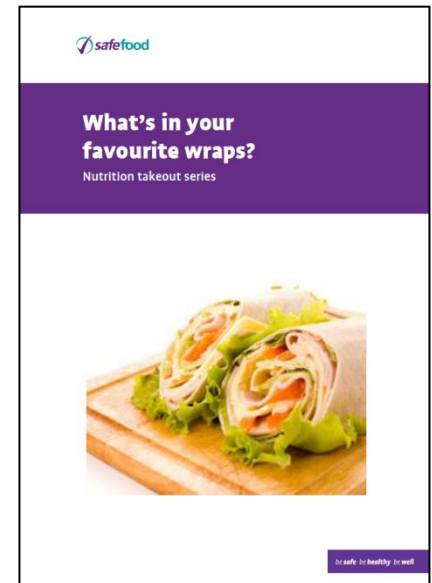
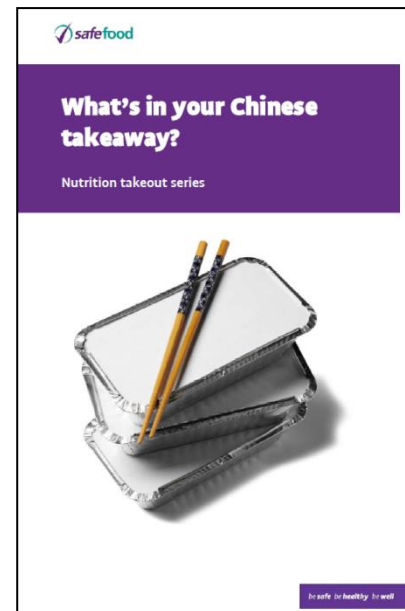
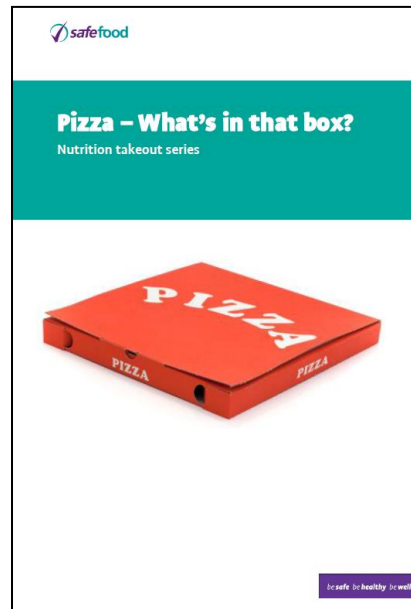
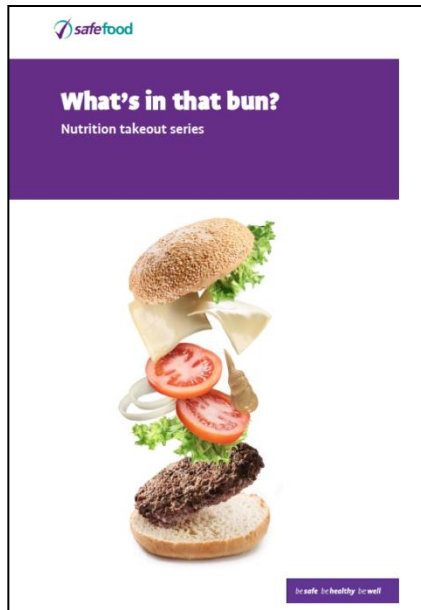


# The Nutrition Takeout Series

Dr Charmaine McGowan



# Research – Takeaway Series



<http://www.safefood.eu/Publications/Research-reports.aspx>

# Takeaway Series

## Rationale

- Change in Lifestyle
- Ease of access
- Westernized recipes
- Low nutritional info at point of sale
- Informed choices
- 24% food eaten comes from 'outside the home'
- 2 in 3 adults are overweight or obese



# Approach to surveys

## Sampling

- Most popular foods chosen
- Premises sampled
- Independent takeaway outlets
- International franchises
- Urban/ Rural, ROI/NI
- Frozen samples collected
- Laboratory analysis

What was analysed?
Energy
Total Fat
Saturated Fat
Protein
Salt

# What's in your Chinese Takeaway?

Starters	Main courses	Sides
Prawn Crackers, Won Tons with Sweet and Sour Sauce, and Vegetable Spring Rolls	Beef Curry, King Prawn Satay, and Sweet and Sour Chicken	Boiled and egg fried rice

- ✓ Chinese takeaway outlets
- ✓ Restaurants with a takeaway service



# Key Findings

- Portion sizes vary considerably
  - Prawn crackers (five-fold)
  - Won Tons and Vegetable Spring Rolls (three-fold )
- Average Meal > 2,184 calories and 10g salt
- All Main courses enough for two and > 3g salt
- Some Starters contain 1/3 of adult daily calories
  - Prawn crackers portion - 608 calories
- Average Rice enough for two adults - Boiled (323g) and Egg fried (359g)
- Egg fried portion 773 calories

