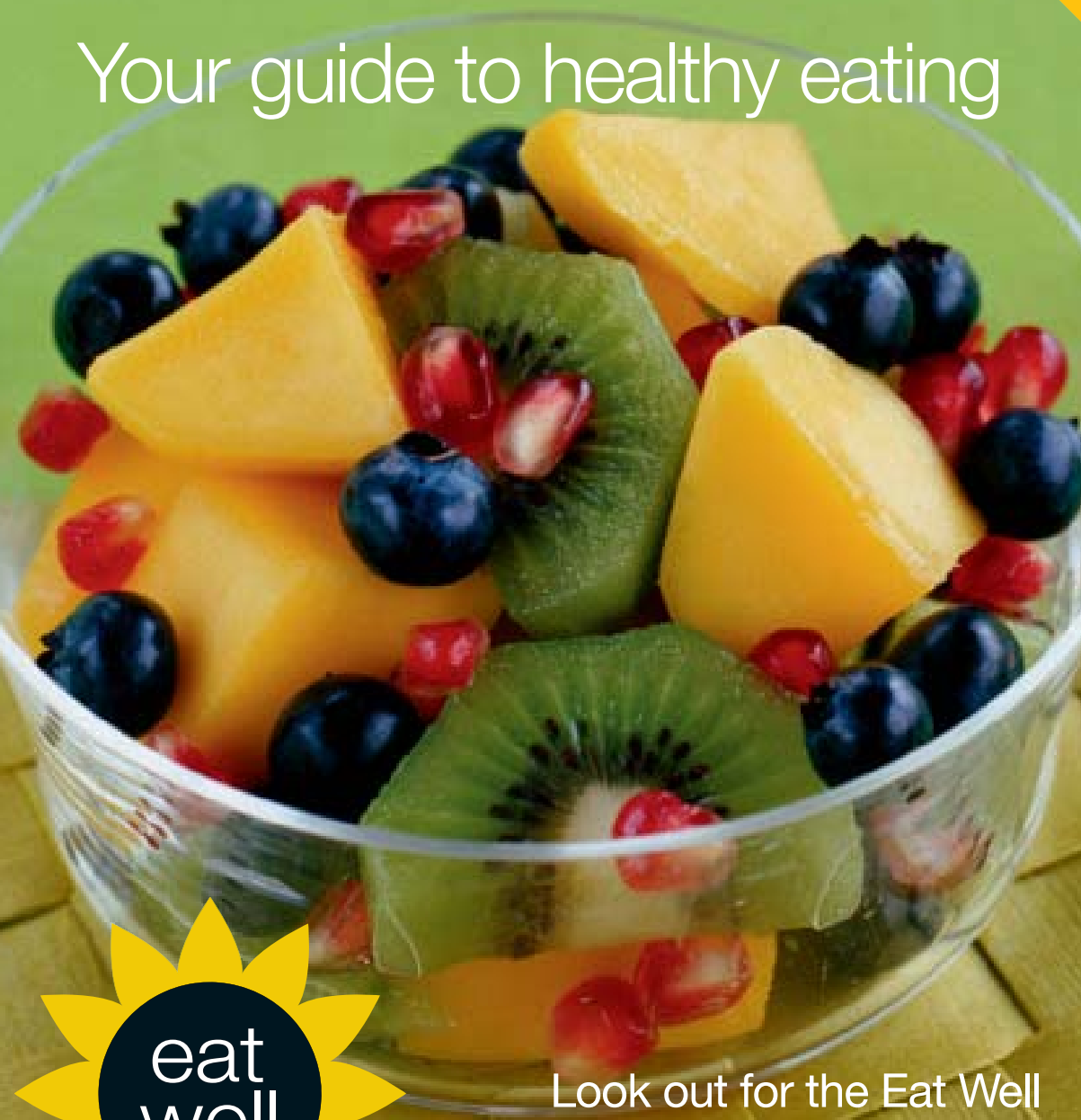


# YOUR M&S

INCLUDES  
7 DAY MENU  
PLANNER

Your guide to healthy eating



eat  
well

Look out for the Eat Well  
sunflower for nutritious, delicious  
and healthily balanced food

# eat well for a healthier life

We all know we should follow a healthy diet but it's not always obvious what's good for you and what isn't. So we've worked it out for you. Start with the three simple 'healthy eating' tips below. Then browse through the following pages and see how shopping for the Eat Well sunflower can make healthy eating a lot easier

Follow these three easy steps and you and your family will soon feel the health benefits.

