Undercover Shake Shack challenges diet taboos revealed in new research

Submitted by: Lucre Marketing Ltd
Monday, 10 June 2019

Research released today reveals a third of UK adults will keep their diet or healthy eating habits under wraps due to being ashamed of what people think.

The survey, conducted by The 1:1 Diet by Cambridge Weight Plan*, reveals that the nation considers diets to be a taboo subject. And four in 10 of us claim diet is a dirty word and not a topic to be discussed with friends, colleagues, or even a partner.

What's more, people mistakenly think being on a diet means food and drink options are automatically less appealing, flavourless or boring.

Disguised as The One Shake Shack, The 1:1 Diet by Cambridge Weight Plan went undercover and surprised festival goers with a range of extra special drinks at Harewood's Great British Food Festival in Leeds. A professional mixologist expertly created a range of mocktails, shakes and smoothies using products available as part of The 1:1 Diet plan, which visitors had the chance to try out.

Each drink was nutritionally balanced, providing all the vitamins, minerals and nutrients needed – even more so than some traditionally 'healthy' meals such as salads or soups.

The drinks looked and tasted so premium, visitors were fooled into thinking The One Shake Shack was the latest artisan brand to launch into the shakes and smoothies market.

Mark Gilbert, nutritionist at The 1:1 Diet by Cambridge Weight Plan, said: "Diet shouldn't be a dirty word. No-one should feel ashamed to be pursuing a healthier lifestyle, particularly when diet products can look and taste delicious.

"Feeling you are the right size and shape for your life stage or lifestyle is different for every individual, but the fact that most people at some point do pursue a diet of some kind with the goal of losing weight is consistent.

"A diet shouldn't mean people have to suffer from flavourless or unappetising food and drink. We wanted to tackle this misconception by allowing people to sample our menu of products without pre-existing thoughts as to what 'diet' products should be like. Not only were they surprised that they looked and tasted delicious, but that they can be so easily incorporated into an everyday lifestyle."

For more information on The 1:1 Diet by Cambridge Weight Plan and to find a consultant near you, visit: https://www.one2onediet.com/find-a-consultant

ENDS

*OnePoll survey of 2,000 UK adults, May 2019

For more information and/or to set up interviews, contact The 1:1 Diet by Cambridge Weight Plan PR team on onetoone@lucre.co.uk or 0113 243 1117 / 020 8741 5900

Distributed via Press Release Wire (https://pressreleases.responsesource.com/) on behalf of Lucre Marketing Ltd

Copyright © 1999-2024 ResponseSource, The Johnson Building, 79 Hatton Garden, London, EC1N 8AW, UK

e: info@responsesource.com t: 020 3426 4051 f: 0345 370 7776 w: https://www.responsesource.com