

# Store ends offers on unhealthy multibuys

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Health campaigners have welcomed a decision by Sainsbury's to end multibuy offers on soft drinks, sweets, biscuits and crisps as a step to reducing obesity.

After pressure from doctors, health campaigners and the Scottish food watchdog, Sainsbury's is the first retailer to stop offering them for less than the price of an individual item.

Supermarkets were accused of undermining efforts to combat obesity after a survey by *The Times* in January revealed the scale of offers.

They included five bags of sweets being sold for £1 and four chocolate bars for a £1.

Sainsbury's has also reduced prices on individual items.

Lorraine Tulloch, of Obesity Action Scotland, said that the decision by Sainsbury's was a welcome step.

"We know from evidence that reducing price promotions of unhealthy foods is a key action to improve our diet," Ms Tulloch said.

"Price promotions in stores encourage us to buy and consume more and since these promotions are often for food high in fat, sugar and/or salt they ultimately impact on our health."

She added that it was "disappointing" that the supermarket was also cutting prices on certain lines of confectionery and soft drinks.

"The Scottish population need to reduce by 50 per cent the amount of

## Shops face ban on sweet offers to reduce obesity

Scottish government may limit multi-buy promotions

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### The Times reveals scale of offers

discretionary foods we eat and this includes confectionery, pastries, soft drinks and savoury snacks," Ms Tulloch said.

"To really improve public health we need to see the healthy choice as the cheapest and easiest option."

Sainsbury's confirmed the announcement in yesterday's quarterly results report.

Other supermarkets have yet to follow suit. A spokesman for Tesco said that it had removed sweets, chocolates and fizzy drinks from till displays and reformulated its own-brand soft drinks to reduce sugar levels.

Asda and Morrisons said that they were moving away from multibuy promotions across their stores.

High-sugar diets contribute to an array of health problems including heart disease, type 2 diabetes and obesity.

In March, the chancellor, George Osborne, announced a sugar tax of between 18p and 14p a litre on soft drinks across the UK, with £530 million of the revenue raised being shared with devolved administrations in Scotland and Wales.

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