

For immediate release

12 August 2011

## **Delifresh re-launched with calorie labelling and GDAs**

Sodexo, a leading provider of on-site service solutions, has re-launched the Delifresh range – its own brand of sandwiches, wraps, sub-rolls and paninis, to include calorie labelling and GDAs (guideline daily amounts) with a traffic light system that reinforces the nutritional value.

The refreshed product range along with new branding comes after research was carried out into the sandwich market by Terry Caldicott, Delifresh brand manager and his team. The research looked at how current trends, themes and lifestyles of consumers impact the food choices they make and the popularity of certain products and fillings.

The results showed that the estimated worth of the sandwich market is £3.6 billion and is continuing to grow at an impressive rate of 4.8 per cent every year. The results also showed that consumers are more aware and interested to find out about the nutritional content of what they eat as well as wanting more variety and choice of breads and fillings.

The new range now offers over 40 items ranging from classic traditional sandwiches like egg mayonnaise and coronation chicken to more new combinations such as hot smoked salmon with dill mayonnaise and spicy meatball paninis. Nutritious wraps and sandwiches with fresh salads are also available.

The main highlight of the range is the calorie labelling and information about GDAs and allergens on packaging. This not only links directly to our Healthwise campaign – Sodexo's nutrition, wellbeing and lifestyle philosophy, but it also supports the Out of Home Calorie Labelling and Healthier Staff Restaurants pledges of the Department of Health's Responsibility Deal, which Sodexo signed up to earlier this year, along with four other pledges.

Terry Caldicott, said: "Across the UK, Sodexo provides Delifresh products at more than 350 restaurants and coffee shops, many of which are open to the public, for example cafés and restaurants at hospitals, and venues such as Royal Ascot Racecourse and Hampden Park. Through our research, we learnt that re-aligning branding and re-inventing offers are important to our clients and consumers, and this is exactly what we have done."

Wan Mak, head of nutrition and dietetics, said: "Providing consumers with as much information as possible about the food they eat is very important as it gives people the opportunity to make informed decisions about eating a healthy diet. At Sodexo, we have been committed to raising awareness about nutrition, health and wellbeing for over 25 years through our Healthwise initiative, and it is a priority for us to ensure nutritious food is available everywhere we operate."

**ENDS**