials available to the FSA.
2. We will continue to train our staff to equip them to help caterers plan healthier menus, our development chefs and sales teams will continue to work with major customers and our nutrition team will provide more detailed menu planning advice.	We will monitor these activities to ensure they continue to provide an appropriate service.
3. We will increase the number of products for which micronutrient information is available to meet the demands of school customers.	We will inform the FSA on the nutrition information available on our products.
4. We will work with our customers to enable them to provide nutrition and healthier eating information to consumers.	We will monitor this service to our customers to ensure it is of value.
5. We will work with the FSA and our customers to enable caterers to meet any new requirements for nutrition information on menus.	