## 1 Eat a balanced diet

That means getting the right proportion of each of these main food groups each day.

- **Bread, potatoes, rice, cereals and pasta** give us energy. Try to eat between six and 11 servings a day, and go for wholegrain rather than refined foods. They release energy more slowly, so they make us feel full for longer!
- **Fruit and vegetables** provide vitamins, minerals and other nutrients. Aim for at least five portions (5x80g) a day.
- **Meat, fish, poultry, eggs and pulses**

Aim for two to three servings daily. Lean red meat is a good source of iron and zinc. Oily fish such as salmon, or mackerel are rich in healthy Omega3 fatty acids. Try to eat at least two portions of fish a week, one of which should be oily fish. Beans and lentils are low in fat and contain fibre, iron and B vitamins.

- **Milk and dairy foods**

Around two to four servings a day. These provide protein, calcium, zinc, riboflavin and

## WHAT IS EAT WELL?



- When you see food with the Eat Well sunflower, you know it contains no artificial colours, sweeteners or flavourings.
- We've also controlled salt content across the Eat Well range.
- Some foods are Eat Well because they are naturally healthy, like fruit and vegetables.
- Others are recommended as part of a healthy diet, like wholemeal bread.
- Look out for the explanatory logos on packs. They tell you if a product is low in fat, high in fibre, 5-a-day, Omega3 or high in vitamins and minerals.
- The Eat Well logo on selected cereals, ready meals, sauces, snacks, desserts and Food to Go shows that these products have been nutritionally balanced based on government guidelines for calories, fat, saturated fat, and added sugar and salt.
- There are over a thousand products instore which carry the Eat Well sunflower.

vitamin B12. Reduced fat options are healthier for you as they're lower in saturated fats.

- **Treats**

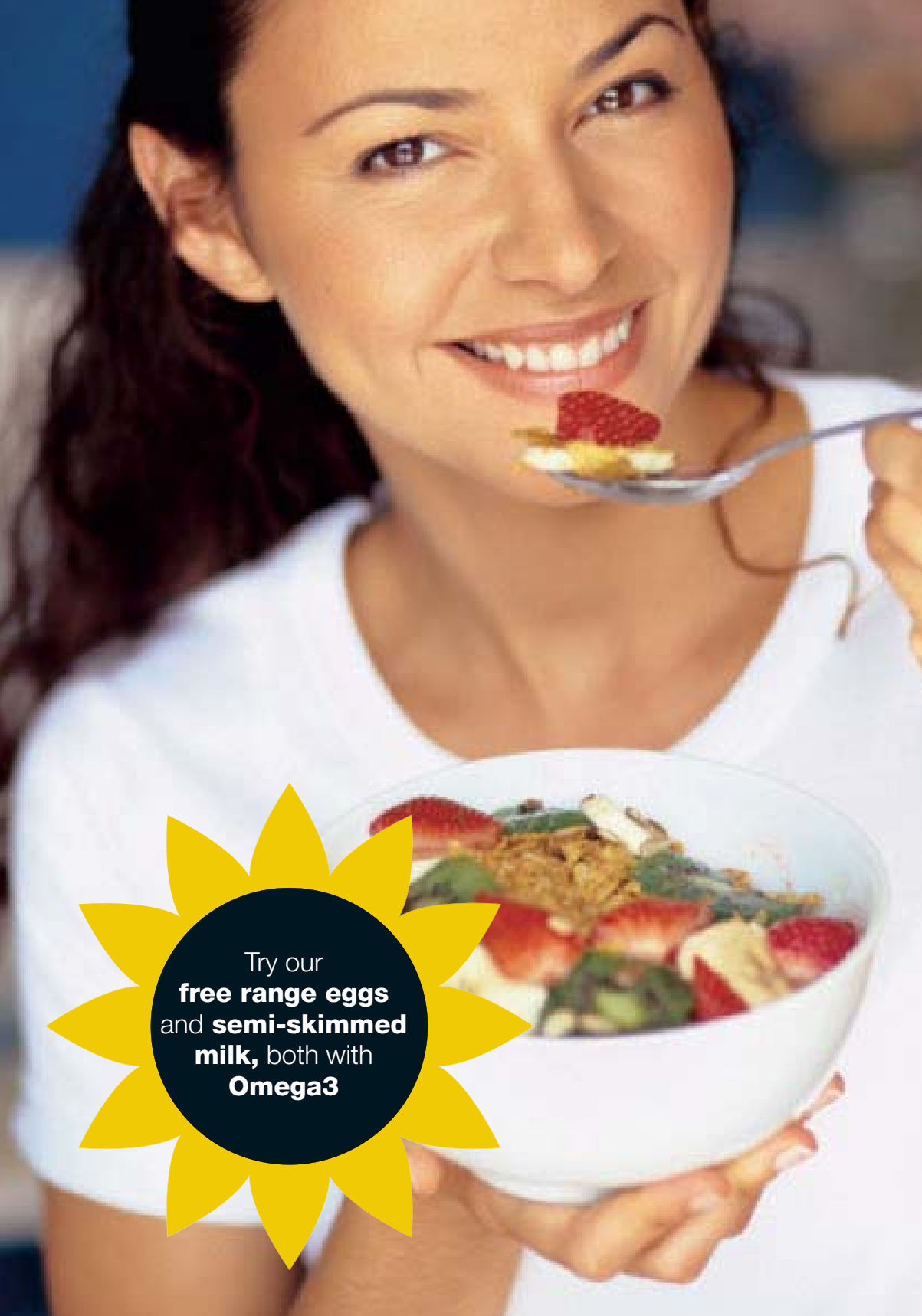
We need some fat and sugar in our diet but try and keep these to one or two small servings a day. Always trim excess fat and skin off meat and poultry, and cut down on cakes, pies, cream, hard cheese, crisps and butter.

