

# nutrition information



## Eating a Healthy and Balanced Diet

At [Tayto](#) we want you to enjoy our crisps and snacks as part of a balanced diet of fat, protein, carbohydrates and fibre with plenty of fruit and vegetables. Find out how to make some simple changes for the better.

### Enjoying a balanced diet

We get our energy from our food and all food can be nutritious from a piece of toast, to a bar of chocolate to a packet of crisps. Moderation is the key and most foods can be enjoyed in moderation providing us with a balanced diet. Understanding about the nutritional benefits of different types of foods and snacks will help you make informed choices.

Leading nutritionalists are saying that eating snacks between meals is beneficial to keep our energy levels up. They believe that eating smaller meals with a mid-morning or mid-afternoon snack is better for you than overeating at meal times.



### Did you know?

A drop in blood sugar can make you feel tired and lacking energy, so a snack can help boost energy levels and can be a source of necessary nutrients.

All snacks will contain nutrients of one sort or another so all can be enjoyed as part of a healthy diet and lifestyle. For example: An apple (112g) contains 53 calories

Calories in 100g of apples	
Calories	47.0kcal
Carbohydrate	11.8g
Protein	0.4g
Fat	0.1g
Fibre	1.8g

A 35g bag of Tayto Cheese & Onion crisps contains 1.6g of fibre and 2.7g of protein. The 11.9g of fat accounts for one eighth of the GDA of fat for a man but Tayto crisps are also lower in saturated fat than other brands of standard potato crisps. Try to look out for snack foods that are low in saturated fat and high in either mono unsaturated fats or poly unsaturated fats as these fats are better for you.

Boost concentration levels by having a snack at mid morning or mid afternoon.



## Eating a range of foods to give a balanced diet

The key to healthy snacking is understanding the levels of fat, sugar and sodium to aim to stay below on an average day over an average week.

Nearly all of the food we buy in the supermarket will show nutritional information on the back of the packs and many of them also now show Guideline Daily Amounts (GDAs) for calories, fat, saturated fat and salt. This way you have the information to allow you to make the correct choice for yourself. Look at the labels on the packs and decide for yourself, which foods and snacks to choose.

If you over indulge on one day, then try to make up for it by eating well on subsequent days.

- Increase your activity level to burn off extra calories.
- Try and avoid high fat and high sugar foods for the following days therefore reducing your calorie intake

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## Getting Regular Exercise

The best way to feel great all the time is by getting regular exercise. Exercising is essential because it makes you feel good, promotes good health, helps weight loss and reduces the risk of developing some potentially serious medical conditions.

In today's society there are lots of people who have an inactive lifestyle and don't get much exercise. Any form of physical activity is good for you and you don't need to be sporty to get active. Just by changing your routine to include more active pastimes could help do the trick. Try walking to the shops instead of taking the car, even doing the housework can burn off calories and increase your overall activity level.

Of course we recommend that you talk to your doctor and ask his/her advice before starting any kind of exercise program, particularly if you haven't done much exercise for a while, are overweight or have had a recent illness or injury. At a minimum, get your weight, pulse and blood pressure checked, and get your doctor's approval for the kind of activity regime you have in mind.

## Did you know?

The amount you exercise has a direct effect on your health as well as the way you look.

Getting started means making just a few small changes to your daily routine which, when added together, start to have a positive effect on your health, your looks and the way you feel.

Here are some suggestions to get things moving...

### 1. Climbing stairs.

Climbing stairs is good for your cardiovascular system, and descending the stairs, with its harder impact, helps preserve bone strength.

### 2. Just jump!

Just jumping up and down 20 times a day will make your bones stronger. You need to make sure you've warmed up properly until you break into a light sweat, then you can get jumping. Make sure you've got a soft surface to land on and your doctor's OK with you doing it.

### 3. Housework helps.

Health professionals recommend at least 30 minutes of moderate physical activity at least 5 times a week and can include 3x10 minute chunks of activity. This includes gardening and house work, even ironing or vacuuming can get you fit!

## Did you know?

A snack at mid morning or mid afternoon can boost your concentration levels at key times of the day.



# Enjoying Crisps and Snacks in Moderation

Tayto are very proud of the quality of our products but take our responsibilities seriously.



We want to make sure our customers enjoy our products in the context of a balanced diet and healthy, active lifestyle. We believe that giving customers clear information about the nutritional content of our products will help you to make an informed choice about what you eat and how to live.

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We believe the following...

## 1, We believe choice is important



We recognise that choice is important and offer a wide range of different types of crisps and snacks, from premium indulgent crisps like Tayto Fusion to lower fat products like Tayto Advantage.

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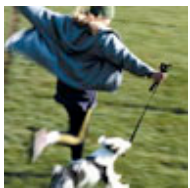
## 2, Clear information is vital



Above all, we hope that you enjoy our products and we believe that giving you clear information about their nutritional content will help you to make your own choice about what to eat and how to live.

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## 3, We recognise concerns



We recognise the concerns about obesity and dietary health and are working hard to be part of the solution; however this can only be achieved with the collaboration of all interested parties including manufacturers, government, parents, schools and others. The improved nutritional information on our packs and the information contained in our website are two examples of how Tayto are playing their part.

