

PRESS RELEASE

Denny makes the school lunchbox less scary!

Nutrition central to Denny's lunchbox commandments

*"Lunch should provide at least one third of a child's daily nutrients",
says Dr. Evelyn Hannon*

To make back to school time a little less daunting for parents, Denny has put together lots of fun and practical tips to make sure healthy lunchboxes instantly appeal to kids, which will get the school year off to a good start!

According to Denny nutritionist, Dr. Evelyn Hannon, "Lunch is a very important meal for kids and should provide at least one third of a child's daily nutrients to help them grow, learn and play. Of course this time of year can be quite scary for parents (as well as kids!) as they face the 'lunchbox challenge' of trying to pack a healthy lunch that does not get swapped, thrown away or arrive home untouched!"

So to help you along the way, Denny's nutritionist, Evelyn, has developed the following lunchbox high five and 12 commandments. See www.homeis.ie for more information.

The Lunchbox High Five

Your child's lunch box should contain foods from each food group:

- **Starchy Foods** – such as bread, rolls or pasta to provide energy. Include wholemeal varieties as much as possible.
- **Protein** – such as meat, fish or eggs which are important for growth and development. Choose lean meats such as ham or chicken.
- **Dairy** – Include a portion of dairy (milk, cheese, yoghurt) in the lunchbox for healthy teeth and bones. Low fat dairy products are a good choice.
- **Fruit & Vegetables** – Include one or more servings in the lunchbox to help put kids well on their way to 5 a day.

- **Drink** – Don't forget a drink to make sure active kids do not get dehydrated. Water & milk are best for lunchboxes. 100% fruit juice equals 1 of 5 a day but is best consumed with meals to avoid tooth decay. Include a straw with 100% fruit juice to help keep it away from little teeth.

The 12 Commandments

1. Vary it

Variety is key when it comes to the lunchbox. Children love variety and surprise. Vary the types of bread or starchy foods that you use. Include wraps, pitta breads, baps, rolls, crackers, pasta, rice and scones. Different fillings and different fruit and vegetables on different days all help to encourage them to eat their lunch.

2. Make it a fun affair

Draw funny faces on bananas or oranges. Add fun napkins or stickers of their favourite characters to lunchboxes. Make rehydrating fun by using colourful straws and drink bottles. Make water more interesting by adding slices of lemon, lime or orange.

3. Shape things up

Cut sandwiches into diamonds, soldiers or triangles. Cut cheese or sandwiches into fun shapes with cookie cutters. Why not make wholemeal bread swiss rolls? Simply place a slice of wholemeal bread on a piece of greaseproof paper. Fold the paper over the bread & gently flatten with a rolling pin. Place or smooth your filling onto the bread & carefully roll it up.

4. Keep it small

Include small fruits and vegetables such as grapes, cherry tomatoes or raisins in the lunchbox. Choose small apples or pears. Peel satsumas & wrap them in cling film to make eating them as easy as possible for little fingers.

5. Brighten it up

Create colourful lunchboxes by using different colour fruit and vegetables in sandwiches and on their own e.g. sweetcorn, lettuce, blueberries, tomatoes, red, green or yellow peppers, strawberries and kiwi are all great choices. Why not include a colourful fruit salad from time to time?

6. The Great Outdoors

Bring children on a picnic or two with packed lunches in the weeks coming

up to back to school (you need only go as far as the front lawn or local park!). This is a great way to see what foods they like and dislike.

7. Do what I do

Set a good example with your own lunch. If you eat a 'grown up' wholemeal sandwich, they are more likely to want to eat one.

8. Dip it

Kids love dipping. Include hummous, cream cheese or yogurt along with vegetable sticks (such as carrot, celery, cucumber or red pepper), crackers or sliced pitta breads for dipping in the lunchbox from time to time.

9. Plan, Plan, Plan

Planning ahead is essential for healthy lunchboxes. Involve your child in filling out a weekly lunchbox planner & include these foods in your weekly shopping list.

10. Get kids involved

Involve children as much as possible in planning, buying and preparing a healthy lunch. If they decide what to put in a lunchbox, it is far more likely they will eat it. Fill out a shopping list with them using our lunchbox checklist & lunchbox suggested combinations as a guide.

11. Giggles & Smiles

Encourage giggles & smiles and make them look forward to opening their lunchboxes (and more importantly eating its contents!) by adding little notes (I ♥ you) and jokes.

12. Foods of the world

Encourage healthy eating while at the same time teaching children about foods of the world. Theme a lunchbox on different countries using tortillas (Mexican), pasta (Italian) and baguettes (French).

