

Nestlé makes ridiculous salt claim



This remarkable advert from Nestlé tells readers that the company thinks adding salt to breakfast cereal is ridiculous. 'You'd never add salt. Neither would we,' says Nestlé.

Er... Wouldn't they? Whilst Shredded Wheat may indeed contain no added salt, most of the company's other cereals do – especially those aimed at children. Golden Nuggets, Clusters, Shreddies, Cookie Crisp, Cheerios, Monsters

Inc and Golden Grahams (all Nestlé cereal brands) contain between 1.25 and 2.5g of salt per 100g – the level considered to be 'a lot'.

The lesson? In this instance, the pun has never been more applicable: Take Nestlé's marketing claims with a pinch of salt.



Cheerios, Golden Grahams and Cookie Crisp. Just some of the children's cereals with high levels of added salt from Nestlé.

Nestlé cereal	Sodium per 100g	Salt equivalent per 100g	Is this high or low salt?*
Golden Nuggets	0.5g	1.25g	High
Clusters	0.5g	1.25g	High
Shreddies	0.5g	1.25g	High
Cookie Crisp	0.6g	1.5g	High
Cinnamon Grahams	0.7g	1.75g	High
Cheerios	0.8g	2g	High
Monsters Inc	0.8g	2g	High
Golden Grahams	1.0g	2.5g	High

* According to Food Standards Agency criteria – see page 12.

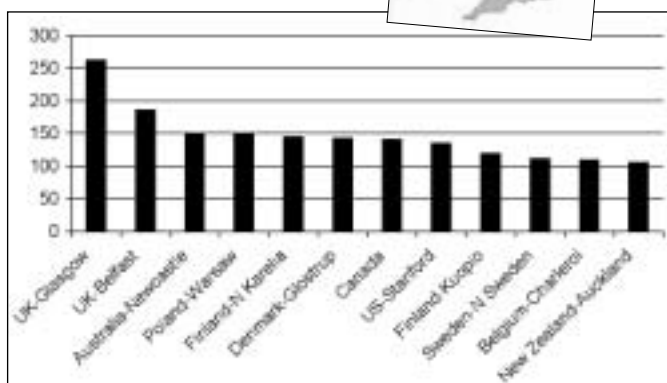
Not so healthy hearts in the UK

Women in the UK have the highest rates of heart disease in the world according to figures from the World Health Organization's MONICA study, published by the British Heart Foundation (BHF). Covering more than thirty regions in developed countries around the globe, the study shows adult women under the age of 65 to be at highest risk in metropolitan Scotland and Northern Ireland.

The BHF also reports that most women see cancer as a greater threat, believing that they are more likely to die from breast cancer than a heart attack – despite figures showing the reverse to be true.

Not that men get off the hook. The rates of heart disease for men under age 65 are three to four times those found for women. Taken over a ten year period, about one in twelve men aged under 65 will suffer a heart condition.

Not nice reading, but necessary. For more details, check the British Heart Foundation's latest report *Coronary Heart Disease Statistics*, ISBN 1 899088 21 0 from www.bhf.org.uk. Copies are free although a donation of £10 is suggested.



The worst hospital food in England

A large-scale survey of hospitals was undertaken last year looking at how patients rate the services in hospitals, including the food available, the variety, the time of arrival, its temperature and appearance and the size of the portions. In the interests of better practice we herewith name and shame the 14 worst:

London

Royal Free Hospital
Royal National Throat, Nose & Ear Hospital
Middlesex Hospital
Sally Sherman Nursing Home
Whipps Cross Hospital
Hammersmith Hospital
King's College Hospital
Queen Mary's Hospital
Kingston Hospital
St George's Hospital

SE and Mid-England

Good Hope Hospital
Nuffield Orthopaedic Centre
Bath Hospital, Berks

SW England

North Hampshire Hospital