

2010 TEST Q8

hearty

heart·y

1. warm-hearted; affectionate; cordial; jovial: a hearty welcome.
2. genuine; sincere; heartfelt: hearty approval; hearty dislike.
3. completely devoted; wholehearted: hearty support.
4. exuberant; unrestrained: hearty laughter.
5. violent; forceful: a hearty push; a hearty kick.
6. physically vigorous; strong and well: hale and hearty.
7. substantial; abundant; nourishing: a hearty meal. XXXXXXXXXXXXXXXX
8. enjoying or requiring abundant food: a hearty appetite.
9. (of soil) fertile.

healthy and hearty pizzas

The bottom line:

Crust pizzas resemble the 'ideal pizza' that nutritionists tell you to make at home. It's got a thin wholegrain base, more vegetables for fibre and filling value, less fatty topping and only a little cheese. A decent alternative to regular take-away pizzas with their meat-overkill and cheesy thick crusts. Thank goodness, someone out there is making an effort to cater for a healthier take-away. About time.

? See the nutrition counts for Crust Pizza on their website.

? Or they have it all together on one page as a download

? Read how much Crust paid in fees and what they had to change in order to get approved

? Heart Foundation criteria are:

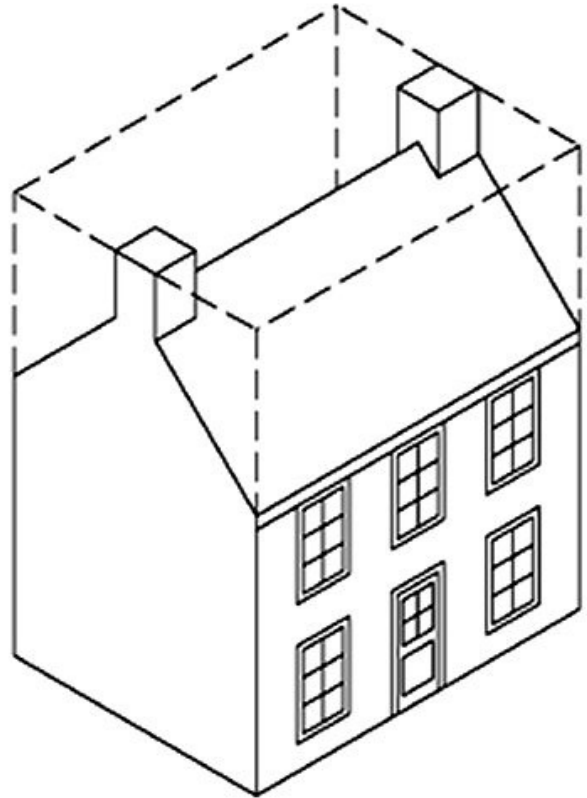
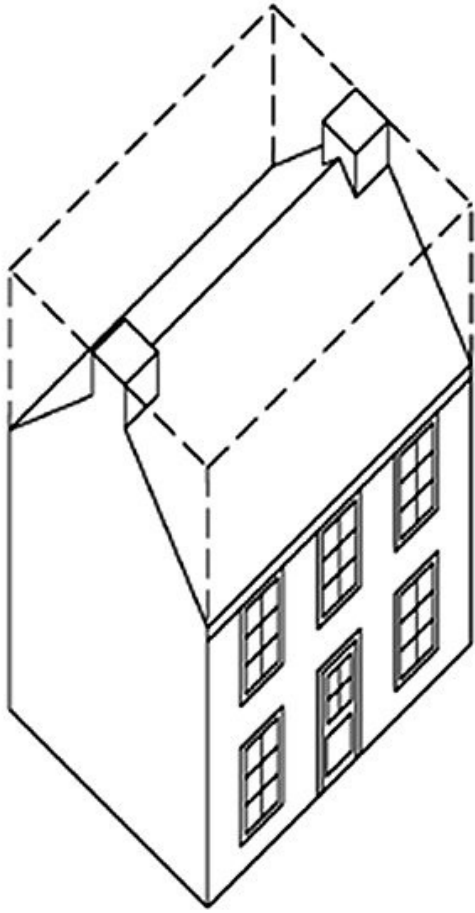
vegies or equivalent in fibre

small serve size

less saturated fat

less salt

virtually trans-fat free



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This isn't good enough Heart Foundation tells pizza industry

