

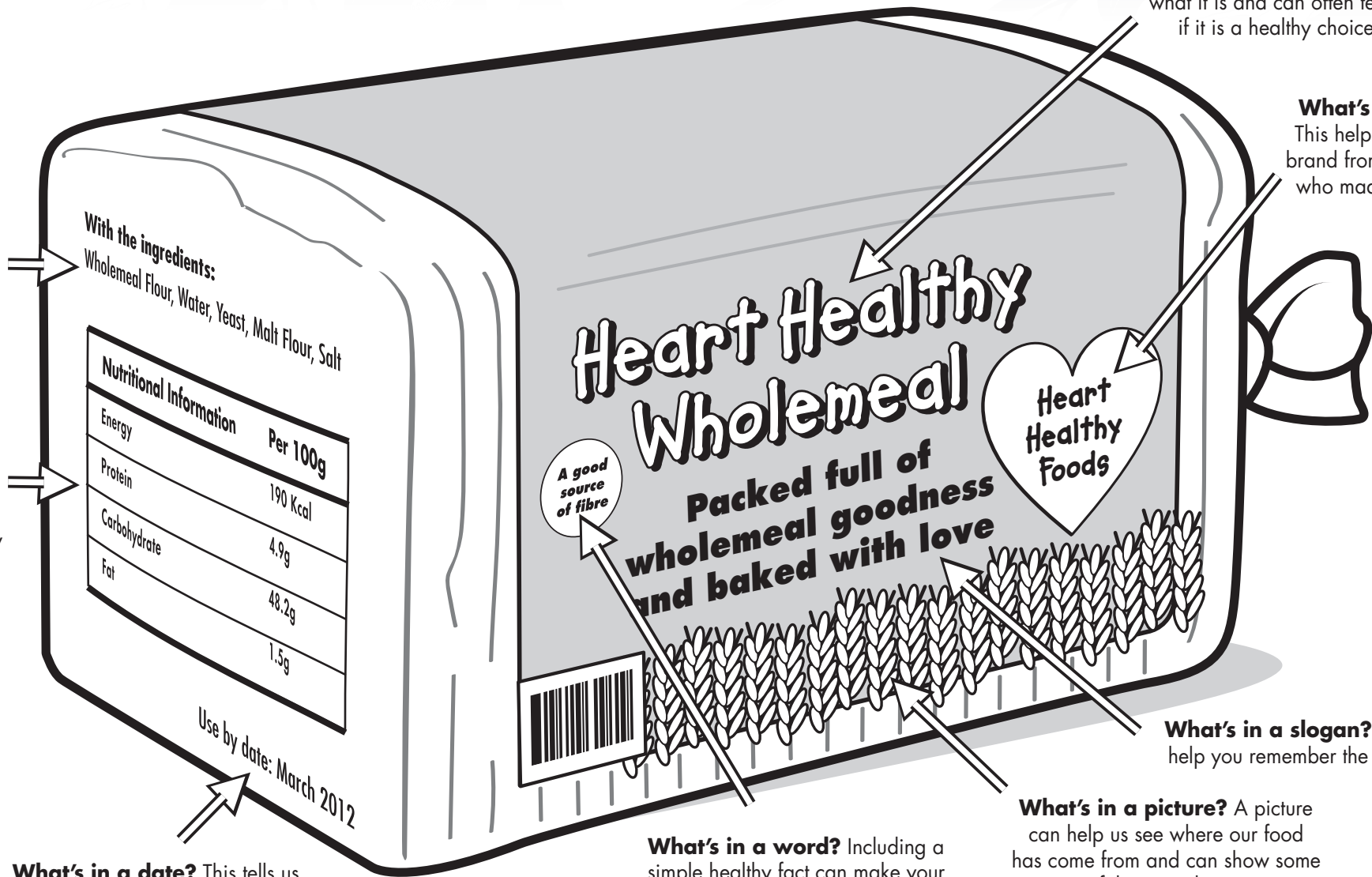
Designing healthier foods

What's in a list?

This tells us exactly what has gone into the food and can help us decide if we want to buy it.

What's in a number?

This shows us exactly how much nutrients and energy are in our food.



What's in a name?

The name of a product tells us what it is and can often tell us if it is a healthy choice.

What's in a logo?

This helps you tell one brand from another and who made your food.

What's in a slogan? This can help you remember the product.

What's in a picture? A picture can help us see where our food has come from and can show some of the ingredients.

What's in a word? Including a simple healthy fact can make your product stand out.

What's in a date? This tells us when we have to eat it by.