



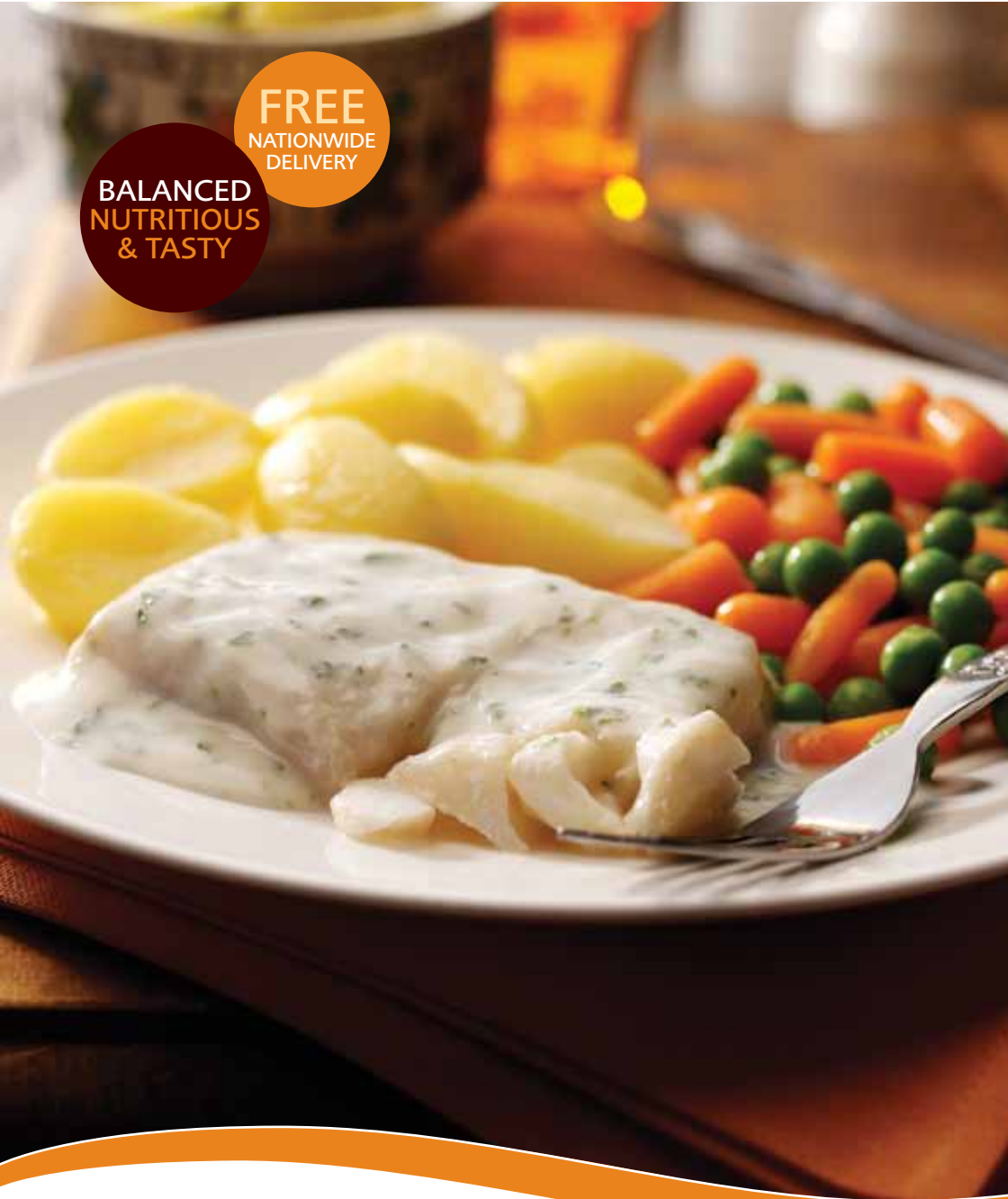
AUTUMN & WINTER 2011/12



Wiltshire Farm Foods

*delicious meals to your door*

# Guide to Nutrition & Special Diets



**FREE**  
NATIONWIDE  
DELIVERY

**BALANCED  
NUTRITIOUS  
& TASTY**



• Over 300 dishes to suit many dietary needs including gluten free, diabetic diets and energy dense

• Extended Soft & Puréed range, featuring main meals, snacks and tea-time options

• Extensive 'free from' guide and detailed nutritional information



## Tempting recipes and service you'll value

We're committed to providing you with a service you can trust, and nutritious, delicious dishes that you'll enjoy.

For more about our service turn to page 2.



We've been helping to make a difference to the lives of our customers for two decades now, and we're proud of the fact that we've been delivering quality meals to legions of happy customers up and down the country for all that time.



## Over 300 delicious choices

All free from artificial flavours and colours

## Giving you all the information you need

With full nutritional breakdowns and 'free from' information, it's easy to select meals and desserts that are right for you.

