

Tesco Stores Ltd
Cheshunt
EN8 9SL

The Elms
Wenter Road
New Mills
High Peak
Derbyshire

24th March

Dear Tesco

I have just finished a carton of your Healthy Eating Crème Fraiche D'Isigny, and very nice it was too. In fact, it was almost up to the standard of your regular Crème Fraiche D'Isigny, which I normally buy. Which brings me to the question: if your Healthy Eating Crème Fraiche D'Isigny is 'healthy eating' then, by definition, is your regular Crème Fraiche D'Isigny 'unhealthy eating'?

This is of no small concern to me because all things being equal I prefer your regular Crème Fraiche D'Isigny – try dipping oven chips in it, gorgeous – but not at the expense of my health.

Looking forward to hearing from you.

Yours faithfully

T Ravenscroft (Mr)

The Elms
Wentler Road
New Mills
High Peak
Derbyshire
23rd April

Martin Cunningham
Tesco
PO Box 73
Baird Avenue
Dundee
DD1 9NF

Dear Martin Cunningham

It is now over three weeks since you wrote to me. How are your investigations coming along? I must say that you are dragging your heels somewhat on this one, the Co-op were much quicker off the mark when I wrote to them about their lasagne. And they sent me a voucher.

Yours sincerely

T Ravenscroft (Mr)

TESCO
Customer Service
PO Box 73
Baird Avenue
Dundee
DD1 9NF

3 April

Mr T Ravenscroft
The Elms
Wentler Road
New Mills
High Peak
Derbyshire

Dear Mr Ravenscroft

Thank you for your letter dated 24 March.

We are currently investigating this matter and will be contacting you again in the near future.

Thank you for taking the time to contact us.

Yours sincerely
For and on behalf of Tesco Stores Ltd

Martin Cunningham
Customer Services

29 April

TESCO
Customer Service
PO Box 73
Baird Avenue
Dundee
DD1 9NF

Mr T Ravenscroft
The Elms
Wentler Road
New Mills
High Peak
Derbyshire

Dear Mr Ravenscroft

Thank you for your letter dated 24 March regarding Healthy Eating Crème Fraîche and please let me apologise for the delay in responding.

With regards your query, I contacted our technologist who explained that the Healthy Eating range is designed around a number of things: for example, most are half the fat, lower in sodium salt or lower in sugar than the normal products. Thus they are aimed at customers who want to reduce their intake of certain substances. This is not to say that the normal products are 'unhealthy', just that Healthy Eating products are a healthier option.

I hope this goes some way to answering your question and allays your fears about our non-Healthy Eating products. I hope you continue to enjoy our Crème Fraîche (with oven chips – may have to try that one!). Should you have any further queries do not hesitate to contact me.

Thank you for taking the time and trouble to write to us.

Yours sincerely
For and on behalf of Tesco Stores Ltd

Gary Brown
Customer Services Manager

The Elms
Wentler Road
New Mills
High Peak
Derbyshire

1st May

Gary Brown
Tesco
PO Box 73
Baird Avenue
Dundee
DD1 9NF

Dear Gary Brown

Thank you for your letter of 29th April.

I would suggest to you that your technologist is wasting his time at Tesco, for a successful career in politics as a spin doctor surely awaits him. If you are taking out quantities of fat, salt and sugar in order to make a product healthy, then it follows that fat, salt and sugar are bad for our health; therefore his sentence "This is not to say that the normal products are unhealthy, just that Healthy Eating products are a healthier option" is not only double-speak, but one of the finest examples of double-speak I have seen for ages, and worthy of Tony Blair himself.

In truth, it would make more sense to call your two varieties of crème fraîche 'Unhealthy Eating' and 'Very Unhealthy Eating', but when was the last time a supermarket chain let the truth get in the way of a sale?

Yours sincerely

T Ravenscroft (Mr)



Customer Service
PO Box 73
Baird Avenue
Dundee
DD1 9NF

7 May

Mr T Ravenscroft
The Elms
Wenter Road
New Mills
High Peak
Derbyshire

Dear Mr Ravenscroft

Thank you for your letter dated 1 May.

As far as our technologist is concerned I'm sure he does in fact write Tony Blair's speeches!! I think that the wording 'Healthy Eating' is a little misleading as all food is healthy as it provides essential fuel for our bodies, to keep us going throughout the day. We all need certain amounts of fat, sugar, salt etc. to keep us fit and healthy. Obviously different foods contain differing amounts of each. So, this dispels the theory that non-healthy eating products are by definition unhealthy.

The healthy eating label helps to provide people with a choice and serves to make their shopping trips easier. For example, people who suffer from high cholesterol, heart disease, or diabetes, may wish to reduce their intake of fat, sugar or salt. By highlighting our products which have reduced levels of these this makes their shopping and perhaps their lives easier.

Conversely, what may be a healthy diet for a person suffering one of the above mentioned problems may not be suitable for someone else. This has been highlighted in the news recently, where some parents have been feeding their children low fat diets which are unsuitable for a child's health and growth. Hence it has resulted in

children who are malnourished or who have stunted growth. So, in this case the so-called normal products would have been the healthy option.

With regard to your closing comment, we are not totally sale oriented and, as has been illustrated, in being more customer focused by endeavouring to meet our customers needs, we are not lying to make a quick sale!

I hope this clears this up a little better. Thank you for taking the time and trouble to write to us.

Yours sincerely
For and on behalf of Tesco Stores Ltd

Gary Brown
Customer Services Manager