## 2 Eat less saturated fat


Saturated fats raise blood cholesterol which may build up in the body and can lead to heart disease. Use mono-unsaturated oils such as olive oil or rapeseed and spreads made with poly-unsaturated fats like soya or sunflower instead.

## 3 Don't eat so much salt

Too much salt raises your blood pressure, which can cause heart disease or strokes. Adults should have no more than six grams of salt a day. Limits are much lower for children – less than a gram a day for babies under six months – as their bodies can't process salt as efficiently. To help you we've been working hard to reduce salt in ready meals, pies, bread, sausages, soups, cereals, baked beans and other foods which are usually high in salt.

A close-up photograph of a woman with dark, wavy hair, smiling warmly at the camera. She is holding a white bowl filled with a breakfast meal consisting of granola, sliced strawberries, kiwi, and banana. She is also holding a silver spoon with a bite of food, including a strawberry, near her mouth. The background is softly blurred, showing hints of a kitchen or dining area.

Try our  
**free range eggs**  
and **semi-skimmed**  
**milk**, both with  
**Omega3**



**Fresh**  
Pomegranate Juice  
is **rich** in natural  
**antioxidants**

# make a fresh start

Wholegrain cereals, fruity yogurts, smoothies and fresh fruit juices – brilliant breakfasts and snacks to help keep you and your digestive system fighting fit



Blueberry probiotic drink

Yogurt with apricots

We use an exclusive culture called HOWARU™ bifido in all our probiotic drinks, yogurts and yogurt smoothies.

## Fabulous fruit

For a deliciously refreshing way to get one of your 5-a-day, try our exclusive new Fresh Fruit in a Bottle range, made from 100 per cent crushed and blended whole fruits. Available in a wide choice of differently coloured fruit blends, they'll help you eat a rainbow every day.

## It's a balancing act

A healthy digestive system depends on having naturally-occurring 'friendly' bacteria in your diet to help protect your body against harmful bacteria. This delicate balance may be disrupted, for example if you are feeling unwell, are on antibiotics or when you're suffering from stress. Taking a daily dose of probiotics – natural organisms that support these 'friendly' bacteria – helps top up the numbers of friendly bacteria in your system and keeps the bad guys at bay.

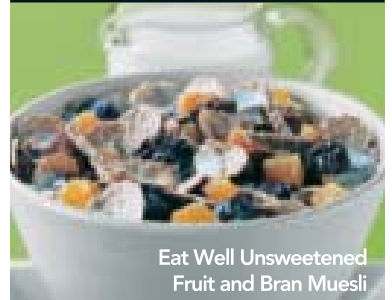
## A helping hand

We've come up with a variety of tasty

treats containing HOWARU™ bifido probiotics to help maintain your levels of friendly bacteria and keep you in tip top condition:

- Try our new range of one-a-day probiotic drinks, in three fruity flavours, raspberry, strawberry and blueberry. They contain less than two per cent fat, are naturally sweetened with apple juice and have more fruit purée than any other probiotic drink.
- We've added probiotics to all our yogurts, they still taste great – they're just working harder for you.
- We've also further developed our range of yogurt fruit smoothies to make them probiotic as well as being free from artificial flavourings, colours preservatives and sweeteners.

