PARENTS GIVE IN TO PESTER POWER A STAGGERING 21 TIMES A WEEK

Submitted by: Mercieca Ltd
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CONSIDER YOURSELF PESTERED!
PARENTS GIVE IN TO PESTER POWER A STAGGERING 21 TIMES A WEEK

British parents give in to pester power for unhealthy snacks, a staggering 21 times a week on average – that's 1,092 times each year, according to new research.

Researchers took a detailed look at modern parent's attitudes towards snacking and found British kid's addiction to high salt and sugary foods is at an all-time high.

The survey commissioned by Yazoo No Added Sugar milk drinks, found the average parent hears the words "I'm hungry" from their children nine times a day, with chocolate emerging as the snack children pester for the most, followed by sweets, crisps, biscuits and sugary drinks.

According to the poll, if parents do attempt to withhold sweets from their offspring, 40 percent are rewarded with a strop, a further 31 percent are hit by name-calling and tantrums– and 28 percent can expect tears and a complete meltdown.

The research also revealed 77 percent of parents feel guilty about the amount of sugary, fatty and salty foods they allow their children to eat – with over half (54 percent) fibbing to their other half about what the children have eaten that day.

The majority (86 percent) of parents admit to giving in FIVE times a day to pester power, with a quarter (22 percent) saying they just do it for an "easy life".

A further 67 percent regularly bribe their children with sweets in return for good behaviour.

A spokesperson from Yazoo Milk Drinks who commissioned the research says: "It can be really difficult to find snacks and drinks that kids will enjoy but that also taste good. Parents shouldn't beat themselves up, offering a treat to top tummies up until tea time is normal, but it's always better if it has some nutritional value too. That's why we've launched new range of No Added Sugar milk drinks which not only taste great and have no added sweeteners but provide kids with essential nutrients like calcium, protein and vitamin B2 whilst keeping them full."

Mums and dads endure SIX food related battles a day with the average parent giving in to pester power from their children after FIVE minutes on average.

The majority (67 percent) claimed that even though they have tried to feed their children healthier snacks, their children simply refuse to eat alternatives such as fruit, yoghurt, olives, carrot sticks or dried fruit.

Meanwhile, 46 percent of adults admitted that before they became a parent they thought they would be tougher on their children than they actually are.

-ENDS-

NOTES TO EDITORS

Yazoo No Added Sugar contains naturally occurring sugars

Research undertaken in February 2017 by Ginger Communications of 2,000 parents across the UK.

RRP: 50p for 200 ml single serve. RRP £1.60p for 200ml x 4
Stockist: Tesco, Morrison's, Asda Co-op and Independent stockists

YAZOO No Added Sugar contains 4.6g/100ml of sugar which is found in milk. No extra sugar or artificial sweeteners have been added by YAZOO. 4.6g of sugar is equivalent to 1.2 cubes of sugar per 100ml serving.

YAZOO No Added Sugar contains a very small percentage of residual lactose, around 0.2% lactose. So technically it is not Lactose free. However, it contains 99.8% less lactose than standard milk so it could be consumed by those that are intolerant to Lactose with significantly fewer side effects.

http://www.yazoo.co.uk/

For more information please contact Poppy Sheen at Mercieca on 0207 485 0100 or email poppy@mercieca.co.uk

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