

## Tesco launches new healthy food brand

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Leading hypermarket brand Tesco has launched a new range of healthy foods under a new brand, "Tesco Healthy Living". This brand will replace Tesco Light Choices and Tesco Eat Live Enjoy. It aims to give customers an easy and even more appealing way to control the amount of salt, sugar and fats they eat, without compromising on flavour, said the company.

The range includes more than 230 products, from bakery and ready meals to yoghurts and healthy treats. 85% of the whole Healthy Living range is new or improved. All Healthy Living branded products have controlled levels of salt, sugar, fat and saturated fat. Each product has also been benchmarked in consumer taste panels against Tesco's own-brand range equivalents, to ensure they match on flavour, company statement said.

David Wood, Tesco UK Marketing Director said, "Helping our customers and colleagues to lead healthier lifestyles is very important to us. This range represents a shift in the way we think about healthy foods – we want to give our customers great tasting products that make choosing healthier options easy.

"To do this we've drawn on new food trends and the expertise of our colleagues and suppliers who are passionate about food, to ensure our Healthy Living range provides choices that taste better, look better and are even more healthy."

The new range will offer two options to suit customers' needs:

? "Healthy Living – Big on Taste, Lower in Calories" – for those looking to lose weight. All products contain at least 30% fewer calories than the comparison product.

? "Healthy Living – Beautifully Balanced" – for those trying to maintain their weight or wanting to make healthier choices for themselves and their families.

All Healthy Living products meet the Public Health Responsibility Deal 2012 targets for salt.