

A healthier place to work and shop

Helpful Little Swaps.
1 of your 5 a day

Target

Support all of our colleagues to live healthier lives and help our customers make healthier food choices every time they shop with us

1. Help colleagues look after their physical and mental well-being
2. Partner with leading health charities to help customers and colleagues make healthier choices
3. Encourage consumption of fruit and veg
4. Make our own label products healthier
5. Remove cost barriers to healthy eating
6. Raise awareness of healthier choices

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.

2015

Sweets removed from checkouts in all stores

2016

Free Fruit For Kids introduced, with over 75m pieces given away so far

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

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 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%.

We are also adding additional fibre in products where it is naturally occurring, for example by adding whole wheat flour to our garlic bread.



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.

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 in-store cafes. We've also added Spoon Guru's online search to help customers quickly find products for special dietary needs.

Find out more

[Tescopl.com/LittleHelpsPlan](https://www.tescopl.com/LittleHelpsPlan)

November 2018

Case study

Working in partnership

In January 2018 we announced a new five-year [health charity partnership](#) with the British Heart Foundation, Cancer Research UK and Diabetes UK. By combining their expertise with our ability to reach 300,000 colleagues and millions of customers, we aim to drive the adoption of lasting healthy habits and create the UK's

leading workplace health programme.

Supporting this aim, we have also joined forces with Jamie Oliver to help our colleagues and customers cook healthy, tasty, budget-friendly meals. Healthier recipes and tips will be available in store and online, with the price of key ingredients reduced.

TESCO
Every little helps