

If undelivered please return to Captain Birds Eye,
Depart 987, Low Friar House, Blackfriars, Newcastle Upon Tyne, NE1 4XN.



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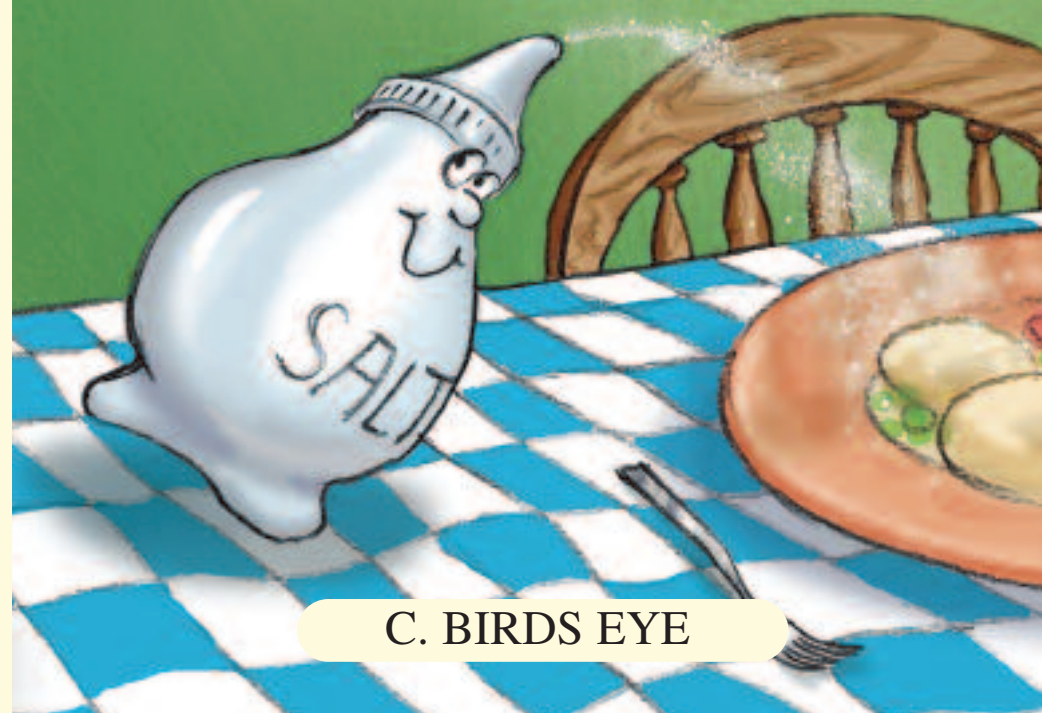
Salty, the naughty salt pot, can be full of mischief – he’s not all bad, it’s just that sometimes he sprinkles more salt into kids’ food than he should. His antics are causing confusion in the kitchen though, and Mum is finding it difficult to know how much salt is already in kids’ food.

Just as Mum despairs of ever keeping tabs on Salty, Captain Birds Eye comes to the rescue. Joining him on his Nutrition Mission, Mum discovers that all the Captain’s food contains healthy levels of salt. And, at last, the naughty little salt pot learns his place, just in time for supper. But will the family choose to tuck into the yummy Chicken Dippers or the succulent Chicken Burgers? There’s only one way to find out – read on and let the adventures begin...

Captain Birds Eye is on a Nutrition Mission



Captain Birds Eye and the Naughty Salt Pot



C. BIRDS EYE



Salt isn't the baddie in this story – in fact, kids need a small amount of salt as part of a healthy diet. It's just that sometimes it can be difficult to make sure that too much salt doesn't creep into your children's meals. That's why I've always kept a keen eye on over-eager salt pots – ensuring that all my kids' food contains only healthy levels of salt.

And now I've reduced salt levels even further – making my kids' food better than ever. What's more, all my food is tested by my Kids Panel to make sure it meets with their approval – and I'm delighted to say it's still getting the thumbs up. So your children will continue to enjoy the great taste they know and love.

“Let's play hide and seek,”
said Salt



“NOT IN MY FOOD.”

Let’s play hide and seek,” said Salty the naughty salt pot.

“You’re not hiding in my food,” warned Captain Birds Eye.

“Oh come on, Captain,” whined Salty, “I just want to have some fun – and the food will taste so much better once I’ve added my magic!” But the Captain just crossed his arms and shook his head as a steely glint crept into his eye.

Salty had seen that expression before. It was the same look the Captain had given him when he’d tried to cause mischief in the Captain’s Chicken Dippers. That time, Salty’s naughtiness had earned him a stern ticking off and he’d been locked in the cupboard for weeks



whilst the Captain set about making lots of delicious kids’ food without him. He was only released at the end when the Captain allowed him to add a small dash of salt to the food.

Salty’s lip began to quiver. Making mischief was fun, but the Captain ran a tight ship and he knew he’d be sent packing if he couldn’t learn to behave. He’d rather be able to sprinkle a little salt about than none at all. “Alright, Captain,” said Salty, “I’ll behave. But can I visit your Kids Taste Panel with you again – it’s always so much fun, and I do enjoy watching them give your food the thumbs up!”

“Of course you can, Salty,” chuckled the Captain. “But remember, I’ll always have my eye on you!”

THE END

All my food contains healthy levels of salt.

As part of my Nutrition Mission, I've been working hard since 2002 to further reduce salt levels across my range of delicious kids' food – in fact, I've reduced it by an average of 19%. To find out more, visit www.birdseye.co.uk/kids

And you have my word that I'll always look for new ways to keep improving my food whilst continuing to deliver the great taste that kids love – meaning you can be sure your child is getting the best food possible.

You'll find all my delicious products in store, and in December, big bags of 60 tasty Chicken Dippers will be on offer in Asda, Iceland and Morrisons. So the next time you're planning what to buy for dinner, choose Captain Birds Eye and give your kids the good stuff.

Salty facts

Children need only a very small amount of salt. Worryingly, it is estimated that most British children currently consume double the amount of salt recommended for a healthy lifestyle.

The following shows the FSA recommended daily **maximum** according to their age:

- 1 to 3 years – 2g of salt per day
- 4 to 6 years – 3g of salt per day
- 7 to 10 years – 5g of salt per day
- 11 and over – 6g of salt per day

As part of my Nutrition Mission, I've reduced salt levels in order to meet and beat FSA daily guidelines by age – most recently, this has happened across all my chicken products. In fact, I'm proud to say that my kids' food is leading the way.

All the food in my chicken range has been approved by our nutritionist to meet strict guidelines on salt and fat and is free from artificial colours, flavours and preservatives:



• Chicken Dippers

We use only 100% chicken breast meat in these chunky dippers – so you know you're getting the best.



• Chicken Burgers

Made with succulent chopped chicken breast meat – no wonder kids give them the thumbs up.



• Chicksticks

Made with tender chopped chicken breast meat and coated with golden breadcrumbs.

Careline 0800 028 8830

Open Monday to Friday 8am to 6pm