

# The Better Tomorrow Plan Case study

## We Do

### OUR COMMITMENTS:

- We will provide and promote varied and balanced food options at all our clients' sites by 2012.
- We will provide and promote choices with a reduced intake of sugar, salt and fats at all our clients' sites by 2015.



[www.sodexo-healthwise.com](http://www.sodexo-healthwise.com)

**25 years of Healthwise  
celebrated in 2010**



**84%**  
**of UK and Ireland  
client sites**

have a Sodexo offer  
providing and promoting  
varied and balanced food  
options with a reduced  
intake of sugar,  
salt and fat

[www.sodexo.com](http://www.sodexo.com)  
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## UK & Ireland

### Healthwise – Health and Wellbeing

Healthwise is Sodexo's nutrition, wellbeing and lifestyle philosophy. It is our commitment to promoting healthy living amongst our employees, clients and consumers. It guides our dietitians, development chefs, catering managers and food buyers to achieve healthier outcomes.

### Creating value for our clients and consumers

- Trained and skilled professionals source products, design menus and prepare meals
- Healthy eating and balanced diet choices to consumers
- Education and information on healthy nutrition and lifestyle.

### General context

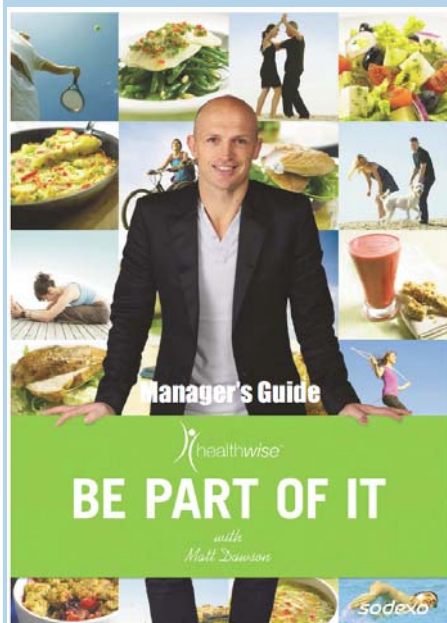
Obesity is a significant public health challenge that Sodexo is committed to help tackle. The latest Health Survey for England (HSE) data shows us that nearly **1 in 4 adults, and over 1 in 10 children aged 2-10, are obese.**

In a typical day, we feed **more than 1% of the UK population at offices, factories, schools, hospitals and barracks.**

We take our responsibility for our consumers very seriously. We help clients to ensure that they have productive employees by offering healthy varied and balanced food and educating them about the benefits of a healthy diet.

### Healthwise means

- Developing **menus with balanced and varied options** and **reduced salt, sugar and fat.**
- Working with suppliers **to improve the availability of products** that contribute to the health and well-being of the people we serve and monitor hydrogenated vegetable oils, artificial additives and preservatives to eliminate from our products where possible.
- Raising **clients' and consumers' awareness** of balanced diets and healthy lifestyle.



## Healthwise team

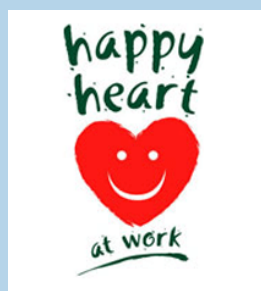
→ 4 registered dietitians

Nutrition champions:

→ 18 champions in education

→ 12 across the rest of the business

→ Trained buyers and menu development chefs



## More information

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## Implementation process

We partner on a daily basis with government and other stakeholders to make sure we meet legal requirements and participate in innovative approaches to healthy food in the different sectors we serve:

### Partnering with the UK government

- We support the government's '**Healthy Weight, Healthy Lives**' strategy, as well as the *Food for Life* programme
- We recently signed up as a founding partner of the **Department of Health's** Public Health Responsibility Deal, committing to reducing salt, and sugar, calorie labelling, promoting health at work and activities in the workplace. See [Department of Health website](#)
- Sodexo has actively supported the Department of Environment, Food and Rural Affairs to develop **Government Buying Standards** for food and catering services focusing on sustainably produced food, nutrition, natural resource efficiency and environmentally-friendly catering equipment
- We have fully implemented the nutritional standards laid down by the UK **School Food Trust** across all the schools we serve
- Sodexo was an early adopter of the **Food Standards Agency's** trial scheme to introduce calorie labelling on menus
- We ask all our suppliers to comply with or work towards the **salt reduction targets set by the Food Standards Agency for 2012**.

### Awareness campaigns for our employees, clients and consumers

- We regularly launch **campaigns on healthier food** – latest in date is a campaign presented by Matt Dawson, England rugby player and Healthwise champion, across all our sites.
- In January 2010, Sodexo Ireland launched a month-long awareness raising **campaign on healthy eating using mobile technology**. Consumers could enter a competition to win a luxury week-end by answering a health-related question by text.
- In 2010, more than 100 Sodexo employees were offered a free **health check**.



## Moving forward

- We are preparing to meet **new European legislation on gluten labelling** ahead of domestic legislation due to come into force in 2012
- We are working on **differentiating our nutritional information** depending on our consumer audience, from the *Healthwise* logo for healthier choices to fully-fledged GDA analysis.

## External Recognitions

- **Scotland: 75 sites have received the Healthyliving award**, which rewards establishments for providing healthier food and helping consumers make better food choices.
- **Republic of Ireland: 60 sites have received the Happy Heart Accreditation** awarded by the Irish Heart Foundation.