## kick start your day



Eat Well Unsweetened Fruit and Bran Muesli

Stoke up with a breakfast of Eat Well Unsweetened Fruit and Bran Muesli. Loaded with 45 per cent fruit, with no added sugar, it's a source of fibre, ideal for maintaining a healthy digestive system. Try it with a scoop of probiotic natural yogurt. Or pour over Omega3 semi-skimmed milk which is low in fat and may help maintain a healthy heart.

# ready meals in minutes

We've made our ready meals more nutritious and healthy than ever – they're quick and easy to prepare, and just as delicious as if you'd prepared and cooked them from scratch

Take a look around our foodhalls and you might be surprised at how many of our ready meals carry the Eat Well sunflower. This means they're nutritionally balanced based on government guidelines for calories, fat, saturated fat, added sugar and salt. We're constantly working to make all our prepared meals healthier. All our chilled ready meals are free from artificial colours, flavourings, and hydrogenated fat. So you can easily rustle up a nutritious meal any time – from an evening meal for two to a feast for the whole family.

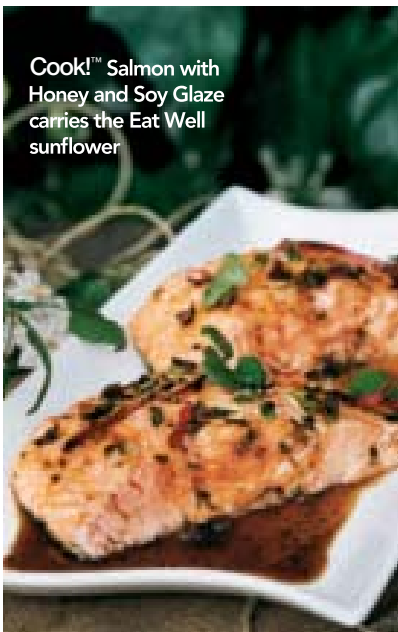
## Healthily Balanced

Simple cooking and premium ingredients can produce the tastiest of meals. So when we were developing our Healthily Balanced range we kept things simple,

creating each dish with the minimum of processing, to allow the quality of the ingredients to shine through. As an added benefit each meal, from lime & chilli prawns to halloumi bean cassoulet, is microwaveable in minutes too.

## Eat Well for kids

We've come up with a range of fun, healthy meals for kids featuring all their favourites – like bangers and mash. Each meal is big on taste and nutritionally balanced for fat, saturated fat, salt and sugar. And the range contains no sweeteners, hydrogenated fats, artificial colours or flavourings, and no added preservatives. It's so good, a testing panel of kids gave this range a big thumbs up!



**Cook!™ Salmon with Honey and Soy Glaze carries the Eat Well sunflower**


## love to Cook!™

Cooking from scratch isn't always practical. With the **Cook!™** range you can sit down to a fabulous meal any time – we've done all the preparation for you.

- Every one of the 165 dishes in the range is made from the finest ingredients, for example: select farm assured beef; Muir Den pork; rope grown Shetland mussels.
- The entire range is free of E numbers, stabilisers, preservatives, colours, flavourings and sweeteners – 100 per cent additive free!

Look out for the Eat Well sunflower on selected **Cook!™** meals.





Eat Well Chargrilled Vegetable and Goats Cheese Pizza –  
nutritionally balanced and utterly delicious!

You won't find any  
artificial colours,  
flavourings or  
hydrogenated fats in our  
**Eat Well**  
ready meals



Our Eat Well  
Just Add Marinated  
& Roast Chicken is  
**free from artificial  
flavourings, colours  
and preservatives**

Serving suggestion – for a  
tasty home cooked meal, try  
adding slices of chicken to  
noodles, spring onions and  
freshly chopped herbs

# Farm fresh and healthier

We've made it our business to know everything about our fresh meat and fish, from how it's grown to what it's fed on – to give you the healthiest range possible

