

Pick n Pay



Pick well
eat well

Live Well

Your guide to a happier, healthier you





MAKING THE HEALTHIER CHOICE

EATING HEALTHILY DOESN'T HAVE TO BE COMPLICATED OR EXPENSIVE. WE WANT TO MAKE THE HEALTHIER CHOICE AN EASY ONE.

If you've heard it once, you've heard it a thousand times – you are what you eat. The truth behind this statement may be obvious, but with so many fad diets and healthy options jostling for space on the shelves, it can be hard to feel truly confident in your healthy food choices.

“At Pick n Pay we believe that living well starts with eating well, and we want all South Africans to feel confident in their food choices.”

Our Live Well range was developed to bring delight to the taste buds and nourishment to the body, with clear labelling that leaves no room for confusion. These products meet strict criteria based on government guidelines for fat, saturated fat, added sugar and salt. There are hundreds of products in the Live Well range – from plant-based meals to healthier snacks – providing everyone who shops at Pick n Pay with the opportunity to meet our healthy eating recommendations.

BUILD HEALTHY EATING HABITS ONE STEP AT A TIME:

- ✓ Eat a rainbow of colourful fruit and veg every day
- ✓ Make more of your meals plant-based
 - ✓ Focus on healthier fats
 - ✓ Drink more water
- ✓ Make room for legumes
- ✓ Mind the sugar and salt
- ✓ Watch your portions

Living well with Live Well

It's easy when you know how! The green Live Well logo highlights hundreds of Pick n Pay products that not only taste good, but are good for you too.

Fats

GOOD

Fat gets a bad rap, but some types are good for you and essential for energy and cell growth. They also help to protect your organs. Up your intake of good fats with foods like avocado, oily fish, olives and nuts.

BAD

Saturated fat raises cholesterol, which blocks arteries and can lead to a stroke or heart attack. Fatty meats, processed meat (such as bacon and polony), chicken skin, butter and other full-fat dairy products should be limited in your diet.

UGLY

Trans fats can increase your risk of inflammation and heart disease. There is strict legislation limiting trans fat content in foods. Check on labels that high-fat processed foods and fast foods do not contain or use partially hydrogenated oil, the main source of trans fat.

TOP TIP

As a rule of thumb, good fats (such as olive oil) are liquid at room temperature, whereas saturated and trans fats are solid (excluding avos, of course).

GOOD FAT =
UNSATURATED
(POLY AND MONO)



Allergies? No problem

LIVING WITH A FOOD ALLERGY OR INTOLERANCE DOESN'T MEAN YOU HAVE TO GIVE UP YOUR FAVOURITES. WE HAVE OPTIONS YOU CAN TRUST.



Look out for our range of Live Gluten Free products, including oats, wraps, rusks, biscuits, pasta and baking mixes.

Lactose-free milk and yoghurt still contain all the essential nutrients found in dairy products, such as protein, calcium and vitamin D. It is only the milk sugar (lactose) that has been removed.

WHAT IS GLUTEN?

Found in common grains such as wheat, barley and rye, gluten is a type of protein that gives dough its elastic texture.

WHAT IS LACTOSE?

A sugar found in milk and milk products. It requires a specific enzyme in your gut to break it down to absorb it.

ALLERGY OR INTOLERANCE?

Similar symptoms, but different conditions. An intolerance means the body can't digest a certain food and it irritates the digestive system. A food allergy is when the body's immune system sees the food as an invader, leading to an allergic reaction, which can cause symptoms like shortness of breath, coughing, vomiting, hives or a drop in blood pressure.

DID YOU KNOW? GLUTEN-FREE GRAINS AND FLOURS INCLUDE RICE, CORN (MAIZE), SAGO, SOYA, POTATO, TAPIOCA, BEANS, SORGHUM, QUINOA, MILLET AND BUCKWHEAT.

FACT

IN ADDITION TO PIZZA, PASTA, BREAD AND WRAPS, GLUTEN CAN BE FOUND IN MANY OTHER PROCESSED FOODS. ALL OUR PICK N PAY OWN BRAND PRODUCTS HAVE GLUTEN MARKED IN BOLD IF IT'S INCLUDED IN THE INGREDIENTS.



Plant-based eating made easy

CUTTING OUT ANIMAL PRODUCTS DOESN'T MEAN BORING MEALS.



This logo is used on all Pick n Pay branded products that meet the criteria for plant-based health. They do not contain any animal ingredients.

A plant-powered diet is based on foods that come from plant origins, such as grains, legumes, pulses, nuts, seeds, vegetables and fruit. Research has shown that following a varied plant-based diet,

along with regular physical activity, can reduce the incidence of obesity, heart disease and type-2 diabetes because it is lower in saturated fat and has more fibre, B-vitamins and antioxidants.

