

Kitchen Inequality - Nation eating healthier

Submitted by: Source PR

Monday, 23 May 2016

KITCHEN INEQUALITIES

Kirsty's (<http://www.kirstys.co.uk>) and Kids' Kitchen, one of the UK's leading providers of allergen-free, chilled ready meals, has revealed that despite advances in gender equality in the UK, only 20% on men in the relationship prepare the evening meal. The research also reveals that as a nation we're eating healthier but remain concerned about what we are eating.

The survey of UK adults* also revealed that there is increasing concern about what's in peoples' food with 77% of households worried about what they eat. The good news however is that the government's drive to eat more healthily is gradually getting through with 70% of respondents thinking that they are eating healthier now than they did a year ago.

The levels of fat in food remain the biggest concern for consumers, with nearly 40% citing this as their principal concern. The second biggest issue for consumers was the level of sugar in foods with one in four stating that it was their biggest concern, while 12% had no concerns at all about what they eat.

When it comes to fruit and vegetables, six out of ten are not eating the recommended 'five a day'. Of those who consume vegetables, the potato remains the nations favourite, although they do not contain the same nutritional value as more colourful vegetables such as carrots or spinach.

The nation's least favourite vegetable was sweetcorn, although this was closely followed by Brussel sprouts and kale. These vegetables are high in vitamin A, which is essential for maintaining healthy skin and eye health.

Kirsty Henshaw, founder and managing director of the Kirsty's comments; "It's encouraging to see that people are eating healthier but it seems there's still a way to go with regard to getting the right portions of fruit and veg in the diet. Being conscious of the food you're eating and planning meals in advance can all help ensure the right balance of foods is eaten."

Kirsty's currently provides seven award-winning dishes each packed with flavour as well as being gluten, wheat and dairy free, low in saturated fat and containing at least 1 of your 5 a day. Every meal in the range also contains less than 400 calories, receiving official recognition as one of the healthiest ready meals in the 5:2 Diet Book and winning numerous awards, including the Free From Food Innovation Award in 2015.

Kirsty's range of allergen free, chilled ready meals was launched in 2012 by founder, Kirsty Henshaw, while the Kids' Kitchen range was launched in 2015. The trusted brands can now be found in over 1400 supermarkets throughout the UK, with an RSV of £6m, meeting demand for readily available, healthy meals for a busy lifestyle.

Ends

For further information, contact:

Louis Hill / Lottie Williams, The Source Partnership

01829 720 789

louis@thesourcepartnership.com

For more information, visit www.kirstys.co.uk

*An on-line survey of more than 250 co-habiting UK adults undertaken between 8 May – 14 May 2016.