



# **Selling Trust**

## **The Commercial Power of Marketing Health & Functional Foods**

---

**Polly Lamy, Director of Innovation, Elior UK**

**Hannah Locket, Head of Nutrition, Elior UK**



**THE**  
**HIGHER**  
**LOWER**  
**GAME**



**7.0g per 100g**

# LOWER



**2.6g per 100g**

# HIGHER



**3.9g per 100g**

# LOWER



**3.6g per 100g**

# HIGHER



**9.7g per 100g**

# LOWER

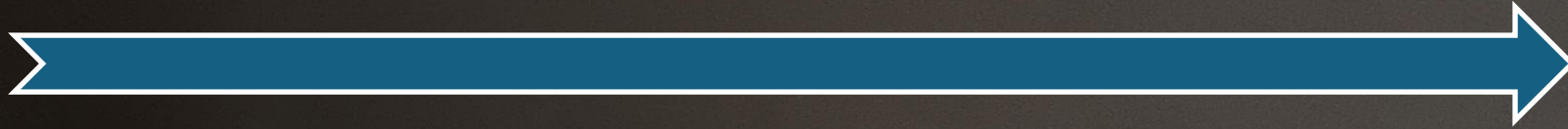


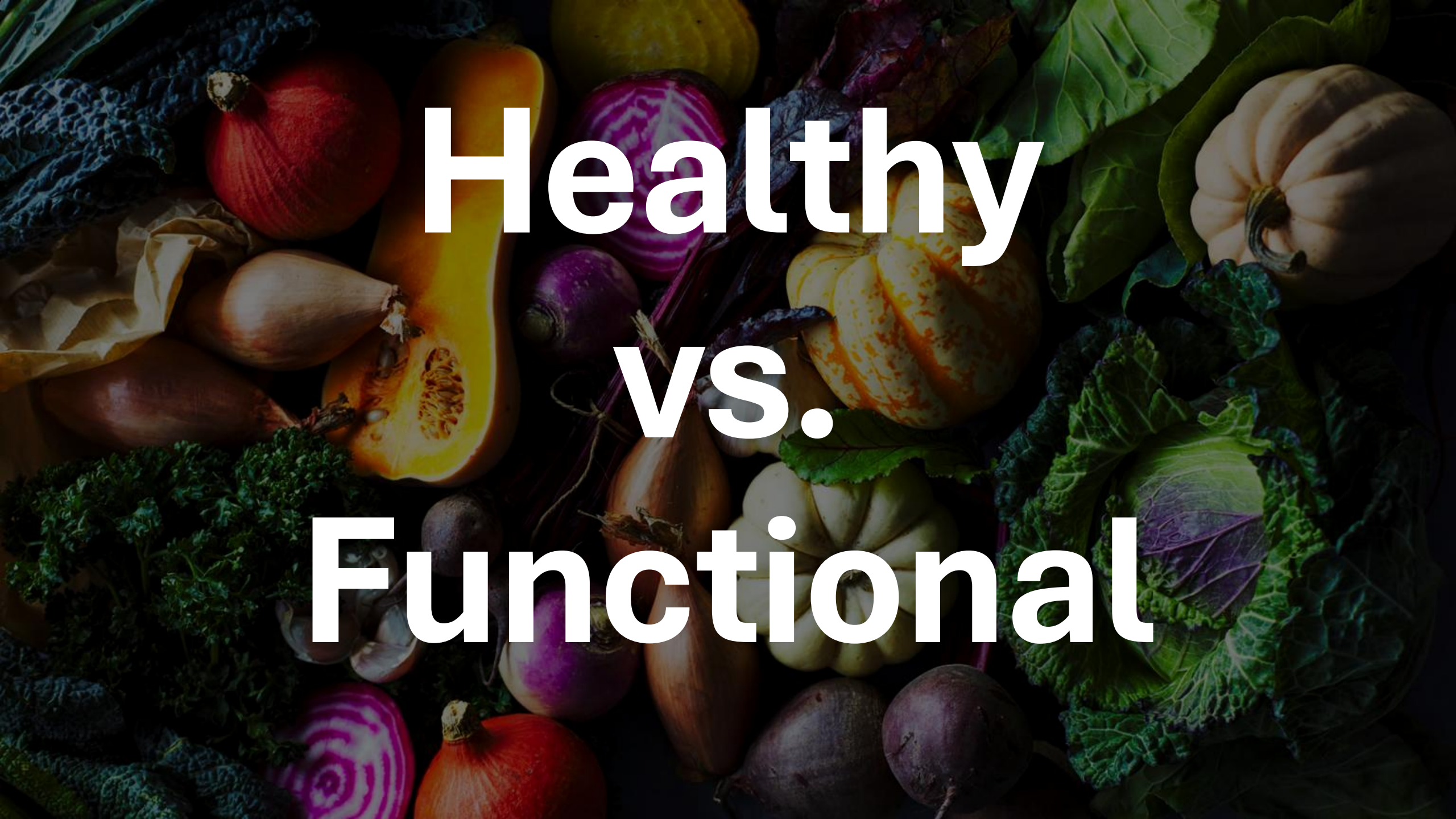
**6.4g per 100g**

# LOWER



**5.4g per 100g**



A top-down view of a diverse collection of fresh vegetables. The assortment includes several whole and sliced onions in various colors (red, purple, brown), several pumpkins and squash in different sizes and colors (orange, white, yellow), and various leafy greens like purple-veined chard, green chard, and leafy lettuce. The background is dark, making the vibrant colors of the produce stand out.

# Healthy vs. Functional

# eat(uitive)

EAT INTUITIVELY

Each recipe is designed to be:



## FIBRE FORWARD

(at least a third of your recommended daily intake)



## A SOURCE OF PROTEIN

(at least 12% kcals come from protein)



## LOW IN SATURATED FAT

(only 1.5g/100g or less saturated fat)

## FOOD FOR A GOOD MOOD

Find out about how the carbohydrates you consume can affect you and your mental health

Eating Better, Together!



eat(uitive)  
EAT INTUITIVELY



M&S  
0% FAT  
GREEK  
STYLE  
NATURAL  
YOGURT  
THICK & CREAMY  
WITH LIVE CULTURES | BRITISH MILK

M&S  
eat well  
MANGO  
AND  
PEACH  
WHOLE MILK LIVE YOGURT  
HIGH IN CALCIUM | HIGH IN VITAMIN D

M&S  
-FOOD-  
eat well  
BRAIN FOOD  
MANGO & PASSION FRUIT  
YOGURT  
A delicious & easy way to support your brain health  
HIGH IN VITAMIN B12 | SOURCE OF IRON

M&S  
-FOOD-  
eat well  
COLLECTION  
HEATHER HONEY & GINGER  
WEST COUNTRY YOGURT  
extra thick with Devonshire cream

M&S  
eat well  
10% FAT  
AUTHENTIC  
GREEK YOGURT  
NATURAL  
rich & creamy strained yogurt  
WITH LIVE CULTURES | SOURCE OF PROTEIN  
ALLERGY UPDATE see back of pack  
per pot Energy 1110kJ 265kcal 13% of your RDI  
per 100g Energy 105kJ 25kcal 13% of your RDI

THE ORIGINAL RELIABLE MYSO  
eat well  
Isey  
SKYR  
VANILLA  
16g\* PROTEIN | NO ADDED SUGAR\*\* | FAT FREE  
90+ YEARS OF TRADITION

M&S  
-FOOD-  
eat well  
good gut  
NATURAL  
KEFIR YOGURT  
With billions of live bacterial cultures  
SOURCE OF CALCIUM | HIGH IN PROTEIN