



Out to Lunch campaign – impact summary

The Soil Association’s Out to Lunch campaign is investigating the food served to children and families at the UK’s most popular restaurant chains and visitor attractions. The campaign works with secret diner families, and has published four [league tables](#).

Out to Lunch aims to drive healthy menu development and good sourcing and preparation practices, making it easier for families to eat well. As a result of the campaign:

- **More healthy options on offer.** More chains and attractions are now serving a portion of veg or salad with every meal. Fewer chains are offering oversized puddings and refillable sugary drinks.
- **More sustainable options are on offer.** More chains and attractions now include information on ingredient sourcing on the menu. More are serving organic ingredients and sustainable fish.
- **More than 70 million improved meal options** will be offered by participating restaurant chains and attractions this year.

2017 CAMPAIGN

In response to the 2017 Out to Lunch campaign, TGI Fridays and Pizza Hut have committed to stop serving refillable sugary drinks throughout all their restaurants, to both children and adults, by March 2018. These two chains serve 36 million meals a year: as a very rough estimate, this means that **Out to Lunch has taken over 250 tonnes of sugar off the menu at these chains, over 60 million sugar cubes annually.**

Out to Lunch also secured commitments from chains to –

- **Include calorie information on the children’s menu:** TGI Fridays, Pizza Hut, Beefeater, Brewers Fayre, Café Rouge, Strada and Wahaca committed to including calorie info on the children’s menu by March 2018.
- **Serve children’s puddings in an appropriate portion size:** Beefeater, Brewers Fayre, Café Rouge, Wetherspoons, Jamie’s Italian, Strada, TGI Fridays and Harvester stepped up to our challenge and committed to serving puddings in a healthier portion size.

Dr Alison Tedstone, chief nutritionist at Public Health England, said in response to the 2017 campaign: *“The restaurants taking steps should be commended but with more and more calories being eaten out of the home, big business can’t rest on its laurels. There are still too many calorie-laden desserts and over-sized main meals targeted towards children. We need to see bigger and bolder commitments from restaurants and food on the go chains in making their family foods healthier.”*

RESTAURANTS	TOTAL SCORE / 90	★ ★ ★ ★ ☆
1 JAMIE'S ITALIAN	75	★ ★ ★ ★ ☆
2 WETHERSPOONS	65	★ ★ ★ ★ ☆
3 STRADA	63	★ ★ ★ ★ ☆
4 WAHACA	58	★ ★ ★ ★ ☆
5 BEEFEATER	53	★ ★ ★ ★ ☆
6 WAGAMAMA	50	★ ★ ★ ★ ☆
7 HARVESTER	48	★ ★ ★ ★ ☆
8 BREHERS FAYRE	48	★ ★ ★ ★ ☆
9 SIZZLING PUB & GRILL	46	★ ★ ★ ★ ☆
10 CAFE ROUGE	45	★ ★ ★ ★ ☆
11 CARLUCCIO'S	45	★ ★ ★ ★ ☆
12 ASK ITALIAN	44	★ ★ ★ ★ ☆
13 ZIZZI	42	★ ★ ★ ★ ☆
14 MCDONALD'S	41	★ ★ ★ ★ ☆
15 PIZZA EXPRESS	41	★ ★ ★ ★ ☆
16 LAS IGUANAS	40	★ ★ ★ ★ ☆
17 PIZZA HUT	39	★ ★ ★ ★ ☆
18 HUNGRY HORSE	38	★ ★ ★ ★ ☆
19 FRANKIE & BENNY'S	37	★ ★ ★ ★ ☆
20 GIRAFFE	35	★ ★ ★ ★ ☆
21 NANDO'S	35	★ ★ ★ ★ ☆
22 KFC	32	★ ★ ★ ★ ☆
23 TGI FRIDAYS	30	★ ★ ★ ★ ☆
24 PREZZO	28	★ ★ ★ ★ ☆
25 BURGER KING	22	★ ★ ★ ★ ☆

SUCCESS STORIES

The Out to Lunch has contributed towards significant improvements in children's food on the high street since the campaign launched in 2013.

- 13 chains now serve a portion of veg or salad with every meal, up from 6 chains in 2013.
- 12 chains now include organic ingredients on the menu, up from 4 chains in 2013
- 14 chains are offering sustainable fish backed by a robust policy, up from 4 chains in 2013.
- Price is no barrier to good children's food: the average meal price among the top 5 chains in the 2017 league table is cheaper than the average meal price among the bottom 5 chains.

Out to Lunch worked particularly closely with **Strada** to launch a new menu that includes a side salad with every main and a fresh fruit pudding option; with **Jamie's Italian** to introduce a new veggie option; with **Harvester** to remove refillable soft drinks and introduce healthy eating guidance on the menu; and with **Café Rouge** to discontinue promoting refillable soft drinks on the children's menu. **Frankie & Benny's** has introduced children's cutlery in response to the campaign, and Wetherspoons has added signage to the children's menu highlighting that breastfeeding mums are welcome.

We've also worked with leading visitor attractions to improve the food on offer to families, including the **British Museum**, which committed to introducing a portion of veg with every child's meal, where previously no veg was offered; **Brighton Pier**, which has committed to clearer signposting to healthy options on the children's menu, and the **Natural History Museum**, which launched a new children's menu in response to the 2016 campaign that includes more veg, healthier puddings, and more sustainable meal options.

CALLS TO ACTION

Out to Lunch is calling on all restaurants, cafés and pubs to take seven steps to improve the service and food they offer children:

- Serve two portions of veg with every child's meal
- Ensure children's puddings are an appropriate portion size
- Make water freely available and stop promoting sugary drinks to children
- Offer children's portions of adult dishes
- Offer quality ingredients such as free range and organic on the children's menu
- Provide children's cutlery as standard
- Make breast feeding mums feel welcome

FIND OUT MORE

Soil Association website: <http://www.soilassociation.org/outtolunch>

Department of Health Obesity Plan case study: <https://www.gov.uk/government/case-studies/the-soil-associations-out-to-lunch-campaign>

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