

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.

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.



TESCO CANCER RESEARCH UK 100% DIABETES UK
Little Helps for healthier living

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

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

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TESCO
Every little helps