See pages 41-55

## New dishes you'll love

We've extended our award-winning Soft & Puréed range.

See pages 4-7



# Catering for everyone's dietary needs



"As a registered dietitian, I believe we really are what we eat. We've worked hard to ensure our meals reach the high nutritional standards needed to maintain good health, and meet a wide range of special dietary needs. We're particularly proud of our Soft & Puréed range for customers with swallowing difficulties – it looks good and tastes great."

*Sue Baic*

Sue Baic MSc RD  
Consultant Dietitian

Welcome to the Wiltshire Farm Foods Guide to Nutrition & Special Diets. We understand just how important it is that everyone is able to enjoy healthy, varied and delicious meals and desserts, no matter what their individual dietary needs are.

That understanding helps us create nutritious, tasty recipes that will appeal to everyone, with gluten-free and lower-fat options, as well as dishes for those with diabetes and food intolerances.

This season, you'll discover that we've added a variety of new recipes to our award-winning Soft & Puréed range for those with swallowing difficulties. These include lighter snacks such as a Hot Bacon Sandwich and a selection of desserts including Hot Chocolate Cake and Strawberry Mousse to provide a choice to suit any mealtime appetite.

This guide has been designed to make it as quick and simple as possible to select from a range of over 300 tasty options. Meal choices are broken-down into specific dietary need, together with detailed nutritional and free-from information.

It all adds up to a selection of meals, desserts and snacks that you'll love – whatever your dietary requirements or preferences.

For more information visit the website or call our Customer Helpline 24 hours a day, 7 days a week on:

**0800 773 773**  
[www.wiltshirefarmfoods.com](http://www.wiltshirefarmfoods.com)

## Guide to Nutrition & Special Diets 2011/12

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### Our special diet menu

SP Soft & Puréed	4
D Diabetic Diet	8
GF Gluten Free	10
LF Lower Fat	14
R Reducing Diet	18
MS Moderate Salt	20
ED Energy Dense	26
HF Higher Fibre	30
MF Milk Free	32
EF Egg Free	34
VG Vegan	40

Please note: Whilst we make every effort to ensure the accuracy of the information contained in this brochure, we do not accept responsibility for any inaccuracies or errors which may be contained herein.

We strongly advise you to always read the product label for definitive dietary information. All items detailed in this brochure are subject to availability and may change periodically.



"We love the convenience and quality of the meals, it makes it so easy to have a balanced diet. The staff are always friendly too – they're a ray of sunshine!"

Mrs Christine Shailes and her husband Glynn Wiltshire



## Selecting the right meals for you

Choosing the right meals to meet your specific dietary needs is simple – each diet type has its own section in this brochure, so you can see a full list of all the meals that are suitable for you.

### Meal selection made easy

To help you make the right choice, you'll find colour-coded diet symbols next to each meal, as well as additional key information. For example, all the meals listed in the moderate salt section will have details of salt content.



- D Diabetic Diet
- LF Lower Fat
- R Reducing Diet
- MS Moderate Salt
- GF Gluten Free
- V Vegetarian
- VG Vegan

If you need more detailed information, or have more than one dietary requirement, you'll find a full 'free from' guide on page 41. This will give you an at-a-glance guide to the contents of every meal and dessert, and includes 18 of the most common allergens. You'll also find a helpful nutritional listing for everything on our menu.

Don't forget, your driver can answer any queries you may have, and our Customer Helpline is always on hand, so don't hesitate to call us on 0800 773 773.



## Drivers you can trust, free deliveries you can count on

You'll be thrilled to bits with our drivers, who are hand-picked, local people who genuinely care about their customers.

Everyone wears a company uniform, carries an official identity card, and has been CRB police-checked. They're friendly, dependable – and they'll even put your meals straight in the freezer for you, if that's what you want.

It all adds up to a free delivery service that goes the extra mile.



Plus, wherever you live and whatever the weather throws at us, rest assured that we'll always do our very best to get to you.

"At the end of the day, you feel very satisfied that you've done something to help. When I'm out on my rounds, I'm always happy to help and stop by for a quick chat with my customers."

Brian Hockley  
Delivery Driver

**FREE**  
NATIONWIDE  
DELIVERY

## Using our online dietary search

We understand that everyone's tastes are different, and some customers may have specific dietary needs, food intolerances or ingredient likes and dislikes.

To help find the right meals for you, we've developed a dietary search on our website that allows you to select specific diets, nutritional values, allergens or ingredients you may like to avoid.

The site is easy to use – for example, if you have diabetes, would like meals with lower fat content and don't like carrots, just select all these options, press the search button and there you have it – your own menu of dishes which are perfectly suited to your requirements.

Just visit our website and see which meals are right for you: [www.wiltshirefarmfoods.com](http://www.wiltshirefarmfoods.com)

