



MAKE GREAT TASTING, HEALTHIER FOOD AND SAVE MONEY!

Following these tips will help you:

- Make your sandwiches healthier
- Offer more choice to your customers, helping you to compete in the market
- Make more money from the sandwiches you already sell

Achieve at least ten tips (or at least 50% of tips that are relevant to your business). Tick the box when you have achieved a tip and aim to add a new tip every month. You may already be achieving several of these tips, but be prepared to go further and make real changes to help your customers stay healthy.

Start with the right bread

1. Try using wholegrain, wholemeal, malted wholegrain or brown bread as standard, unless customers ask for white. You could even offer white bread made with added wholemeal flour.
2. Choose a bread that has less than 1g salt per 100g (or less than 0.4g sodium per 100g).

Choose the right spread

3. Use low-fat spread, ideally made from sunflower, rapeseed, olive or vegetable oil. Compared with butter, these spread more easily and are lower in fat, especially saturated fat, and cost less.
4. Choose a spread that has less than 1.13g salt per 100g (or less than 0.45g sodium per 100g).
5. Try making sandwiches without any spread, especially if the filling is moist – or let your customers choose if they want spread. You'll save time preparing your sandwiches and save money by using less spread.
6. If a customer asks for spread, try to spread it thinly.

Pick the right fillings

By checking the label when selecting ingredients, or making simple changes when making your sandwiches, it's easy to reduce the levels of salt and fat, especially saturated fat. For example, use tuna in spring water not oil as a sandwich filling. Or, if you are making tuna mayo, use low-fat mayonnaise. (Customers won't be able to tell the difference!)

Labels

7. Check product labels and choose foods that are lower in salt, fat, saturated fat and sugars when you can. Or ask your supplier to help you! If a product is high in one or more of these, this doesn't mean you shouldn't use it – just try to use it in smaller amounts.

Size matters

8. Think about the size of your portions and if you're being too generous. Have a set portion for each filling (e.g. a certain size of scoop/spoon, or a fixed number of slices/pieces) and follow it strictly.

If you're mixing two fillings (e.g. chicken and bacon) you don't have to use a full portion of each – try using a bit less. Good staff training is essential to getting this right.

How to make some common fillings healthier

9. Cheese	<ul style="list-style-type: none"> • Swap to reduced-fat hard cheese or a cheese naturally lower in fat, like Edam • Swap to reduced-fat cream cheese • Use less of a stronger cheese like mature Cheddar – with strong cheese you can get lots of flavour from a smaller amount • Use grated cheese instead of sliced – this can mean you use less cheese and it will add volume to your sandwiches 	<input type="checkbox"/>
10. Mayonnaise and salad cream	<ul style="list-style-type: none"> • Swap to reduced-fat mayonnaise or reduced-fat salad cream (most are similar in price and taste). Low-fat mayonnaise can even be used in place of a spread > If you don't want to use a reduced-fat mayonnaise, try picking a standard mayonnaise with lower fat and saturated fat levels – often these are from the 'basic' or 'value' ranges, so this may also save you money • Using less mayonnaise in sandwiches is another way to reduce the amount of fat and saturated fat the sandwich contains 	<input type="checkbox"/>
11. Pre-made fillings, pickles, sauces and condiments	<ul style="list-style-type: none"> • Check the label and choose products that are lower in salt, fat and saturated fat. There can be a big difference between products 	<input type="checkbox"/>
12. Meat and fish	<ul style="list-style-type: none"> • Offer leaner meats like ham, beef, turkey and chicken without skin • Where there is visible fat on a product try cutting it off – it looks nicer and is healthier too • Bacon, ham and other cured and smoked meat and fish can all be high in salt, so try to pick those with lower salt levels and try using less in sandwiches 	<input type="checkbox"/>
13. Salad	<ul style="list-style-type: none"> • Offer salad (lettuce, tomatoes, cucumber) in every sandwich. It's a good way of making sandwiches look more appealing 	<input type="checkbox"/>

Snacks and drinks

These are a great way to get your customers to buy their extras with you, increasing your profits. Providing a range with healthier options could give you the competitive edge.

- 14. Try providing a range of healthier snacks like fresh fruit, dried fruit and unsalted nuts.
- 15. Try offering a selection of baked crisps and snacks – they're not fried so have a lower fat content than standard crisps.
- 16. Offer smaller-sized packs of crisps, chocolate bars and other snacks and drinks.

Sugar

- 17. 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.
- 18. 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.

Attractive displays

- 19. These are a simple way to promote the range of healthier options that you offer. Putting fruit and healthy snacks in prominent areas or near where customers stand may boost their sales and your profits. And try putting healthier drinks like water and no-added-sugar drinks and juices at eye-level in fridges.

Promotions

Meal deals and other promotions can help you compete with the larger retailers and they're a great way of encouraging your customers to pick something healthier to eat:

- 20. Advertise healthier snacks like fresh fruit, dried fruit and unsalted nuts and healthier drinks like water, coconut water and no-added-sugar drinks with meal deals.
- 21. Have promotional sandwiches (e.g. sandwich of the day/week) that are also healthy, such as lean meat, tuna, hard-boiled egg, and cheese such as Edam, mozzarella, and reduced-fat cream cheese with salad.

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

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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.

