

## Press Release

**Contact:** Jenna Scott  
**Telephone:** 1300 654 622  
**Mobile:** 0403 271 535  
**Email:** [jscott@eatingsafe.com](mailto:jscott@eatingsafe.com)

**FOR IMMEDIATE RELEASE**

### FOOD FORETHOUGHT

#### **Put your feet up: planning healthy nutritious meals for the whole family just became a whole lot easier**

Trying to juggle the serving of enjoyable meals, keeping the family well nourished, catering to any specific dietary requirements and saving time and energy where possible is no easy accomplishment.

Consumers need to look at the nutritional values of the food they are buying and understand what ingredients the food contains to determine whether their family's diet is well balanced, nutritious, low in fat and cholesterol while being bare of any harmful allergens,

When it comes to feeding the family, it seems as though there are a dizzying number of rules and considerations to follow, for example:

- Children need nutrients for growth, strength and health;
- eating a well-balanced, nutritious diet reduces the risk of coronary heart disease, strokes, some cancers, osteoporosis; and many other conditions
- catering for family members who may have separate dietary requirements (such as gluten intolerances or food allergies)

Food labels provide these nutritional answers and allow consumers to shop comparatively in order to make informed food choices. Trawling through aisles of product labels can be the answer, but can be confusing and time consuming.

There is a solution and it is already in the home.

**eatingsafe.com**, a powerful new online tool, provides functions to compare and analyse branded food products, organise and customise recipes, create meal plans and search through thousands of 'Real' supermarket food labels, determining nutrient and allergen properties.

The ability to search allergens, nutrients and individual ingredients online reduces the confusion associated with reading food labels and saves precious hours spent sorting through supermarket shelves.

Further to this, there is an interactive aspect to the site including a recipe book feature that allows users to analyse their own recipes using 'Real' brand names with the ability to swap products to make any recipe healthy, nutritious and suit their whole family's individual dietary needs.

*"The site completely cuts out the time we spend comparing food labels on supermarket shelves," says Nutrition and services manager, Michelle Trute.*

*"Recipes are only guidelines on how to prepare food, not rules. With Eatingsafe.com you can for example, swap a real supermarket ingredient high in saturated fat, for a similar product with a lower saturated fat content in order to change the nutritional profile of the recipe."*

It is clear that the implications of this database's effect on everyday life are potentially enormous: detecting allergens, looking after specific dietary needs and planning healthy and nutritious meals is now as easy as clicking a button.

**For more information or to arrange an interview with Michelle Trute please contact public affairs: Jenna Scott at 1300 654 622 or via email: [jscott@eatingsafe.com](mailto:jscott@eatingsafe.com)**