

# Nimble

## WOMEN REJECT 'DIET' ACCORDING TO NIMBLE BREAD'S NATIONWIDE SURVEY

Only 34% of women tell others when they are on a diet, around a third of women lie about their dress size and the 'D' word is banned, reveals a nationwide survey by new Nimble bread, the delicious tasting 'lighter bread'.

Over 2,000 women were surveyed in conjunction with Nimble bread's research on women's relationship with their bodies and food in celebration of Nimble's 50<sup>th</sup> anniversary. Nearly 40% of women in the UK claim to be on diets at the moment and around 10% of women are permanently following a diet. However, it seems that the word 'diet' has such negative connotations that 66% of women claim to hate the word – preferring to use the terms 'eating healthily' or 'eating sensibly' (36%).

In reality the average diet only lasts between one to two days. 20% of women say that it is difficult to stick to a diet yet they would like to lose two stone or more. 39% of those polled chose to lose weight through a healthy balanced diet, showing a striking move away from the 1990s popular fad diets. Weight Watchers (30%), Slimming World (18%) and Atkins (18%) came out top of those diets still used. However, Madonna's favourite, the macrobiotic diet, came out as one of the least popular with only 1% choosing to follow this strict regime.

Squeezing into old clothes seems to be the ultimate motivation to lose weight, with two thirds of women claiming that when their clothes felt too tight, they were driven to fight the bulge. Around 80% of those polled said they have items of clothing in their wardrobe that are too small, but keep them in the hope of fitting into them again once they have lost weight. Jeans topped the

list of clothes that we keep, with the hope of fitting into again, with 54%. This was followed by the little black dress at 24% and underwear at 20%.

Commenting on survey, Nimble brand manager, Claire Low said “We see women increasingly educating themselves on healthy and balanced eating as a way to lose weight and increase vitality. New Nimble is a perfect to include in a healthy lifestyle as it is both tasty and low in calories.”

This year Nimble celebrates 50 years of making great tasting bread. As a pioneer in the healthy eating market, Nimble has enjoyed a long relationship with those interested in maintaining a balanced lifestyle. 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.

Women’s weight issues seem to continue throughout their lives as when asked what age women think they will stop dieting, the highest answer, with 21%, was over the age of 80. It seems a lifetime of dieting lies ahead.

-ENDS-

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#### **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 contact Grayling on 0207 255 5400