## It's all down to control

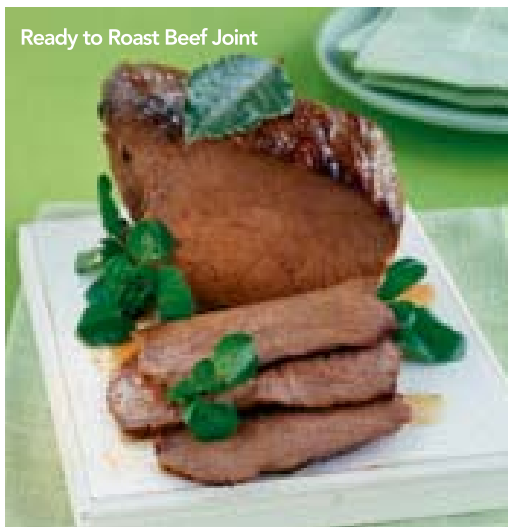
We're very careful about where our meat and fish comes from. That's why all M&S fresh beef is farmed in the UK – we know our farmers feel just as passionately as we do about quality. We control what's fed to our livestock and farmed fish just as strictly. We won't allow GM soya meal, GM maize or bone meal in the diets of our fresh meat, poultry and fish. We don't permit the use of growth-promoting antibiotics, either. And we use specially trained auditors who inspect everything from animal welfare to farm hygiene, livestock housing and feed.

## Nice and natural

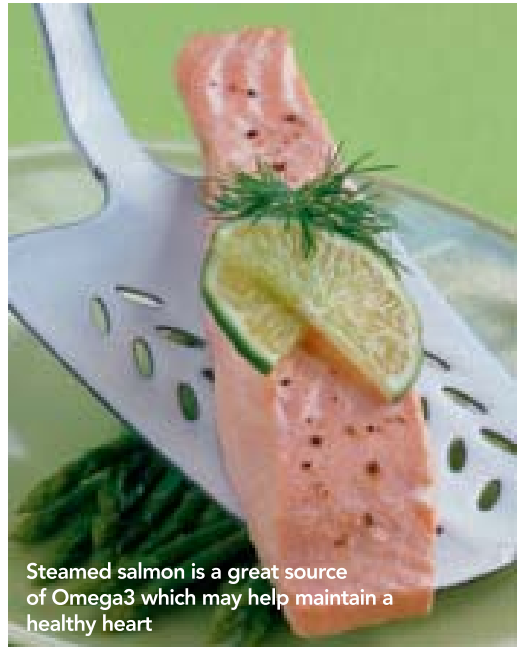
From chicken and turkey, to beef and pork, you won't find any E numbers in our Eat Well Ready to Roast joints. And we only use natural stocks to flavour our meat.

## There's plenty of choice

We've made some welcome 'less than 5 per cent fat' additions to our line up of Ready to Roast



Ready to Roast Beef Joint



Steamed salmon is a great source of Omega3 which may help maintain a healthy heart

joints. We've also extended the choice available within the Eat Well range. So you can choose thinly sliced or minced beef, farm assured pork, turkey, chicken and even venison – all less than 5 per cent fat.

## Eggs-tremely healthy

Our fresh eggs are produced on specially selected UK farms. We only use free range eggs in all our products from cakes to pasta.

## The finest, freshest fish

Oily fish and seafoods are healthy, but we also make sure they do not contain harmful chemicals. Take our mussels. We only grow them in Grade A water – the cleanest possible grading. After harvest we keep them in purified water before selling them.

# eat a rainbow every day

Fruit, salads and vegetables have hidden talents that can help you stay fit and healthy

## Get your 5-a-day

The Department of Health recommends 'eating at least 5 portions of fruit and vegetables a day to reduce the risk of chronic diseases such as some cancers and heart disease'. To make sure you get your five portions, look out for the '5-a-day' logo on our prepared salads, prepacked fruit and vegetables.

### how much is a portion?

One portion of fruit and vegetables is 80g or:

- 1 apple, orange, banana or other medium sized fruit
- 150ml of fruit juice (*only one portion of juice counts towards your 5-a-day*)
- 2 small fruits (e.g. kiwis, plums or clementines)
- A small bowl of salad
- 1 generous slice of pineapple, melon or other very large fruit
- Half a grapefruit or avocado
- 1 handful of grapes, cherries or berries
- 3 heaped tablespoons of canned or stewed fruit
- 1 heaped tablespoon of dried fruit
- 3 heaped tablespoons of vegetables (raw, cooked, frozen or canned)



## Eat a rainbow

Differently coloured fruits and vegetables contain different amounts of vitamins, minerals and other beneficial plant compounds known as phytonutrients. Phytonutrients give fruits and vegetables different colours but research is also showing that they may also be beneficial to health. So try to eat as many differently coloured fruits and vegetables as part of your 5-a-day.