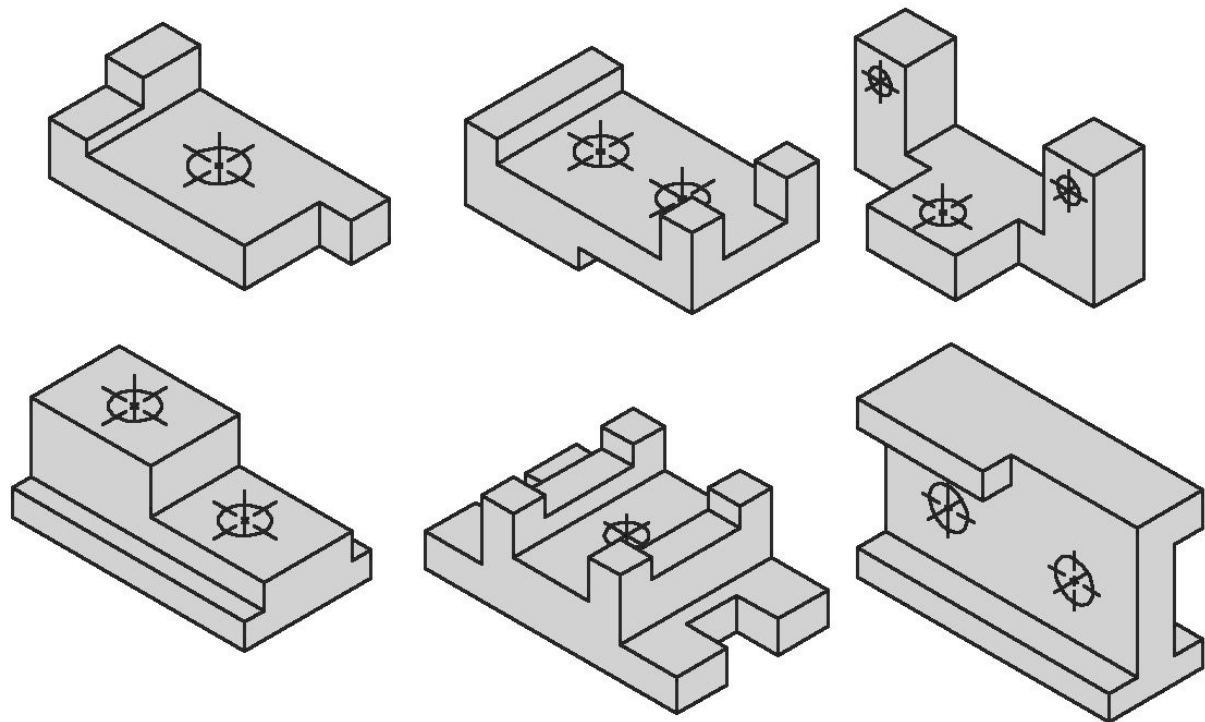
Think twice before you order that pizza, says the Heart Foundation, because in most cases it's going to blow your entire day's allowance of salt and saturated fat in just one meal.

While several fast food outlets and food manufacturers have attracted the ire of health professionals for their lack of healthier offerings, the pizza industry seems to have escaped nutritional scrutiny, until now.

Ms Susan Anderson, Food Supply Strategy Director, Heart Foundation said with Australians buying more than a massive 190 million take away pizzas each year¹, it was time to take a closer look at what people are really getting.

The Heart Foundation conducted an investigation and analysed nine comparable varieties of pizzas from two leading chains and one smaller, local chain.

We were horrified at the results as pizza from the top two chains contained on average more than 5g of salt and 20g of saturated fat which is what you should be getting in one day, not one meal, said Ms Anderson.



That's just not good enough when 8 out of 10 Australians are demanding healthier choices², she added.

Ms Anderson said that obesity rates are still on the rise yet some pizza chains seem to be regularly promoting more unhealthy options more cheese, more processed meat toppings.

It was clear that this industry needed some nutritional benchmarks so we've taken action to give this industry the shake up it needs, said Ms Anderson.

The result is good news for the many Aussies who look forward to the occasional Friday night pizza, as well as the 86% of people who want Tick in takeaway pizza chains.²

This week, Crust Gourmet Pizza Bars, a fast growing local chain with 16 outlets in Melbourne, Sydney and Brisbane became the first pizza chain to launch a range of six Tick approved pizzas.

The difference is substantial. A Crust Roast Chicken pizza has on average 5.3g of saturated fat and 880mg of sodium compared to a similar Domino's pizza which contains 20.7g of saturated

fat and 2087mg of sodium.

To earn the Tick, Crust had to meet all the strict nutrition and quality standards required by the Heart Foundation. Their Tick approved pizzas are made on a wholegrain crust with a generous topping of fresh vegetables and lean meat.