END YOUR SHOPPING TRIP WITH A HEALTHY FOOD CHOICE

Healthy Choice, Easy Choice is a campaign to encourage cooperation across the food chain **promoting healthier food choices.**
If you see our logo, that means this supermarket is working with us to **offer healthy snacks** in this shop more visibly, using marketing strategies to promote healthier choices and **ensuring consumers retain full freedom of choice.**

HEALTHY CHOICE, EASY CHOICE

safe
Safe Food Advocacy Europe

Healthy Food
Healthy Planet