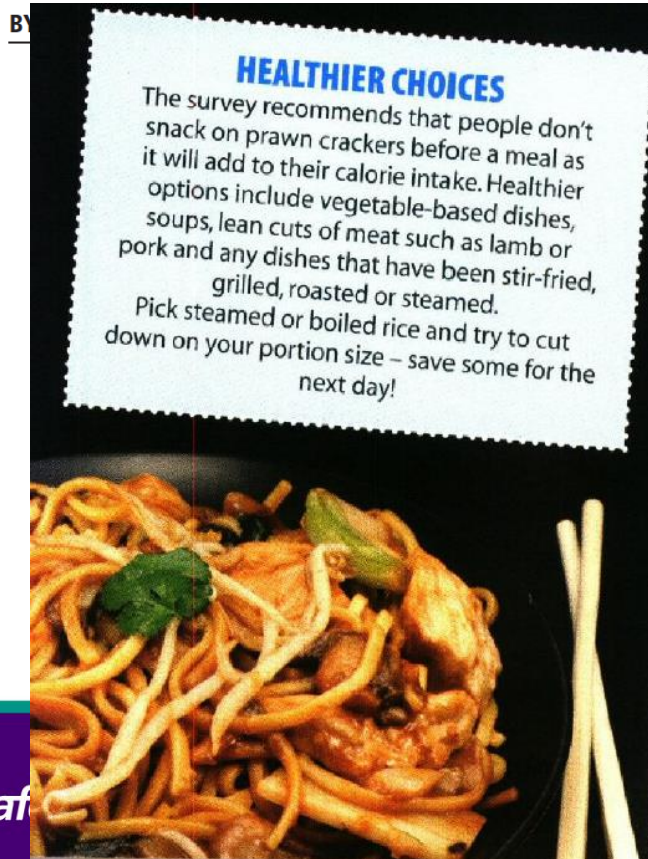


# Consumer messages

- Only occasionally & share large portions
- Stir fry over deep fried
- Add vegetables, less sauce
- Avoid extras - prawn crackers
- Watch the salt content
- Rice - boiled vs. egg fried



# Chinese food survey serves up warning over salt and calories



## HEALTHIER CHOICES

The survey recommends that people don't snack on prawn crackers before a meal as it will add to their calorie intake. Healthier options include vegetable-based dishes, soups, lean cuts of meat such as lamb or pork and any dishes that have been stir-fried, grilled, roasted or steamed. Pick steamed or boiled rice and try to cut down on your portion size – save some for the next day!

contain  
a third

## It's crackers... Our Chinese takeaways that could feed two

By **Petrina Vousden**  
Health Editor

PEOPLE who regularly eat Chinese takeaways are risking their health while expanding their waistlines, new research shows.

A typical home delivery contains enough food for two people and has one and a half times the daily recommended maximum level of salt intake.

Despite that, most people surveyed said they eat their meal in full and in one sitting. The fact that Irish people tend to opt for knives and forks rather than chopsticks means that Irish people more quickly

### HOW WOULD YOU LIKE THOSE CALORIES?

- THE average sweet and sour chicken, beef curry or prawn satay takeaway is enough to feed two adults
- An average portion of prawn crackers – 104g – contains 608 calories
- Sweet and sour chicken portion as a main has an average 1,106 calories
- Beef curry has an average 791 calories
- King prawn satay has an average 608 calories
- An average rice portion, around 359g,

- is enough to meet the requirements of two adults
- An average portion of fried rice from the takeaway contains 727 calories
- An average boiled rice portion contains 567 calories
- The average meal contains 10g of salt – 106 per cent of the recommended daily level
- Starters contain an average 2g of salt – a third of the daily recommended intake





# Pizza - What's in that box?

Takeaway, restaurant & shop-bought pizzas

240 pizzas

60 different outlets

12 inch pizzas  
thin and deep base

Cheese and Tomato

Hawaiian

Pepperoni



# Key Findings

- Take away outlets > energy and nutrient values vs. frozen shop
- Only 10% offer healthier options
- 7% offered children's size options
- 40% consume pizza at least once a week
- 1 in 5 now choose a "large" size
- Deep base - less healthy, > energy and salt levels
- Deep base pepperoni (least healthy) & thin base cheese and tomato (healthiest)



# Consumer messages

- Takeaway vs. Home-made
- Occasional food
- Toppings - cheese, 5-a-day, meat
- Bases – thinner crust & downsize
- Share
- Side salad




The screenshot shows a Facebook thread with three messages. The first message is from Joanna Ryan, the second is a reply from Safefood, and the third is another reply from Joanna Ryan. The interface includes profile pictures, text, timestamps, and interaction buttons like 'Like' and 'Unlike'.

