

PRESS RELEASE

New survey reveals dieters believe drinks industry has role to play in helping them lose weight

A new national survey has revealed that the vast majority of people concerned with their weight believe the drinks industry could do far more to help them control their waistlines.

The survey by weightlossresources.co.uk – home to the UK's largest nutritional database – reveals that 92% of dieters believe drink manufacturers should provide full calorie details of their drinks on the bottles and cans they produce. 74% of respondents say availability of calorie information on bottles and cans would affect their decision to buy them.

Furthermore, 75% of the 3,165 survey respondents believe the calorie counts of alcoholic drinks should be visible and accessible in pubs and restaurants, and not enough low calorie alcohol options are currently available.

The survey's key findings also included:

- 40% of respondents say they already estimate the calorie count of the alcohol they drink;
- 27% of respondents say their choice of alcoholic beverage is influenced by estimations of the calorie content;
- 27% of respondents say fear of alcohol related health problems affects how much they drink.

Commenting on the findings, Ms Pat Wilson, Member Services Manager of weightlossresources.co.uk, said: "The survey clearly shows that drinks manufacturers, and the drinks industry as a whole, can do far more to cater for the growing number of people concerned with their weight.

"Unlike food manufacturers, the drinks industry is getting away with selling their goods without informing the consumer how they will affect their waistlines. The industry is trailing behind those manufacturers who produce low calorie treats such as cakes and sweets, and urgently needs to address the concerns of an increasing overweight society."

Due to the overwhelming responses to the survey, weightlossresources.co.uk is today launching a campaign to urge drinks manufacturers to clearly display the calorie counts of their beverages on their bottles and cans.

Further information is available from Pat Wilson on 01733 345592 or via email at: pressoffice@weightlossresources.co.uk

Ends

Note for Editors:

1. www.weightlossresources.co.uk is home to the UK's largest nutritional database containing the calorie counts of more than 41,000 foods and drinks, uniquely updated and added to daily by staff and thousands of site members.

Founded in January 2001 by businesswoman Tracey Walton, the website receives in excess of 25,000 hits per day and additionally features pages and pages of useful weight loss and healthy eating advice and tools.

www.weightlossresources.co.uk is supported by leading dieticians, including Juliette Kellow BSc SRD, and the medical profession, and has grown over the past four years to become the leading diet and healthy eating hub on the world-wide-web.

2. The alcohol survey was conducted online at weightlossresources.co.uk. In total, 3165 visitors to the site completed the survey between 1st February 2006 and 28th February 2006.
3. A data chart showing the responses to all the survey's questions as pie charts and bar graphs is available upon request.

Contact for further information:

Ms. Pat Wilson

01733 345592

pressoffice@weightlossresources.co.uk