### • Blue or purple

Includes blueberries, plums and red grapes. Blueberries contain anthocyanins, which are powerful antioxidants. These neutralise compounds called free-radicals which can cause cell damage.

### • Green

Broccoli, spring greens, cabbage, spinach, brussels sprouts and other leafy vegetables are good sources

of vitamins C and A and fibre, as well as magnesium, calcium and folate, important during pregnancy and for women of child-bearing age. Broccoli is rich in sulphoraphane – a phytonutrient that has health-protecting properties. Avocados are a good source of the antioxidant vitamin E and contain high levels of healthy mono-unsaturated fats which may help to lower cholesterol as part of a healthy diet.

### • Red

Juicy tomatoes, strawberries and red peppers all contain vitamin C. Tomatoes are a good source of a naturally occurring antioxidant – lycopene, which may be beneficial to health. Strawberries and raspberries contain ellagic acid which may help to keep blood vessels, and the heart, healthy.

### • White and pale yellow

Onions and garlic contain allicin which helps to stimulate the immune system and may also help to maintain a healthy heart. Bananas are an excellent source of potassium which helps to regulate fluid balance in the body.

### • Orange and dark yellow

Carrots contain beta carotene, a powerful antioxidant which can be converted to vitamin A, which is needed for healthy vision, skin and growth.

Mango, Kiwi, Blueberry and Pomegranate Superfruit Salad  
Four super healthy fruits, carefully cut and prepared by hand.  
Blueberries and pomegranates are considered superfoods due to their  
high levels of antioxidants



We select  
**hundreds of  
varieties** of fruit  
and vegetables from  
around the world to  
help you get your  
5-a-day

# quick and healthy

Simple ways to keep your energy levels up all day

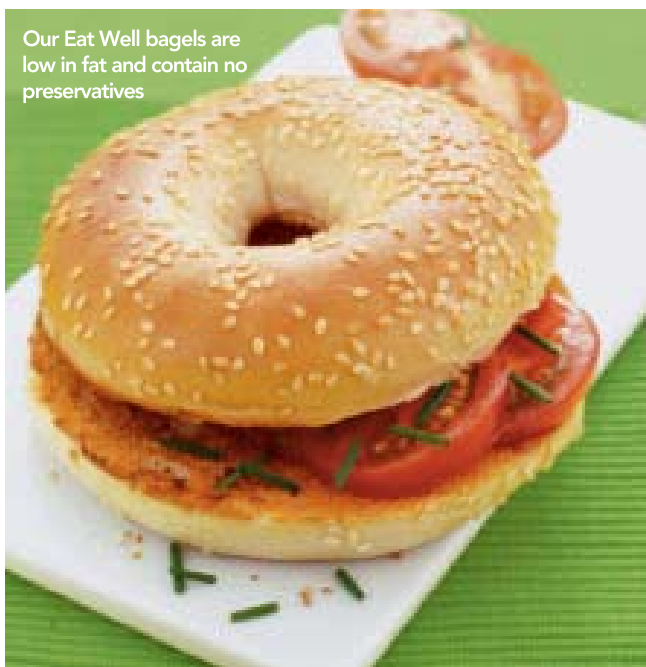
Throughout the day, stoke up with starchy foods such as bread, pasta and cereals. Opt for foods that contain wholegrain rather than refined carbohydrates like sugar. These have a lower glycaemic index (GI), which means they release their energy more slowly so you won't feel hungry so quickly. To help you follow a GI diet, look in-store for our GI labelled products.

- All our canned soups are Eat Well, so are nutritionally balanced, with no artificial colours or flavourings – they're a meal in themselves.
- Eat Well bagels, seeded bread and pittas make a perfect energy-giving breakfast or lunchtime snack. Healthy and nutritious, they're low in fat and free of preservatives.
- Look out for the Eat Well sunflower on a wide range of sandwiches, salads and snacks in our Food to Go range, perfect for lunch on the run.
- When you see the sunflower on biscuits and savoury snacks, you know they're lower in calories and fat.



**Eat Well Italian Broth and Pasta Soup.**  
A nutritionally balanced meal in minutes

Our Eat Well bagels are low in fat and contain no preservatives



## go nuts for nuts!

Dried fruit and nuts are nature's powerhouses. They're packed with vitamins (some of which are antioxidants), minerals and fibre. Dried fruits count towards your 5-a-day, which makes them an ideal snack for kids' lunchboxes.

