

Minisize me: portion control as the new path to healthy eating

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Portion control has traditionally been the preserve of Weight Watchers and other diet regimes but now indulgence food industries have hooked onto the merits of limiting calorie counts. With pressure from governments and consumers alike to up the nutritional profiles of their products, snacks and confectionery manufacturers are up against a wall. Many have reformulated their brands, cutting salt and fat levels and removing artificial ingredients but there are limits as to how far they can go. Sugar is central to sweets, and crisps would not be crisps without the fat. That PepsiCo-owned Frito-Lay, the world's number one snack brand, launched a 100 Calorie Mini Bites Cheetos and Doritos range in March proves portion control is being taken seriously by industry majors. Another big name to jump on the bandwagon of late is Hershey, the US's fifth-ranked confectionery player, with its 60-calorie Hershey's Sticks. Later this year, the company will extend its portion control range with a line of 100-calorie snack products.

Small change, big difference

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