

Case Study

Progressive logo – Super deals for healthier meals

Change4Life's Supermeals campaign is a nationwide campaign to help us all plan affordable healthier meals, giving us all some great ideas for balanced meals on a budget. It offers money off healthy ingredients, such as fruit and veg and low fat yoghurts, and Britvic is also offering money off packs of Fruit Shoot My-5 children's juice drink.

Fruit Shoot My-5 is a range of delicious juice drinks that can help kids towards their 5-a-day. Made with real fruit juice and a splash of water, kids love the taste and cool pack. Available in Apple and Blackcurrant, Orange and Pineapple and Apple and Pear 200ml no spill sports cap My-5 is the easier way to help keep kids healthy.

100,000 copies of a brand new cookbook with celebrity chef Ainsley Harriott have been published, containing a month's worth of popular, healthy recipes, all for under £5, helping families make the most of super deals available at their local stores.

Four million recipe packs are being dished out to Change4Life supporters and a new online recipe finder will help families plan their meals without breaking the bank.

