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Nicola Frame 020 7770 7565 / Nicola.frame@which.co.uk

## Some high street chains ‘taking the pizza’

Margherita [pizzas](#) served in high street chains\* are all high in saturated fat and salt, but the lowest in fat are also the tastiest, according to Which?

The consumer champion carried out blind nutrition tests on thin-crust margherita pizzas from six leading restaurant chains and found that they were all rated ‘red’\*\* for saturated fat and salt under the traffic light labelling system, and nearly all of them - with the exception of Pizza Express - were high in total fat\*\*\* too.

Pizza Hut pizzas were on average the smallest on test, but were the highest in total fat and contained 70% of a woman’s recommended daily maximum of saturated fat. Prezzo pizzas had the highest level of saturated fat, while Zizzi pizzas had the highest level of salt. On average, a margherita pizza from all the chains contained more than 50% of an adult’s recommended daily maximum of salt.

Reviewers from The Good Food Guide \*\*\*\* were sent to branches of each chain to rate their pizzas for taste, and there was more bad news for Pizza Hut, as it and Frankie & Benny’s were given the lowest overall scores of 11/45 for pizza taste and quality, and restaurant experience. “*Best avoided*” was The Good Food Guide’s verdict for Pizza Hut.

Pizza Express was the reviewers’ favourite with a score of 30.5/45, and was praised for its “*flavoursome pizzas with good quality, well-balanced ingredients.*” Second was Ask (27/45), where the service was friendly, closely followed by Zizzi (26.5/45).

Martyn Hocking, Editor, Which?, says:

*“You’d expect pizza to be high in fat - any meal with that much cheese would be. But the fact that Pizza Express was the reviewers’ favourite and its pizzas were the lowest in fat shows that pizzas don’t have to overload on grease to taste great.*”

*“Some of the chains we’ve investigated are serving meals that are so high in fat and salt - and in some cases, so unappetising - that they’re taking the pizza. We’d like to see them giving calorie information at the very least, at the point when people make their choice.”*

- Ends -

## Notes to editors

\* Which? carried out blind nutrition tests on individual, thin-crust margherita pizzas from 12 branches each of Ask, Pizza Express, Pizza Hut, Prezzo and Zizzi and nine branches of Frankie and Benny's. The branches were located across the UK. Assuming the whole pizza was eaten in each case, the average amount for each chain was compared against the Food Standard Agency's traffic-light labelling system and the food industry's guideline daily amounts for men, women and children.

\*\* Under the Food Standard Agency's (FSA) traffic light system, a red light means food is high in fats, salt or sugar and should be an occasional treat. Amber means the food is fine most of the time, and green signifies a healthier choice.

\*\*\* Total fat is the sum of saturated and unsaturated fats found in a food. Of the two types of fat, saturated is the most harmful and the one we most need to limit our intake of. A high intake of saturated fat can lead to raised cholesterol which increases risk of heart disease.

\*\*\*\* Three Good Food Guide reviewers visited a branch each of the six restaurants, across the UK, and rated their margherita and pepperoni pizzas for taste, quality and value for money, plus the overall restaurant experience. They gave scores out of 45. The Good Food Guide is Britain's best-selling restaurant guide. The 2010 edition is available now, for more information go to [www.which.co.uk/gfgbook](http://www.which.co.uk/gfgbook)

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