



KIDS MAY PESTER BUT YOU KNOW BETTER

Making better food choices these school holidays

April 2008: With school holidays just around the corner, parents and kids will be out and about, seeking fun activities the whole family can enjoy. Local outings often include shopping precincts, where various forms of entertainment are conveniently at hand and parents have many dining choices to help keep the kids tummy grumbles at bay.

Making the right choice of quick, affordable and fun eating options for kids is a source of real concern for many parents. Providing kids with a special treat while keeping their wellbeing in mind can be a tricky balance, especially when the drive-through or their favourite meal deal is beckoning.

Statistics show childhood obesity is on the rise and yet children cannot seem to go past pestering for fatty and fast meal options. It can be difficult to find quick, tasty, affordable options the whole family can enjoy on a day out but there are some great alternatives to consider before giving in to children's junk food desires.

Before choosing which counter to order from, there is some basic information all concerned parents should know.

According to the National Health & Medical Research Council (NHMRC) there is evidence to show that the prevalence of obesity is increasing not only in adults but also in children¹. Obesity in childhood constitutes a risk factor for a range of both immediate and long-term health problems including diabetes; sleep apnoea, liver disease and even psychological problems, particularly in girls.

Health experts recommend children consume nutritious foods for proper growth and development however, the temptation to give in to 'pester power' and allow children to consume high fat, high sugar and highly processed fast foods can jeopardise this.

Parents should seek eating options that contain predominantly whole foods, which means they are fresh, contain few or no preservatives and are low in additives and refined sugars. It is also important to consider the level of saturated fat contained in food, as even a small children's meal can contain an alarming fat content.

Unlike other popular fast food chains that offer kids meal deals containing around 25 grams of fat and over 2500 kilojoules, kebabs and wraps are a healthy and delicious alternative to fast food choices that simply don't cut it in the nutrition stakes.

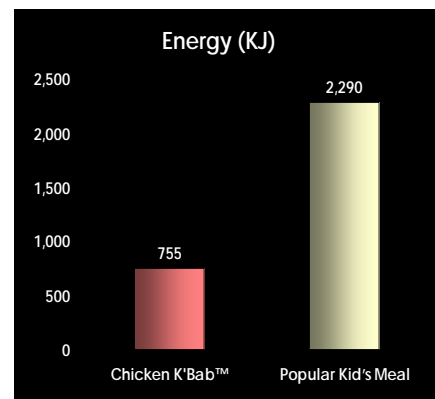
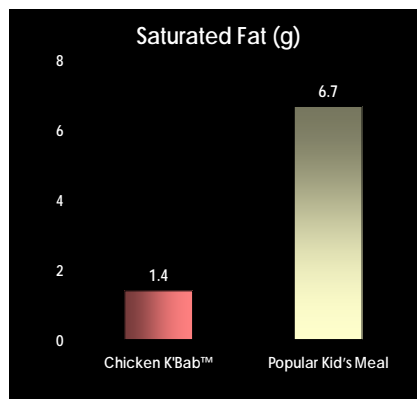
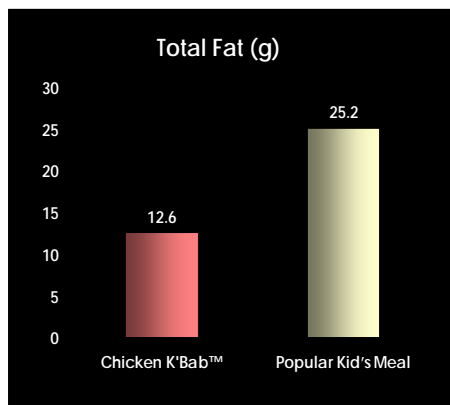
¹ National Health & Medical Research Council (NHMRC): Dietary Guidelines for Children and Adolescents in Australia. March 2008 (released April 2003)

As a basic comparison, a Chicken K'Bab™ from Ali Baba (with lettuce, tomato and onion) means parents and kids can feast on a well-balanced, delicious meal containing less than half the saturated fat and half the kilojoules of a popular kids meal deal.

For children with specific dietary needs, Ali Baba offers a variety of vegetarian and gluten free meal options. If portion control is a concern, kids can choose from three pack sizes including the small, yet filling **K'Baby™**.

Experts agree that it is important to enjoy a wide variety of nutritious foods and find a balance between food intake and physical activity in order to stay healthy. Ali Baba's menu offering has balance at its core and many delicious healthy options to choose from.

Facts and Figures:



Note:

*Chicken K-Bab™: Calculated on a Chicken K'Bab™ with lettuce, tomato & onion (290g)

*Popular kid's meal: Calculated on burger (100g), French fries (small) and small drink (100ml)

HOLIDAY NUTRITION – BIG 5 TIPS FOR MUMS & DADS

1. Enjoy a wide variety of nutritious foods

Make sure your kids have five servings of vegetables and two servings of fruit each day

2. Prevent weight gain

Keep the kids physically active and ensure they eat according to their energy needs. Skimp on the cheese and the sauce which add extra calories.

3. Watch portion sizes

Choose the smallest size meal, plate or bowl

4. Eat slowly

This gives your body time to turn your hunger signal off before too much food is consumed

5. Be informed

Always check nutrition labels for fat, sugar and sodium content

- ENDS -

MEDIA: For more information, request images or to arrange an interview please contact:

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About Ali Baba

Established in 1979, the first Ali Baba dine-in and takeaway outlet opened in Woden, Canberra providing a high quality, unique taste experience in the relaxed atmosphere of the East Mediterranean.

Founded by brothers Mick and Karl Marjan, Ali Baba successfully franchised its model in 1991 and now has nearly 50 outlets across NSW, ACT, Victoria and QLD. Primary products sourced from local Australian growers and farmers are prepared at a state-of-the-art facility in NSW to strict HCAPP standards and continue to meet an increased demand for affordable, convenient whole foods that are high in nutritional value, low in fat and sugars.

A 100% Australian owned and operated company, Ali Baba outlets serve over three million customers a year.