

# Pizza restaurant and takeaway tips

Healthier eating is becoming more and more important to customers<sup>12</sup>. Here are some practical healthier catering suggestions for you to consider to help support your customers with a healthier lifestyle.

Try to achieve as many tips as possible.  Tick the box when you have achieved each tip and try to add a new tip every month. You may already be achieving several of these tips but be prepared to go further and make real changes to help your customers stay healthy.

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**PORTION SIZE** – Eating too many calories can lead to obesity, which in turn increases the risk of diabetes, heart disease and some cancers. Even small reductions at each meal can make a real difference.

1. Consider **reducing portion sizes** across your menu to a level that is acceptable to customers. For example, consider **gradually reducing your pizza width** – you will use less dough and fewer toppings.
2. **Thinner bases** – Make your standard pizza base thinner or add a thin base option to your menu. Using less dough will save calories and taste authentic. Lots of businesses are already doing this as many people prefer thinner bases. Make sure you don't miss out on customers.
3. Give customers who want smaller portions a choice, in addition to your standard portions try offering **smaller portions** (like 6 inch pizzas).
4. Make it clear, on your menu, how **many people a pizza will serve** eg large serves 3-4 people.
5. **Creating more slices on a pizza** may encourage people not to eat so much. If you normally divide a pizza into 8 slices try dividing it into 10, and try dividing a 10 slice pizza into 12 slices.

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**FATS AND FRYING** – High-fat foods contain lots of calories, which can lead to weight gain. This in turn can lead to diabetes, heart disease and some cancers. Reducing saturated fat intakes can lower blood cholesterol and reduce the risk of heart disease.

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<sup>12</sup> See [www.bsa.natcen.ac.uk/media/39132/attitudes-to-obesity.pdf](http://www.bsa.natcen.ac.uk/media/39132/attitudes-to-obesity.pdf) and [www.gov.uk/government/news/new-change4life-campaign-encourages-parents-to-be-food-smart](http://www.gov.uk/government/news/new-change4life-campaign-encourages-parents-to-be-food-smart)

6. Cheese and processed meats can be high in fat and salt, so be sparing when adding these ingredients and **be generous with vegetable toppings**. Also avoid offering meat and cheese-stuffed crusts.
  7. If you make your own garlic bread, try using a **little less butter** or **brush** with olive oil instead.
  8. Place your pizza base **directly onto the tray without greasing** it or use a little flour to stop it sticking. If you do need to oil the tray, try just **a little rapeseed or sunflower oil** instead of butter (as butter is high in saturated fat).
  9. **Swap chilli oil** for chilli flakes or fresh chilli.
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**SALT** – It is important to reduce your salt intake as too much salt can lead to high blood pressure and an increased risk of stroke and heart disease.

10. If you make your own pizza dough and tomato sauce, gradually **cut down the amount of salt** you use. Customers won't notice if you do this gradually. Try adding a little less each week until you can avoid adding it altogether.
  11. In addition to your standard pizzas, try **promoting new combinations** that offer less salty meat and more exciting vegetables – like a 'Hot pepperoni' made with rocket leaves, chilli and **less pepperoni or cheese**.
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**SUGAR** – Eating too many foods and drinks high in sugar can contribute to excess calories and lead to weight gain, which in turn increases the risk of heart disease, type 2 diabetes, stroke and some cancers. It is also linked to tooth decay.

12. **Offer healthier drinks as the default option** – such as water, lower fat milks, low calorie or no added sugar drinks, or pure fruit juices (in a 150ml serving size or as close to this volume as possible), rather than sugary drinks. 
    - if you do offer dessert either offer fresh fruit without sugar or syrup, or desserts that are lower in fat and sugars, offer smaller portion sizes. Or choose desserts that meet the **sugar reduction and calorie or portion size guidelines**.
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**FRUIT, VEGETABLES AND FIBRE** - These are low in calories and good sources of vitamins, minerals and dietary fibre. Eating plenty of them will help to promote digestive health and can help prevent heart disease, stroke and some cancers.

13. Look across your menu and think about **where you could add more vegetables to as many dishes as possible** (while not adding more fat, sugar or salt). This will allow you to use **less of other ingredients** (like cheese).

14. Offer **fruit salad** or a platter of fruits on your dessert menu or fruits like melon or figs as part of a starter. The fruit can be fresh, canned in fruit juice, dried or frozen.
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**PROMOTE HEALTHIER OPTIONS** although it is important to improve the nutrient content of all menu items you can additionally develop promotions to give a unique selling point and encourage customers to pick a healthier meal or snack to eat.

15. If you offer **meal deals** this is a great way to get your customers to try healthier dishes. For example a small pizza with a vegetable topping served with **soup or salad and fruit for dessert** adds variety. Offer healthier drinks, and where desserts are offered offer those lower in fat and sugars; or those that meet the **sugar reduction and calorie or portion size guidelines**; offer smaller portion sizes; or replace with fruit options.
  16. Encourage customers to choose healthier toppings. You could try doing special **price promotions** or marketing of pizzas with **lower salt and fat toppings** like tuna, chicken and vegetables (peppers, mushrooms, onion, sweetcorn, garlic or rocket) instead of salty or fatty processed meats and cheeses.
  17. When a customer asks for a recommendation, **train staff to suggest and promote healthier options with higher fibre and less salt, saturated fat, sugar and calories.**
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#### **PROCURING HEALTHIER INGREDIENTS AND FOOD PRODUCTS FROM SUPPLIERS**

18. **Check the nutrition information** about the foods and drinks you buy in and choose options with higher fibre and less salt, sugar and fats, for example dough, sauces, cheeses and meats. Use the following link for advice on how to read food labels: <http://www.nhs.uk/Livewell/Goodfood/Pages/food-labelling.aspx>. Your supplier may be able to assist you.   
To check against the sugar reduction and calorie or portion size guidelines see [www.gov.uk/government/collections/sugar-reduction](http://www.gov.uk/government/collections/sugar-reduction)
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