**Joanna Ryan** That's Shocking!! once every 2weeks might need to be changed to a once or twice a year "treat" !! lol  
October 1, 2012 at 1:17pm · Like

**Safefood** Hi Joanna, once every two weeks is probably okay, but do have a look at your choices and consider sharing a portion.  
October 1, 2012 at 2:00pm · Like ·  1

**Joanna Ryan** 😊 I can never finish a portion on my own, way to much, I split it with my son 😊 lol it's great value when you can feed 2 for €7.70 on our movie night 😊  
October 1, 2012 at 2:16pm · Unlike ·  1

# PIZZA STATS DOUGH NOT LOOK SO HOT

## .... but shops hit back at survey

**PIZZA shops have hit back at health warnings — insisting their food is meant for sharing and can be healthy.**

New research has revealed a 12-inch pizza contains more than the total daily requirements of calories, saturated fat and salt.

**More than half of people who order a pizza, according to the research, choose a 12-inch with one in five ordering large.**

The survey by SafeFood found 40 per cent of the population are eating pizza at least once a week but only 10 per cent of shops offer a healthy option.

However, Dominos — which operates 49 stores



**BIG FAT TREAT: Pizza**

By **FIONA HYNES**

here — describe their pizzas as “a treat” and pointed out they also offer healthy toppings and thinner bases.

“While it is not for us to tell people what to eat, we can offer them alternatives which will help with achieving a balanced diet,” said Dominos spokesperson Georgina Wald.

### Salt

A spokesperson for Apache, which has 30 Irish outlets, said their dough had a “low fat, sugar and salt content”.

**Researchers looked at 240 takeaway pizzas of three varieties from 60 different outlets.**

## Fast-food outlets fight flab with carrot sticks and skinny pizzas

**Gabrielle Monaghan**

SOME Irish fast-food outlets are starting to offer healthier options to diners in an effort to woo back consumers after research by SafeFood exposed the high calorific content of takeaway meals.

Pizza chains, burger outlets and Asian takeaways, including Camile, owned by Brody Sweeney, the former O'Brien's sandwich shop entrepreneur, have begun offering more nutritious options in a bid to counteract recent negative publicity.

Almost one in four Irish people eat fast food or a takeaway once or twice a week, according to SafeFood. It says



**Apache Pizza is offering low-calorie meal deals**

rants have reworked their menus to include more nutritious options after the city council introduced training courses to encourage them to return to traditional cooking methods and omit monosodium glutamate (MSG), a flavour enhancer high in sodium.

Irish-owned Apache Pizza has started to offer low-calorie meal deals with 375 calories, consisting of a thin-base pizza, a side salad and water. This month it is adding calorie counts to its menus.

James Reilly, the health minister, wants restaurants to display the calories per portion beside meal prices. Reilly has cited research showing that nutritional information encour-

# What's in that bun?

Burgers
Kids
Regular
Quarter Pounder

## Burgers

- 240 burgers
- 47 outlets
- Toppings - Bacon, Cheese
- Sides




# Key Findings



- Large meal has >100% GDA calories, fat and salt
- 33% 'Kids' size burgers > 'Regular' size
- Cheese and bacon toppings can add 200kcal
- Quarter Pounder meal with trimmings 1,500 calories
- Average 'quarter pounder' burger X2 calories of a 'regular' size
- Quarter Pounder with bacon – highest in energy, fat and salt
- Almost 50 % offer children's options.
- Some 'kids' burgers had ~ 25% calories and sat fat and ~ 50% salt for a child

# Takeaway burger, sides and a drink: one day's calories in a single meal




**Late night takeaways: Do you want fries with that?**

Pull open the glass door, feel the rush of cool air, walk in, get in line, study the backlit colour photographs (though many of us don't need to), place your order, hand over some cash and moments later sit down with your plastic tray full of colourfully wrapped food. It's as easy as one, two, three.

Did you know that the first McDonalds to open on this island was on Grafton Street, Dublin in 1977? Since then, fast food outlets have infiltrated every nook and cranny of almost every town and community.

