BRIGHTON AND HOVE, UNITED KINGDOM:
HEALTHY CHOICE

#marketing #healthyfood #businessadvice #takeaways #catering #schools #foodservice #europe #advertising #award #cooking

THE ACTION AND ITS AIMS: Healthy Choice is a certification and marketing scheme to recognise food businesses that serve up healthier options. It is open to all food businesses with a Food Hygiene Rating of 3 or above, including cafes, restaurants, takeaways, pubs, canteens, nurseries and school breakfast clubs. Businesses that sign the Healthy Choice Commitment receive a visit from the council's food safety team, which offers tailored advice on healthier menu options, ingredients and cooking methods. Those that meet the criteria earn the Healthy Choice Award, allowing them to use the logo in promotional materials. The scheme aims to increase availability and visibility of healthier food options within the city.

WHEN IT WAS INTRODUCED: The award was introduced in 2008.

WHY IT WAS NEEDED: One in six meals in Brighton and Hove is eaten outside the home but unhealthy options, such as burgers, fried chicken and chips, dominate the menus of takeaways and restaurants.

WHO INITIATED IT, WHO IS INVOLVED: The scheme was launched as a partnership between Brighton and Hove City Council (BHCC) and Brighton & Hove Food Partnership. As of 2019, however, BHCC is responsible for it.

IMPACTS TO DATE: So far more than 200 food businesses, workplaces, nurseries, care homes and breakfast clubs have earned a Healthy Choice Award.

Buying fruit and vegetables in Brighton and Hove (United Kingdom), Shutterstock/Michaelasbest

MORE INFORMATION:
- Website: Join the Healthy Choice scheme, Brighton and Hove city council
  https://www.brighton-hove.gov.uk/business-and-trade/food-safety/join-healthy-choice-scheme