MAKE THE EARTH-FRIENDLY CHOICE:

Animal agriculture has significant negative impacts on the environment and contributes to climate change.



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TOP TIPS FOR A HEALTHY VEGAN LIFESTYLE

- 1 Make veggies the hero:** Don't focus on what you can't eat but on what you can.
- 2 Mix it up:** Eat balanced meals that include a variety of wholegrains, legumes, nuts, seeds and vegetables to ensure you get all the nutrients you need.
- 3 Don't assume vegan products are healthier:** Some pies, snacks and desserts made without animal products can be laden with sugar, unhealthy fats and salt.

LIVE WELL

LOW-CARB LIVING

HOW TO MAKE CUTTING DOWN ON CARBS WORK FOR YOU.

Pick n Pay
**LIVE
LOW
CARB**

Love them or avoid them like the plague, there is no getting away from the conversation around carbs. Restaurant menus these days boast creative

alternatives, and everyone seems to be looking for new ways to include healthy carbohydrates and carb-free meals into their diets.

WHAT ARE CARBS?

Carbohydrates provide the body with energy and are found in fruits, grains, veggies and milk products. Most carbs are broken down by the body and transformed into glucose, which is used as energy. However, not all carbs are the same.

GOOD CARBS VS BAD CARBS

Simple carbs like refined baked treats are broken down quickly by the body to be used as instant energy (the "sugar rush"). Complex carbs like fibre-rich fruit and veg take longer to break down, are packed with nutrients and keep you fuller for longer.

FOOD FOR THOUGHT...

Some nutrient-rich vegetables and fruits are cut out of very low-carb diets.

This can lead to poor intakes of essential nutrients such as fibre and vitamins A, C, K and folate.

A DIET LOW IN REFINED CARBS IS LIKELY TO RESULT IN WEIGHT LOSS. HOWEVER, CUTTING OUT ALL CARBS CAN RESULT IN HEALTH ISSUES SUCH AS CONSTIPATION.



Pick n Pay



EAT THE RAINBOW

HOW TO INCLUDE MORE HEALTHY FOOD IN YOUR DIET? THINK IN COLOURS!

The rise of superfoods put the spotlight on nutritionally dense foods that boast endless health benefits. However, things like goji berries, seaweed and maca powder aren't easily accessible to everyone, so we've

identified 10 powerhouse fruit and veg that have more concentrated amounts of vitamins and minerals, antioxidants, fibre and phytochemicals than others – and the good news is they are available everywhere.

GOOD TO KNOW Phytochemicals found in fruit and vegetables are biologically active substances that are thought to help protect cells from damage that could lead to cancer.

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HEALTH HEROES

- Carrots
- Broccoli
- Kale
- Spinach
- Red peppers
- Oranges
- Red grapefruit
- Mango
- Strawberries
- Avocado

Pick one small thing

Make a few minor, positive changes to your diet and see the impact it can have on your overall health and wellbeing.

“EXPERTS ADVISE THAT WE EAT NO MORE THAN 1 TEASPOON OF SALT EVERY DAY.”

HOLD THE SALT

- Cook pasta, rice or porridge without adding extra salt.
- Rinse canned veg, beans, peas and lentils to remove some of the sodium.
- Taste before adding salt to food at the table. Often it doesn't need more.

TOP TIP Add fresh herbs or garlic to boost flavour and reduce the need for extra salt.

NO
ADDED
SALT

Cut back on sugar, you're sweet enough

NO
ADDED
SUGAR

DID YOU KNOW?

Sugar consumption in South Africa has increased by 33.1% since 1994. This is mainly because we're consuming more processed foods and soft drinks.

➤ Make your own granola, baked treats and pasta sauces because then you are more in control of the ingredients used. As your family's taste buds adjust, gradually use less sugar and substitute with naturally sweet fruits and veg, such as bananas, apples, butternut and sweet potatoes. Homemade tastes so much better!

HOMEMADE TOMATO SAUCE

1 Tbsp (15ml) **olive oil** or **canola oil**
2 large **onions**, chopped
2 cloves **garlic**, grated
4 **carrots**, grated
6 **baby marrows**, thinly sliced
4 sprigs each fresh **rosemary** and **thyme**

1 Tbsp (15ml) **balsamic** or **red wine vinegar**
3 cans (400g each) **whole tomatoes**
Salt and milled **pepper**

MAKES ABOUT 5 CUPS

Heat oil in a pot. **Sauté** onions for 5-8 minutes until soft and translucent. **Stir** in garlic and vegetables and fry for 2-3 minutes. **Add** herbs, vinegar and tomatoes and bring to a simmer.

