



MAKE GREAT TASTING, HEALTHIER FOOD AND SAVE MONEY!

Healthier eating is becoming more and more important to customers.
Follow these tips to make sure you stay ahead of the market.

Achieve at least eight tips, including at least one from each section (Portion Size, Salt, Fat, Sugar, and Promotions). Tick the box when you have achieved a tip and aim to add a new tip every month.

PORTION SIZE – Eating too much can lead to obesity, diabetes, heart disease and cancer. Even small reductions at each meal can make a real difference.

1. Reduce your pizza width by an inch (2.5cm). You will use less dough and fewer toppings.
2. Consider using thinner bases – make your standard pizza base thinner or add a thin base option to your menu. Using less dough will save calories and taste authentic.
> Lots of businesses are already doing this as many people prefer thinner bases. Make sure you don't miss out on customers!
3. Offer smaller portions (such as 6-inch pizzas) to give people with a smaller appetite a lower calorie choice.
4. Make it clear how many people a pizza will serve – e.g. large serves 3–4 people.
5. Creating more slices on a pizza may encourage people not to eat so much. If you normally divide a pizza into 8 slices, try dividing it into 10 slices, and try dividing a 10-slice pizza into 12 slices.

SALT – It's very important to watch your salt (or sodium) intake as too much can lead to high blood pressure and an increased risk of stroke and heart disease.

6. If you make your own pizza dough and tomato sauce, gradually cut down the amount of salt you use – you can do this little by little, over time, so your customers won't notice.
> In your dough, a good amount to aim for is 50g of salt per 20kg of dough.
> If you buy in dough or tomato sauce, read the labels and ask your supplier for lower salt varieties.
7. Read the labels on the cheese and meat you buy in and choose lower salt varieties or ask your supplier to help.
8. In addition to your standard pizzas, try promoting new combinations that offer less salty meat and cheese and more exciting vegetables – like a 'Hot pepperoni' made with rocket leaves, chilli and a little less pepperoni or cheese.

FAT – High-fat foods contain lots of calories, which can make us put on weight. This can lead to diabetes, heart disease and some cancers.

9. Cheese and meat can be high in fat and salt, so be sparing when adding these ingredients and **be generous with vegetable toppings**.
10. If you make your own garlic bread, try using a little less butter or **brush with olive oil** instead.
11. Place your pizza base directly onto the tray without greasing it or **use a little flour** to stop it sticking. If you do need to oil the tray, try just a little **rapeseed or sunflower oil** instead of butter.
12. **Swap** chilli oil for chilli flakes or fresh chilli.
13. Read the labels on the cheese and meats you buy in and choose **varieties with less fat** or ask your supplier to help.

SUGAR – Having too many foods and drinks high in sugar can contribute to excess calories and lead to weight gain. This increases risk of heart disease, type 2 diabetes, stroke and some cancers. It is also linked to tooth decay.

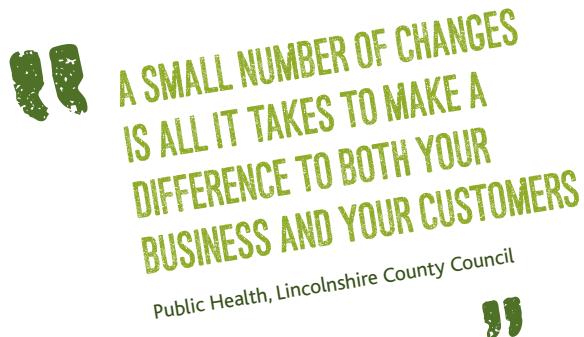
14. Offer healthier drinks as the default option – such as water, lower fat milks, low calorie or no added sugar drinks, or pure fruit juices (in a 150ml serving size or as close to this volume as possible), rather than sugary drinks.
15. Introduce a 10p levy on non-alcoholic soft drinks that have added sugar and donate the money raised to the Children's Health Fund, administered by Sustain.

PROMOTIONS

16. Introduce tasty and healthier **meal deal combinations**. A small pizza with soup or salad adds variety.
17. If you're including a drink in your meal deal make sure you **offer diet, low-calorie drinks or water** rather than sugary fizzy drinks.
18. Encourage customers to choose healthier toppings. You could try doing **special price promotions** or advertising of pizzas with **lower salt and fat toppings** like tuna, chicken and vegetables (peppers, mushrooms, onion, sweetcorn, garlic or rocket) instead of salty or fatty meats and cheeses.

Your own pledge suggestions (agreed with the Healthier Options team)

Keeping customers happy is important, and the best way to do this is by gradually reducing the fat, salt, sugar and calories in your food so it's healthier but still tastes delicious!



Public Health, Lincolnshire County Council

The initiative is delivered jointly by Lincolnshire County Council, Boston Borough Council, City of Lincoln Council, East Lindsey District Council, North Kesteven District Council, South Holland District Council, South Kesteven District Council, and West Lindsey District Council.

