

A guide for businesses



Making sense of Calories

what's on the menu?



Food
Standards
Agency
food.gov.uk

Make an impact on your customers' health with Caloriewise

With more and more meals being eaten outside the home, you can make an impact on improving your customers' health – while keeping your sales up – by making small changes. Displaying Calories on your menu can help your customers see what choices are healthier and help them improve their diets.

Research shows that 75% of people in Northern Ireland would like to see more information on healthy options when eating outside of the home.*

What are Calories?

Calories are a measure of the amount of energy in food. Knowing how many Calories are in our food can help us to balance the energy we put into our bodies with the energy we use. And that's the key to a healthy weight.

As a guide the average man needs around 2,500 Calories a day to maintain a healthy body weight, and the average woman needs around 2,000 Calories a day.



2000 **2500**

RECOMMENDED CALORIE INTAKE
PER DAY FOR ADULTS

Top tips to help you serve up a healthier menu and save money

Base meals on starchy foods

Serve plenty of starchy foods such as bread, potatoes, rice pasta and breakfast cereals.

Make the switch

Switch to semi-skimmed or skimmed milk.

Grating on you?

Use a small amount of strong flavoured cheese and grate it so that less is required.

Go lean

Order lean cuts of meat, trim off excess fat, remove the skin from chicken before cooking.

Something fishy?

Try to include more fish on the menu, especially oil rich fish such as salmon, mackerel, herring or trout.

Eat your greens!

Serve plenty of fruit and vegetables – fresh, frozen, dried or tinned. Bulking out dishes with more veg can make them healthier and cheaper per portion.

A bit of sauce on the side

Allow customers to add their own sauces and dressings.

Salt shaker

Limit the amount of salt you add during cooking and allow customers to add their own.

Eye catchers

Put healthier foods in places that are easy to reach at the point of service and a reduced price can encourage sales.



*Source: Exploring food attitudes and behaviours in Northern Ireland: Food and You Survey 2010 (Food Standards Agency)



Making sense of Calories

To find out more about the Caloriewise scheme in Northern Ireland visit food.gov.uk/Caloriewise or contact sharon.gilmore@foodstandards.gsi.gov.uk telephone **028 9041 7753**

Food Standards Agency in Northern Ireland

10 A - C Clarendon Road, Belfast, BT1 3BG

Tel: **028 9041 7700** Email: infofsani@foodstandards.gsi.gov.uk



**Food
Standards
Agency**
food.gov.uk