

Nimble

CHARLOTTE AND GAVIN HAVE THE BODIES WE WOULD MOST LIKE TO HAVE REVEALS NATIONWIDE SURVEY BY NIMBLE

Charlotte Church's new, more 'voluptuous' figure has been picked (17%) as the body women would most *like* to have whilst her boyfriend Gavin Henson's 'muscular' build was chosen as most desired for their partners (29%) according to a nationwide survey by New Nimble – the delicious tasting 'lighter' bread. Over 2,000 women were surveyed in conjunction with New Nimble's research on women's relationship with their bodies and food.

Gordon Ramsey's 'worked' body came in at a close second (24%) along with 'slender' Cat Deeley (13%) and 'medium built' Joss Stone (12%). However, when asked about which male celebrity body realistically resembled their partners, women opted for Radio One's Chris Moyles (15%).

Wayne Rooney's 'stocky' build (3%) were the body shapes least wished for by women for their partners. Madonna's 'muscular' (1%) body and Jordan's top heavy (5.3%) build came in bottom for the figures wanted by themselves.

Illustrating a growing preference for a curvier look it seems female attitudes to dieting are evolving with 66% of women admitting that they hate the word 'diet' and 35% choosing 'eating healthily/sensibly' as their preferred description when cutting down.

Rather than being ruled by the scales 59% of women said they are motivated to loose weight when their clothes begin to feel too tight with 39% opting to follow a 'healthy balanced diet' to shift the extra pounds.

And whilst waiting for our waistlines to shrink 78% of women admit to having items in their wardrobes that are too small but are kept in the hope that one day they'll fit back into them. Jeans at 54% came top of the too small but kept list followed by the little black dress at 24% and underwear 20%.

Commenting on the survey Nimble brand manager Claire Low said "It's great to see women gravitating towards the healthier body image of celebrities rather than idolising the 'waif like' image and opting for balanced diets rather than fads. New Nimble is perfect for these women who are watching their weight as part of a healthy lifestyle but don't want to miss out on their favourite foods or compromise on taste"

Packaged in stylish, clear bags with a distinctive wheat sheaf logo New Nimble comes in a handy 400g size and is stocked in all good supermarkets with a RSP of £0.64.

- ENDS-

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Notes to editors

Most desired female celebrity body	
Charlotte Church	16.6%
Coleen McLoughlin	5.5%
Lorraine Kelly	7%
Liz Hurley	7%
Cat Deeley	13.1%
Judy Finnegan	0.5%

Joss Stone	11.8%
Keira Knightly	11.8%
Jordan	5.3%
Nell McAndrew	8.8%
Madonna	1.3%

Most desired male celebrity body	
Wayne Rooney	3%
Chris Moyles	1%
Gordon Ramsey	23.5%
Peter Crouch	7.3%
Richard Madley	20.1%
Gavin Henson	29%
Ross Kemp	12.8%
Noel Edmonds	3.3%

About RHM

RHM is one of the largest food companies in the UK and Ireland, the home of famous brands such as Hovis, Mr Kipling, Sharwood's and Bisto. With annual sales of over £1,500m, the Group employs around 16,000 employees at over 50 locations and is organised into three divisions: Bread Bakeries, Culinary Brands and Cakes & Customer Partnerships. RHM's purpose is to make better foods for a better life. This recognises that food is an important part of the fabric of life and that RHM will constantly seek to improve its products, making them better to eat, more convenient, healthier and more enjoyable for its consumers. For more information about RHM, please visit RHM.com