- Walnuts are rich in polyunsaturated fats (Omega3 and Omega6). These are 'good fats' and may help reduce blood cholesterol.
- Sesame seeds are packed with calcium, important for bones.
- Sunflower seeds are rich in the antioxidant vitamin E.
- Pumpkin seeds contain zinc, important for growth and repair.

The image features three golden-brown oat flapjack cookies studded with dark raisins. They are arranged on a light green, textured surface, possibly a napkin, against a solid green background. One cookie in the foreground is broken, showing its crumbly texture.

Eat Well Reduced Fat Fruited Flapjack Cookies  
– one of a range of Eat Well snacks. We've taken  
all the preservatives out of them

A bright yellow sunburst graphic with multiple pointed petals, serving as a background for the text.

All our  
**Eat Well snacks**  
are controlled  
for calories, fat,  
saturated fat, salt  
and sugar.  
**Enjoy!**



# 7 day menu planner

## HOW DOES IT WORK?

This menu planner has been designed to provide a healthy balanced diet for both men and women. It meets current government recommendations on healthy eating – around 2000 calories, less than 70g fat, less than 20g saturates and no more than 6g of salt a day, worked out over the course of a whole week. You may need to eat more or less calories depending on your age, gender and activity levels.

All of the products in the menu planner have the Eat Well sunflower logo on their packaging to help you identify them in store.

All of the Eat Well ready meals, snacks and sandwiches have been developed to help you eat healthily, and they are all controlled for levels of fat, saturated fat, sugar, salt and calories. We've also helped you get your 5-a-day, by including lots of delicious fruits and vegetables so you'll be getting a good variety of vital vitamins, minerals and phytochemicals too.

### Extras (each day)

✓ Within the above plan, you are allowed up to 438ml (¾pt) semi-skimmed milk for drinks, and on cereals.

✓ Try to drink at least 6-8 glasses of water.

✓ Food is only one part of a healthy lifestyle, you should do some activity each day at least 20 minutes, everything counts, even walking briskly to the bus stop.

■ = 1 portion of your 5-a-day



## day 1

### breakfast

- Eat Well unsweetened fruit and bran muesli (50g)
- Eat Well sicilian ruby red orange juice (250ml glass) ■

### mid morning

- Eat Well sesame seed bagel with reduced fat olive spread

### lunch

- Eat Well poached salmon & watercress sandwich
- 2 medium clementines ■

### mid afternoon

- Eat Well cheese and onion flavour thins

### dinner

- Eat Well chicken fillets in white wine sauce
- Basmati rice (60g)
- 2 portions from Eat Well favourite five vegetables (160g) ■ ■
- ¼ jar Eat Well apricot halves in grape juice served with ⅓ carton Eat Well unsweetened probiotic yogurt ■

### nutrition

- 1984 kcal
- 55.3g fat
- 18g saturates
- 5.8g salt



## day 2

### breakfast

- 1 slice Eat Well multigrain bread with reduced fat olive spread
- Eat Well fresh sunshine fruit salad (200g) ■ ■

### mid morning

- Eat Well organic Florida sunrise tangelo juice (250ml glass) ■

### lunch

- ½ carton Eat Well chicken, mushroom and rice soup
- Eat Well tuna niçoise salad ■

### mid afternoon

- 1 Eat Well blueberry and oat cookie

### dinner

- Eat Well healthily balanced Thai red chicken
- 1 portion of tenderstem broccoli (80g) ■
- Eat Well extremely fruity black cherry yogurt (150g)

### nutrition

- 1924 kcal
- 73.1g fat
- 23g saturates
- 5.8g salt



## day 3

### breakfast

- Eat Well unsweetened fruit and bran muesli (50g)
- ½ Eat Well fresh citrus salad (225g) ■

### mid morning

- Eat Well cranberry and raspberry smoothie (250ml glass) ■

### lunch

- Eat Well pasta with cherry tomatoes, spinach and pine nuts
- Eat Well wholemeal pitta with reduced fat olive spread
- Eat Well salt and vinegar potato thins

### mid afternoon

- large banana ■

### dinner

- Eat Well healthily balanced mushroom and asparagus fettucine ■
- Eat Well crunchy salad bag with 6 cherry tomatoes and Eat Well blossom honey and four mustard dressing ■
- White or red wine (175ml glass)

