

HOW TO READ A FOOD LABEL

Understanding food labels helps you make healthier choices

INGREDIENTS AND ALLERGENS

- Ingredients are always listed from most to least
- Food allergens are highlighted in bold i.e. **fish**
- A food allergen is something in food that can cause an allergic reaction in the body
- The symptoms of an allergy can range from mild, like a rash, to life-threatening, such as difficulty breathing
- The common allergens include fish, shellfish, peanuts, egg, milk, wheat and gluten

HEALTH TIP

* Try to eat fish twice a week for better health.

FRONT PANEL

- The green LiveWell logo shows that pilchards are a healthy choice, because they are:
 - A high protein food
 - A fish that provides omega 3 fats, which are good for your heart and brain
 - A good source of calcium which is important for strong bones and teeth

TIPS FOR HEALTHY EATING

- The % NRV on the label shows how much of your daily vitamins and minerals this food gives you
- Use the label to choose foods that help you stay healthy

PROTEIN

A nutrient that helps build our muscles. Fish, dairy products, soya mince, beans and lentils are all good sources of protein.

SUGAR

Eating less sugar is important to keep our bodies healthy. Look for foods (like this) which have very little sugar.

SALT (SODIUM)

Too much sodium can raise blood pressure. Avoid salty snacks and processed foods to help keep your heart healthy.

INGREDIENTS:

Pilchards (*Sardinops ocellatus* and/or *Sardinops neopilchardus* and/or *Sardinops sagax* and/or *Sardina caeruleus* and/or *Sardinops melanostictus* and/or *Sardina pilchardus*) (fish) (65%), Water, Tomato Paste (27%), Thickener, Salt.

Method of fishing: Purse Seine Nets.

Catch Area: FAO 047 and/or FAO 037 and/or FAO 034 and/or FAO 077 and/or FAO 078 and/or FAO 071.

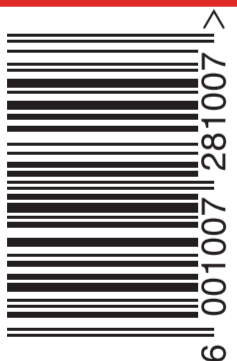
STORAGE INSTRUCTIONS:

STORE IN A COOL, DRY PLACE. TRANSFER UNUSED CONTENTS INTO AN AIRTIGHT CONTAINER AND REFRIGERATE. USE WITHIN 3 DAYS.

ADDITIONAL WARNINGS:

In healthy adults, eating omega-3 fatty acids from fish is associated with decreased risk of cardiovascular disease. Healthy eating guidelines recommend that you aim to eat at least two servings of oily fish per week. Please note that the fish contains edible soft bones and skin.

Produced in South Africa



We are confident about the quality of our products. If you are not 100% satisfied with our product we will gladly exchange or give you your money back.

Raymond Ackerman
Founder of Pick n Pay

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PILCHARDS

IN TOMATO SAUCE



SOURCE OF CALCIUM
NATURALLY VERY HIGH IN OMEGA 3 FATTY ACIDS

400 g

TYPICAL NUTRITIONAL INFORMATION (AS PACKED):

	Per 100 g	%NRV* Per 100 g serving
Energy	518 kJ	
Protein	15.5 g	
Carbohydrate	<1 g	
of which total sugar	<0.5 g	
Total Fat	6.6 g	
of which saturated fat	2.5 g	
trans fat	0.1 g	
monounsaturated fat	1.4 g	
polyunsaturated fat	2.7 g	
of which omega 3 fatty acids	2374 mg	
of which EPA**	890 mg	
of which DHA***	266 mg	
of which omega 6 fatty acids	281 mg	
Cholesterol	77 mg	
Dietary Fibre#	1.3 g	
Total Sodium	312 mg	
Calcium	381 mg	29%

Analysed using AOAC 991.43 method **Eicosapentaenoic Acid
*Nutrient reference values (NRVs) for individuals 4 years and older ***Docosahexaenoic Acid

Our Pilchards in Tomato Sauce is naturally very high in heart healthy omega 3 fatty acids and meets our strict criteria for saturated fat, added sugar and salt. We are helping you choose food that doesn't only taste good but is good for you too. We make it easy for you to Live Well.



CARBOHYDRATES

Foods high in carbohydrates give us energy, such as bread, cereals, rice and pasta.

FATS

There are many different kinds of fat. Choose foods with less saturated fat, such as fish, for better heart health.

FIBRE

Choose high fibre foods, such as oats, beans, lentils and vegetables. Fibre helps to keep your tummy healthy and lowers the risk of heart disease, diabetes and cancer.