**About Me**



**Emily Kelleher**  
Hi, my name is

# The children's burgers with more calories than adult portions

By **Petrina Vousden**  
Health Editor

**HOW THE FIGURES ADD UP**

burgers. Takeaway burgers are a meal and should not be considered as just an in-between meal or late-

# Consumer messages

- Not an in-between meals or late-night snack
- Down size & have occasionally
- Swap toppings for vegetables
- Chips or the bun
- No sauce or try a low fat version





# What's in your favourite wraps?

Sandwich outlets, coffee shops, cafes and delis

240 wraps

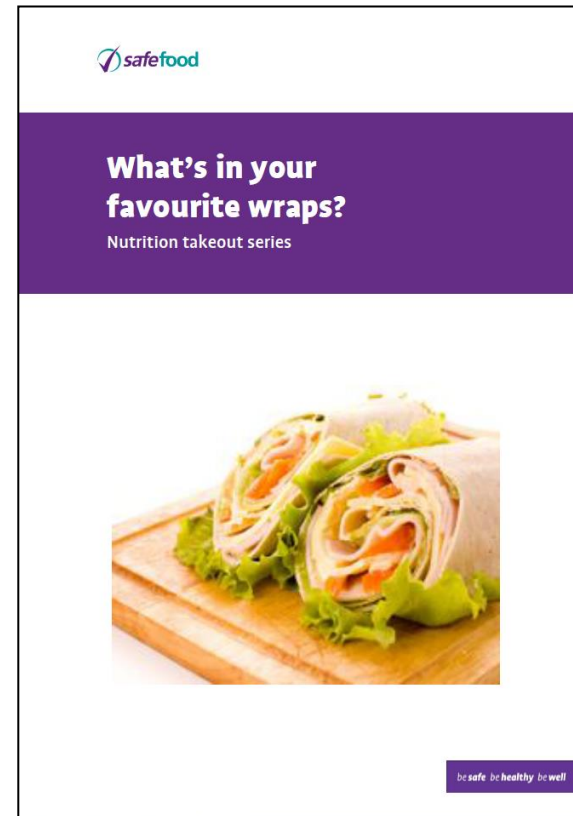
80 different outlets

Three most popular wraps

Chicken and salad

Chicken Caesar salad

Chicken tikka and salad



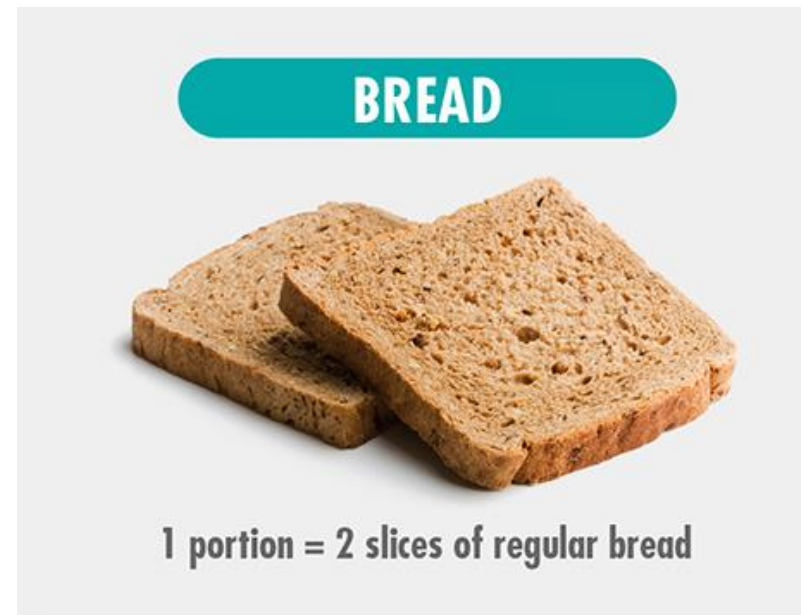
# Key Findings

- Safetrak survey 15% of adults report eating wraps daily
- Portion sizes varied – 2.5 fold difference between min and max portions
- High in protein (67-81% of GDA)
- Average portion provided more than the GDA for salt
- Substantial fat and sat fat content
- Larger wraps provided:
  - approx. half a adults daily calories and fat requirements
  - 1.5 times the recommended salt intake



# Consumer messages

- Smaller portion or share (1 wrap = 2 slices of white bread)
- Choose lean meat & salad fillings
- Avoid adding sauces
- Lower salt
- Bring your own lunch
- Check the label
- Choose whole-grain
- Add healthy sides - fruit or low-fat yoghurt



# Takeaway surveys - Common Findings

- High in calories, total fat, sat fat and salt
- Portion sizes varied considerable and were large
- Lack of fruit and vegetables
- The addition of sides > adults requirements
- Limited healthier / children's options



# Other considerations

- Building the evidence base
- Consumer communications and keeping it current
- Consideration of many perspectives
  - Spotlight on consumption data
  - Consumer guidance
  - Recipes
  - Food business guidance
  - Opportunity for business
  - Food poverty/cost

# What's Coming?

- Indian Takeaways



# More information

**HELPLINE**

**NI 0800 085 1683**

**ROI 1850 40 4567**

**[www.safefood.eu](http://www.safefood.eu)**



**Thank you**