### nutrition

- 1996 kcal
- 58.2g fat
- 17.5g saturates
- 5g salt



## day 4

### breakfast

- Eat Well bran flakes with ½ pack soft mango dried fruit ■
- Eat Well sicilian ruby red orange juice (250ml glass) ■

### mid morning

- Eat Well apricot, orange and cranberry bar

### lunch

- Eat Well prawn mayonnaise sandwich
- ½ carton Eat Well mango, kiwi, blueberry and pomegranate fruit salad ■ ■

### mid afternoon

- Medium size piece of fruit (e.g. apple, pear or orange) ■

### dinner

- Eat Well lamb and rosemary casserole with 1 medium sized baked potato with reduced fat olive spread
- 2 portions from Eat Well favourite five vegetable collection (160g) ■ ■

### nutrition

- 2009 kcal
- 48.7g fat
- 17.5g saturates
- 5.5g salt



## day 5

### breakfast

- 2 extra large organic free range eggs (boiled or poached)
- 1 slice Eat Well multigrain bread and reduced fat olive spread
- Eat Well organic Florida sunrise tangelo juice (250ml glass) ■

### mid morning

- Medium size piece of fruit ■

### lunch

- ½ can Eat Well Italian broth with pasta
- Eat Well bagel with reduced fat olive spread
- Eat Well cranberry and raspberry smoothie (250ml glass) ■

### mid afternoon

- Home made carrot and pepper crudités ■

### dinner

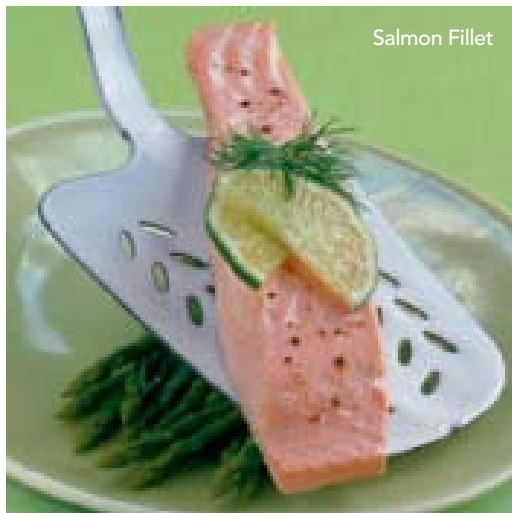
- ½ Eat Well chargrilled vegetable and goats cheese pizza
- ½ Eat Well pasta & sweetcorn salad
- Large bowl of salad leaves with Eat Well blossom honey and four mustard dressing ■
- Eat Well extremely fruity nectarine and orange yogurt

### nutrition

- 1900 kcal
- 62.8g fat
- 20g saturates
- 6g salt



# 7 day menu planner



Salmon Fillet

## day 6

### breakfast

- Eat Well unsweetened fruit and bran muesli (50g)
- 1 slice Eat Well granary bread with reduced fat olive spread

### mid morning

- Eat Well fresh fruit in a bottle – pomegranate (250ml bottle) ■

### lunch

- Eat Well healthily balanced tomato and mozzarella salad on a bed of baby spinach leaves ■ ■

### mid afternoon

- Eat Well pistachio and almond cookie

### dinner

- ½ carton Eat Well tomato salsa with celery and pepper crudités ■
- Eat Well healthily balanced beef stroganoff
- 1 bowl of fresh strawberries ■
- White or red wine (175ml glass)

### nutrition

- 1997 kcal
- 61.2g fat
- 17.7g saturates
- 4.8g salt

## day 7

### breakfast

- ½ Eat Well fresh citrus salad (225g) ■ ■
- 2 slices Eat Well granary bread with reduced fat olive spread

### mid morning

- Handful of shelled Eat Well brazil nuts (6 at most)

### lunch

- Eat Well steam cuisine Scottish salmon
- Pressed grape and raspberry juice (250ml glass) ■

### dinner

- Eat Well **Cook!**™ chicken breast with tomatoes and parmagiano with Eat Well fresh free range egg fusilli pasta (125g) and ¼ carton Eat Well Neapolitan style tomato sauce
- 2 portions tenderstem broccoli, carrots and mangetout (160g) ■ ■
- Eat Well organic low fat probiotic strawberry yogurt

### nutrition

- 1998 kcal
- 69.7g fat
- 21.2g saturates
- 4.1g salt