



SEVEN DAY
CATERING

Wednesday 16th March 2011

7 DAY CATERING PLEDGES ITS COMMITMENT TO PUBLIC HEALTH

Tamworth based, 7 Day Catering, is one of only two contract caterers in the UK to have committed to all three core 'Food Pledges' launched yesterday (15 March 2011) as part of the Government's Public Health Responsibility Deal. As a Partner, 7 Day Catering has committed to doing its part to improve public health across the following core pledges:

- **Out of Home Calorie Labelling:** This is intended to inform and empower people to make healthier choices more often when eating out, and to encourage food businesses to make healthier options more available
- **Salt Reduction:** Reducing salt in food so people eat 1g less per day by the end of 2012
- **Artificial Trans Fats Removal:** Removal of artificial trans-fats by the end of this year

The Public Health Responsibility Deal has been established to tap into the potential for businesses and other organisations to improve public health and tackle health inequalities through their influence over food, alcohol, physical activity and health in the workplace. It is estimated that by 2050, 90% of adults will be overweight or obese. Today, 27 million adults are not getting the recommended amount of physical activity, whilst almost 9 million consumers are drinking too much. Andrew Lansley, Health Secretary said: "The Responsibility Deal shows how partnership and challenge can be the most effective way of tackling some public health objectives. Public health is everyone's responsibility and there is a role for all of us. The deals published today, demonstrate the effectiveness of our radical partnership approach to deliver more and sooner."

Simon Horsley, Safety, Health & Environment Manager, 7 Day Catering comments: We had been working with the Food Standards Agency since 2008 to promote healthy eating as part of our ongoing commitment to clients and customers. We are especially proud that within this period we had already instigated the core requirements of the Food Pledge to review calorie labelling, reduce salt and remove artificial trans-fats. Our commitment to the Public Health Responsibility Deal cements our pledge to the success of this much needed Government initiative."