

Commitments by PizzaExpress

Peter Boizot, an eccentric Englishman who fell in love with Italy, introduced Italian pizza to the UK high street when he opened his first restaurant in Soho, London, in 1965. His skilled pizzaiolo chefs hand made delicious, authentic pizzas using great quality ingredients at affordable prices. PizzaExpress was born.

Over 45 years and 370 restaurants later, PizzaExpress is firmly established at the very heart of British life, providing great food and the warmest welcome whatever the occasion.



General



Progress to date

- When it comes to eating well, we share the Italian belief that proper, hand made food using fresh, quality ingredients is best. Our food is GM free, contains no hydrogenated fats and we only use ingredients common to foods found in most kitchen cupboards or fridges. And because our pizzaiolo chefs hand make our pizzas fresh every time, customers can request more, less or none of a certain ingredient if they wish to.
- Whilst we will never sacrifice the taste of our food, having a menu that meets our customers' dietary needs is important to us and something we've been working on. Most recently we introduced a new range of pizzas called Leggera which means 'light' in Italian. The Leggera pizzas are all low in saturated fat, under 5g, and lighter in calories, around 500 calories each (at least 30% lighter than the average of our pizzas). The Vitabella Leggera pizza also gives you one of your 5 a day of fruit and vegetables.
- Behind the scenes, we'll continue to work hard to make our food as healthy as possible, without compromising on taste. We're committed to working with the FSA to help us do this.

Forward Commitment

- When developing existing and new recipes, we will use FSA salt targets and saturated fat recommendations as guidelines to make our dishes as healthy as possible.
- We will work with the FSA on all other current and future recommendations.
- We will continue to develop our new Leggera range, giving customers real choice; healthier dishes that taste great too.

Planned Monitoring

- We will update the FSA every six months on our progress.

Procurement



Progress to date

- We have been working closely with our suppliers to collate nutritional information for every dish on our menu. We are independently analysing our core ingredients to ensure the accuracy of our final data.
- Calorie information is now on our website for every dish. Full nutritional details will be available by the end of 2009.
- We have been working towards a 5% reduction in the salt content of our dough, resulting in a reduction in the salt in our pizzas, dough balls and dough sticks by May 2010. We have also been reviewing our pizza recipes to see if seasoning with salt is necessary, where it can be reduced or removed, and where alternative seasoning can be added, such as fresh herbs and spices.
- We have started a saturated fat reduction programme with the aim of reducing saturates by 5% by May 2010. As part of this, a lower fat mozzarella has already been introduced and is currently being used on the new Leggera pizzas.

Forward Commitment

- As part of the purchasing process, all existing and new suppliers will be required to provide up-to-date and accurate nutrition information as part of the product specification.
- We will continue our phased saturated fat and salt reduction programmes and will work with suppliers to identify core ingredients that are lower in saturated fat and salt, with a view to sourcing them in the future.

Planned Monitoring

- We will update the FSA every six months with our progress.

Kitchen Practice



- All pizzas are hand made in our open kitchens by our dedicated pizzaiolo chefs. Our chefs undergo detailed training before starting work, plus on-going training throughout their careers at PizzaExpress. This includes menu preparation, dough management, all about our ingredients and how to make new dishes to perfection.
- Our pizzaiolo chefs are trained to tailor customers' dishes to suit their dietary needs.

Menu Planning



Progress to date

- We have created a new range of lighter pizzas called Leggera which we introduced across all restaurants in April 2009. Leggera is an entirely new kind of pizza. We have removed the centre of the dough and put a fresh salad back in its place. Each pizza has around 500 calories and less than 5g of saturated fat. And because they are made with our classic dough, signature tomato sauce and fresh ingredients, there is no compromise on taste. In addition to the pizzas, we have also created two starters and a dessert as part of the range.
- Our salads are now offered with dressing on the side so that customers can choose to reduce the amount of dressing that they use. Customers are also able to tailor their favourite salad by swapping the salad dressing for our Light House Dressing which has been available in all restaurants since April 2009. To reduce calories further, our pizzaiolo chefs are happy to swap the dough sticks that traditionally accompany our salads, for toasted ciabatta bread.
- This year we have introduced a wider choice of low-calorie, diet drinks including 7UP FREE and Light Cranberry drink.

Forward Commitment

- We will always take salt and saturated fat levels into account when developing new dishes.
- This year we will extend our Leggera range in order to continue to provide customers with tasty, lighter dishes.
- We will work with suppliers and chefs to identify and trial the following products as healthier alternatives: a lower-fat mozzarella, a light Caesar Dressing, a light Honey & Mustard Dressing and 1% fat milk.
- We plan to review the dessert menu with a view to adding a wider range of lower-calorie, lower-fat desserts.

Planned Monitoring

- We will update the FSA every six months with our progress.

Consumer Information



Progress to date

- We have created a Nutrition section on our website. This includes Top Tips from our nutritionist who recommends different ways of how to eat more healthily at PizzaExpress. Calorie information is also available on our website for all dishes.
- We have a dedicated Customer Service team who are available on email and telephone to provide advice on how to eat more healthily from our menu. They are also able to provide information on suitable menu choices for customers with specific allergies.
- Because our pizzas and salads are hand made every time, our customers have the option to tailor their dishes to suit their needs. For example, if a customer wishes to reduce their calorie and fat intake, they could ask for their pizza to be made with less mozzarella or without ingredients that are naturally higher in fats and calories, such as pepperoni.
- We are currently working with the FSA, as a member of its Stakeholder Advisory Group, on how best to provide customers with nutritional information in restaurants.

Forward Commitment

- A full nutritional breakdown of each of our dishes will be available on our website by the end of the year.
- We will continue to work with our nutritionist to provide healthy eating recommendations to help customers who wish to eat more healthily in our restaurants.
- We are committed to working with the FSA on how best to provide nutritional information to customers.

Planned Monitoring

- We will update the FSA every six months with our progress.