Tricia Burke, Marketing Manager Denny, comments, "Denny is a little taste of home in your kid's lunchbox because each slice of Denny ham is made with love from home. So hopefully kids will find back to school time a little less scary with a home made Denny ham sandwich in their lunchbox!"

"Our new ad that is currently on TV follows two children, Ben Creedon and Kate McMahon from Dromahane National School in Mallow, Co. Cork, on their very first day of school last year! These are real scenarios and are an insight into this

hugely important day for the kids and parents involved. The ads are filled with the emotion and excitement that goes along with such an important day.

“All our ads are filmed with real Irish people from all over the country on special occasion in their lives - the first ad in the series followed a bride on the morning of her wedding, then there was a father and son at the races and a group of Tipperary supporters on their way to the All Ireland.”

To help make this time of year even less scary, Denny also has great value deals in shops, and helpful tips and advice on their website www.homeis.ie

Denny supports The Simon Communities of Ireland.

For further information, please contact

Niamh Sullivan or Gina Murphy

BespokeWithDirection

Niamh.sullivan@bespokewithdirection.ie

T: 01 665 1950 M: 087 061 7705

Notes to Editor:

Denny, part of the Kerry Food Group, is the No. 1 brand in Ireland in sausages, rashers and cooked meats. The Denny name and its association with meat go back a long way to 1820.

www.homeis.ie

www.simon.ie

Recipes for lunchboxes

Rainbow Fruit Salad

Did you know that the more colours you eat as part of your 5 a day the more nutrients you get? You can use whatever combination of colourful fruit your child likes for this recipe.

You will need: (contains 4 servings)

2 satsumas

4 strawberries

8 seedless red grapes

8 seedless white grapes

2 bananas

2 x 15ml spoons orange juice

Simply prepare all the fruit and mix together. The orange juice will prevent the bananas from turning brown.

Denny Ham Pitta Pockets

You will need:

Mini wholewheat pitta breads
Denny Deli Style Ham
Tomatoes & cucumber, washed & chopped into small chunks
A little tomato relish/light mayonnaise

Slice the pitta breads open. Spread a little light mayonnaise or tomato relish on the inside of the pitta breads. Add ham slices, chopped tomato & cucumber pieces. Enjoy!

Terrific Tuna Pasta Salad Box

You will need:

Cooked pasta shapes
(Top Tip: let them choose whichever shapes they like in the supermarket to encourage them to eat it!)
Tuna canned in olive oil & drained
Canned sweetcorn, drained
A little lemon juice to taste

Simply mix the pasta, tuna and sweetcorn together & add a little lemon juice to taste

Chicken Tortilla Wrap

You will need:

Tortilla wrap
Chopped cooked chicken breast (Top Tip: a great way to use up leftover roast chicken from the night before)
Lettuce
Red pepper pieces
A little tomato relish

Spread a little tomato relish on the wrap. Add lettuce, chicken and red pepper. Don't over fill the wraps and fold the sides in first before you roll them up tightly to prevent them falling apart in the lunchbox.

Rice Salmon Salad

You will need:

Brown rice
Salmon (canned or grilled)
Cucumber
Tomatoes
Spring Onion

Chop the cucumber, tomatoes and spring onion in to easy to eat size pieces. Add to the rice along with the salmon pieces for an omega 3 packed lunch!

Pizza slices

Get kids involved in making homemade pizza for dinner the night before & save some for the lunchbox the following day

You will need:

Pizza base

Tomato & basil sauce

Reduced fat/mozzarella cheese

Selection of your kids favourite healthy toppings e.g. sweetcorn, mushrooms, Denny ham, courgettes, peppers, pineapple, chicken

Spread the tomato sauce over the pizza base/bases. Sprinkle cheese over the top. Get kids involved in adding toppings to the pizza (it is a good idea to prepare all the toppings before you start). Make the pizza as colourful as you can as remember the more colours you eat as part of your 5 a day the more nutrients you get!

Denny Ham & Healthy Coleslaw Wholegrain roll

Make a healthier version of standard coleslaw by swapping most of the mayonnaise for plain yoghurt.

You will need: (contains 3 servings)

3 tbsp plain yogurt

¼ tsp Dijon mustard

1 tbsp low fat mayonnaise

¼ white cabbage, grated

1 carrot, grated

¼ onion, chopped finely.

1 tbsp raisins

Mix the yogurt, mustard and mayonnaise together in a bowl. Add in all the vegetables & raisins & stir through the dressing. Add to wholegrain roll with ham.

ENDS