Simmer uncovered for about 20 minutes. **Blitz** in a food processor until smooth. **Cool** and store in the fridge for up to 8 days, or freeze and defrost when ready to use.

Choose well to live well

Changing to healthier eating habits one step at a time.



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WAYS WITH FATS

- ❶ Drizzle olive oil and lemon juice or balsamic vinegar on your salad instead of mayonnaise or store-bought dressing.
- ❷ Include omega-3-rich fish (such as canned or fresh salmon and pilchards) two to three times a week.
- ❸ Use seeds, nut and nut butters as snacks or for topping breakfasts. Flaxseeds are especially rich in heart-healthy essential fats.
- ❹ Instead of marg or butter, use avo, hummus or cottage cheese as a spread on bread or toast.
- ❺ Trim visible fat from meat and skin from chicken.

DID YOU KNOW?

70% of our immune system function depends on a healthy gut. High-fibre foods such as wholegrains and legumes are important for enriching the gut microbiome.

DRINK LOTS OF WATER

Water is your most essential nutrient because it's involved in every bodily function. We're constantly losing water so it needs to be replenished often. Drinking water also lowers the risk of colorectal cancer, high blood pressure and kidney stones.

- ✓ Drink 1 glass of water for every 10kg of body weight per day.
- ✓ Flavour it with berries, cucumber, lemon, lime, mint, basil or thyme.
- ✓ Make your own iced tea with cooled ceylon, rooibos, green or herbal tea, a little fruit juice, lots of sliced fruit and ice.

START YOUR DAY THE HIGH-FIBRE WAY

- Choose fibre-rich cereals, oats or raw muesli.
- Eat wholewheat bread instead of white.
- Switch to brown rice and wholewheat pasta.
- Add oat bran when baking muffins or biscuits.
- Find recipes that use beans, peas and lentils.

FACT: FIBRE LOWERS CHOLESTEROL, CONTROLS BLOOD SUGAR LEVELS, ASSISTS WITH WEIGHT MANAGEMENT + REGULATES BOWEL MOVEMENTS.

Up your fruit and veg intake

Despite ever-changing advice on what's best for us, all experts agree that a diet rich in fruit and vegetables is healthiest. Fresh, frozen and even canned all count, and may reduce the risk of heart disease, diabetes and some cancers.

- Fill half your dinner plate with vegetables or salad.
- Pack a smoothie made with frozen fruit for a work breakfast.
- Snack on raw chopped veg.
- Add grated or chopped veg to mince dishes and pasta sauces.

“ ACCORDING TO A RECENT SOUTH AFRICAN HEALTH SURVEY, OUR INTAKE OF VEGETABLES AND FRUIT IS DECREASING YEAR ON YEAR AND IS MUCH LOWER THAN RECOMMENDED CONSUMPTION. ”

Make room for legumes



- Use legumes and pulses (beans, lentils, split peas and chickpeas) instead of meat a couple of days a week.
- Purée any cooked legume with a little water and add to meat dishes such as mince or stew, and to soups or pasta sauces.
- Add canned ones to soups and stews. (Rinse well to remove salt.)

GOOD IDEA To feed a crowd, bulk up the size of dishes such as casseroles, stews and soups by adding beans or lentils.

PICK N PAY LABELS DECODED

THE EASY-TO-READ LIVE WELL LABELS ARE DESIGNED TO HELP YOU IDENTIFY THE PRODUCTS' HEALTH BENEFITS.



THE GREEN LIVE WELL CIRCLE

Live Well products have to meet our strict criteria for saturated fat, added sugar and salt. Choose food that not only tastes good but is good for you too.



LOW CARB

These products have a carbohydrate content lower than 5g per 100g or at least 25% less carbs than an equivalent product.



VEGETARIAN PRODUCTS

Free of most animal ingredients, apart from dairy and/or eggs (as specified).



PLANT BASED / VEGAN

Excludes all forms of animal-derived ingredients. A plant-based diet is not only beneficial to your health but for the health of our planet too.



FREE RANGE

Sourced from farms that support ethical farming methods, where animals are free to roam outdoors. No antibiotics, growth stimulants or hormones used.



FREE FROM GLUTEN OR LACTOSE

Made in a strictly controlled allergen-free environment, so you can trust they are safe to eat.



SNACK WELL

A range especially developed to give you a balanced snack that's lower in saturated fats, sugar and salt.

FREE DIETARY ADVICE

Pick n Pay employs a registered dietitian who provides free nutrition advice via

the Pick n Pay Health Hotline. For more detailed dietary guidelines, shopping

lists, sample meal plans and recipes to support a number of conditions including high blood

pressure, cholesterol and diabetes, contact our dietitian at healthhotline@pnp.co.za.