

## New Labelling Regulation

There is a new regulation coming into force that will affect the labelling of all of our products, called the EU Food Information for Consumers Regulations 1169/2011 (commonly abbreviated to simply The Food Information Regulation, or FIR).

The current timetable for full implementation is December 2014; however Tillery Valley will be starting to implement some of the changes during the latter half of 2013 in readiness.

Customers using our frozen products (Ready Range & SimplyServe) will be the first to see the changes, which are outlined below.

- The nutrition table will change so that fibre will no longer be declared on the labels, and the order of nutrients in the list will be amended. The new order of nutrients will show energy, fat, saturates, carbohydrate, sugars, protein then salt (instead of sodium). A 'before' and 'after' comparison is below:

### Before:

Energy	xxxx	kJ/	xxx	kcal
Protein		xx.x	g	
Carbohydrates		xx.x	g	
of which sugars		x.x	g	
Fat		xx.x	g	
of which saturates		x.x	g	
Fibre		x.x	g	
Sodium		xx.x	g	
Salt		xx.x	g	

### After:

Energy	xxxx	kJ/	xxx	kcal
Fat		xx.x	g	
of which saturates		xx.x	g	
Carbohydrates		x.x	g	
of which sugars		xx.x	g	
Protein		x.x	g	
Salt		xx.x	g	



- The second but most noticeable change will be that allergen information will be conveyed by the use of capitals in our ingredient lists, along with a clear reference to the actual allergen if the ingredient name is not the allergen's name. In order to illustrate this change, the ingredients list for our Ocean Pie will change to read as follows:

**Ingredients: Ocean Pie Mix (HOKI (FISH) (34%), Water, Smoked HADDOCK (FISH) (11%), (HADDOCK (FISH), Salt, Natural Colours (Turmeric, Annatto), Cheddar CHEESE (MILK), Skimmed MILK Powder With Non-Milk Fat (Skimmed MILK Solids, Coconut Oil, Glucose Syrup, Emulsifier (SOYA Lecithin)), WHEAT Flour, Margarine (Palm Oil, Rapeseed Oil, Water, Salt, Emulsifier (Polyglycerol Esters of Fatty Acids), Flavourings, Colours (Annatto, Curcumin)), Modified Maize Starch, Salt, Parsley), Potato Topping (46%).**

Note the extra mention of milk and fish in the above for full clarity as to exactly what the allergenic component is.

Please be aware that the "Allergy Advice" boxes that we currently use will no longer be allowed under the new regulations; therefore these will be removed from our labels at the same time as the above change is implemented.

- Our chilled labels will change to reflect the content of our Ready Range labelling providing consistency of information and content for all customers - (ingredients lists, nutrition and allergen information). The labelling for our Vive! range will be the last to change however due to the complexity of this changeover we are anticipating that this will not be completed until 2014.

Currently the UK governments are holding consultations on the new regulations with which Tillery Valley are involved. If these consultations result in any further changes we will keep you informed.

# New Picture Menu CD Now Ready

Version 4 of our picture menu CD is now ready for distribution and it features all of the newly launched dishes. All dishes now also feature our new simplified diet coding. If you would like a copy please contact your catering consultant or request a copy from our dietitian Julie Lardie at [julie.lardie@tilleryvalley.com](mailto:julie.lardie@tilleryvalley.com)



As with version 3 all of the pictures have been presented in fully editable Powerpoint files arranged per dish category (e.g. soups, beef, desserts). You can personalise the Powerpoint slides by inserting your own trust logo, editing the glossary or deleting any diet codes that aren't used on your menus. You are also able to cut and paste the pictures by themselves into other documents where desired – for example you may want to feature some on menu folders or in catering policies.

The picture menu CD features every soup, entree and dessert in our range. We have pictured the entrees with suggested serving accompaniments wherever practical to make the pictures appetising whilst more clearly illustrating our recommended portion size.

If anyone has any feedback on version 4 of our Picture Menu CD please send it to Julie Lardie at the above email address.

## Say Goodbye to 'Diabetic Foods'

# DiABETES UK

CARE. CONNECT. CAMPAIGN.

Diabetes UK are calling for an end to the use of such terms as 'diabetic' or 'suitable for diabetics' on food labels. They have released a position statement which is intended to help people with diabetes make more informed choices when buying foods, and to encourage manufacturers and retailers to label products responsibly.

Diabetes UK say:

*"Labelling a food as 'diabetic' is unhelpful and misleading for the consumer and implies a health benefit. Some people might see it as a stamp of approval or even essential for people with diabetes. The reality is that 'diabetic' foods can be as high in fat and calories as standard products and run counter to current dietary recommendations of a healthy diet that is low in fat."*

'Diabetic' foods became popular in the 1960's when diabetes care focused on eating a sugar-free diet. Since the 1980's, dietary recommendations have moved away from a sugar free diet and so the role for special 'diabetic' foods became obsolete over 30 years ago. Current guidelines no longer advise the use of sugar-free diets but the myth that people with diabetes shouldn't eat any sugar still persists. The truth is that people with diabetes can consume sugar but the amount should be limited as part of a healthy balanced diet. Good blood glucose control can still be achieved when sugar and sugar-containing foods are eaten.

People with diabetes are currently recommended to follow a low fat, healthy balanced diet so as to manage weight and control blood glucose, blood pressure and blood cholesterol levels. Healthy eating advice is essentially the same for people with diabetes as it is for the general population. This in turn reduces the risk of diabetes-related long term complications such as cardiovascular disease.

The publication of this position statement further endorses Tillery Valley's decision to gradually remove the 'D = suitable for diabetes' diet coding from our entire range. The diabetic diet code will first be removed from our bulk (Chilled Cycles/frozen Ready Range) and Vive! dishes from May 2013 and from our SimplyServe meals during Autumn later this year. Our revised advice is for people with diabetes to look for the new 'BC = Balanced Choice' diet code which indicates dishes that contain moderate levels of fat, sugar and salt – in line with an overall healthier and more balanced diet.

For a copy of the full statement from Diabetes UK go to:

<http://www.diabetes.org.uk/Documents/Position%20statements/Diabetes-UK-position-statement-diabetic-foods-0313.pdf>

**Tillery Valley**  
delivering nutritious meals

Email addresses change frequently -

If you change your email address please be sure to advise our Customer Services Manager Michelle Brown: [michelle.brown@tilleryvalley.com](mailto:michelle.brown@tilleryvalley.com)

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