



Eat Better Feel Better Update January 2016

On Friday we launched the next phase of Eat Better Feel Better with the help of some fantastic Primary 1 and 2 kids from Dalmarnock Primary school, Glasgow.



The Campaign

Keep your eyes peeled for campaign adverts on TV over the coming weeks as well as a radio partnership on many of the local stations later this month. We're also working with The Scottish Sun on a series of features due to be published later in February. If you're in the Glasgow area, the Evening Times are running weekly Eat Better Feel Better recipe features.

New 'Fussy Eaters' section on the website

If you haven't been onto our website recently take a look at our new Fussy Eaters section where we have some great videos to use on your own social media channels. Our Overheard at Teatime section has some great excuses provided by parents <http://www.eatbetterfeelbetter.co.uk/kids> - just go to the resources section of the site to access all the online and social media content.



Listen out for

Our radio partnership starts w/c 25th January across Forth, Clyde, Northsound and Tay to name but a few. We are calling on the nation to tell us their family favourite recipes or top tips to be a part of our online cookbook.

Social Media

Our social media presence continues to grow and we post daily on Facebook with fresh and engaging content. If you have not already done so, please follow us on Facebook and we will follow you back! Look out for the our new online videos and please share them with your followers – we will also be looking for your own tips so keep an eye on Facebook for details of how to share your own videos or photos with us.

www.facebook.com/eatbetterscotland

Roadshow and resources

We are also back on the road with the Eat Better Feel Better roadshows which started this weekend. The list of confirmed dates and locations can be found below.

Please contact Hannah.MacKenzie@Union.co.uk if you would like to come along to spread the word about support in your local area.

By now, hopefully you have ordered any campaign resources that you need. We still have limited supplies left so please get in touch within the next two weeks if you would like to place an order.

Your support

Thanks again for your support and here's to a successful year ahead.

The Eat Better Feel Better team

Confirmed roadshow dates:

Area	Date	Supermarket	Address	Time
Week 1 Inverness	Friday 22 nd January	Tesco, Dingwall	Dingwall Auction Mart, Mart Rd, Dingwall, Highland IV15 9PP	11am – 7pm
	Saturday 23 rd January	Lidl AIness	IV17 0UX	11am – 7pm
	Sunday 24 th January	Co-op, Church St Inverness	59 Church St, Inverness IV1 1DY	11am – 7pm
Week 2 North East	Friday 29 th January	Lidl, Lang Stracht	Lang Stracht, Aberdeen AB15 6HY	11am – 7pm
	Saturday 30 th January	Co-op, Arbroath	Millfield Road, Arbroath, Angus DD11 4HN	11am – 2pm
	Saturday 30 th January	Co-op , Arbroath	Unit 11 Arbroath DD11 1HY	3pm – 7pm
	Sunday 31 st January	Lidl, Brechin	Commerce St, Brechin, Angus DD9 7BD	11am – 7pm
Week 3 North West	Friday 5 th February	Tesco, Ullapool	Latheron Ln, Ullapool, Highland IV26 2XB	11am – 7pm
	Saturday 6 th February	Co-op, Woodpark Rd, Skye	Woodpark Rd, North, Isle of Skye, Highland IV51 9HQ	11am – 2pm
	Saturday 6 th February	Co-op , Portree	Bank St, Portree IV51 9DA	3pm – 7pm
	Sunday 7 th February	Morrisons, Fort William	An Aird Road, Fort William PH33 6AN	11am – 2pm

	Sunday 7 th February	Lidl, Fort William	Camanachd Cres, Fort William, Highland PH33 6AN	3pm – 7pm
Week 4 Stirling	Friday 12 th February	ASDA Grangemouth	Dock Rd, Grangemouth, Stirlingshire FK3 8TY	11am – 7pm
	Saturday 13 th February	Tesco, Stirling	Wallace St, Stirling FK8 1NP	11am – 2pm
	Saturday 13 th February	Aldi Alloa	Whins Rd, Alloa, Clackmannanshire FK10 3SE	3pm – 7pm
	Sunday 14 th February	Morrisons, Falkirk	Hope St, Falkirk FK1 5BU	11am – 2pm
	Sunday 14 th February	Aldi, Falkirk	Redbrae Rd, Camelon, Falkirk FK1 4DD	3pm – 7pm
Week 5 Glasgow	Thursday 18 th February	Aldi Glasgow	4 Knightscliffe Ave, Glasgow, Lanarkshire G13 2TG	11am – 7pm
	Friday 19 th February	Tesco, Port Glasgow	Greenock Rd, Port Glasgow, Renfrewshire PA14 5BP	11am – 7pm
	Saturday 20 th February	ASDA Parkhead	1300 Duke St, Glasgow G31 4EB	11am – 7pm
	Sunday 21 st February	Lidl, Balmore Rd	Balmore Rd, Glasgow, Lanarkshire G22 6RL	11am – 2pm
	Sunday 21 st February	Lidl, Hopehill Road	2 Hopehill Rd, Glasgow G20 7JN	3pm – 7pm

Week 6 North Central	Friday 26 th February	ASDA Perth	89 Dunkeld Road, Perth PH1 5AP	11am – 7pm
	Saturday 27 th February	Co-op, Perth	88 Argyll Rd, Perth PH1 3BZ	11am – 2pm
	Saturday 27 th February	Co-op Aberfeldy	46 Dunkeld St, Aberfeldy PH15 2AF	3pm – 7pm
		Co-op Pitlochry	W Moulin Rd, Pitlochry, Perth and Kinross PH16 5EA	3pm – 7pm
Week 7 Dumfries and The South	Friday 4 th March	Co-op, Castle Douglas	Cotton St, Castle Douglas, Kirkcudbrightshire DG7 1AN	11am – 2pm
	Friday 4 th March	Scotmid Castle Douglas	129 King St, Castle Douglas DG7 1LX	3pm – 7pm
	Saturday 5 th March	Aldi Dumfries	Annan Rd, Dumfries DG1 3HB	11am – 2pm
	Saturday 5 th March	Tesco, Dumfries	Glasgow Rd, Dumfries DG2 9BF	3pm – 7pm
	Sunday 6 th March	Morrisons Hawick	Mart Street Roundabout, Hawick, Scotland TD9 9NQ	11am – 7pm

Week 8 Dundee	Friday 11 th March	Co-op Blairgowrie	55-63 George St, Coupar Angus, Blairgowrie, Perthshire PH13 9DJ	11am – 2pm
	Friday 11 th March	Co-op Blairgowrie	Commercial St, Blairgowrie PH13 9AD	3pm – 7pm
	Saturday 12 th March	Lidl Dundee	28A Dura St, Dundee DD4 6RX	11am – 7pm
	Sunday 13 th March	Co-op Dundee	204-208 Clepington Rd, Dundee DD3 8BG	11am – 2pm
	Sunday 13 th March	ASDA Dundee	7-9 Derwent Ave, Dundee DD3 0SZ	3pm – 7pm
Week 9 Edinburgh	Friday 18 th March	Lidl, Niddrie	100 Niddrie Mains Rd Edinburgh EH16 4DT	11am – 7pm
	Saturday 20 th March	Aldi, Gorgie Park Rd	100 Gorgie Park Rd, Edinburgh EH11 2QL	11am – 7pm
	Sunday 21 st March	Scotmid Leith	236-240 Crewe Rd N, Edinburgh EH5 1LW	11am – 2pm
	Sunday 21 st March	Scotmid, Easter Road	112-120 Easter Rd Edinburgh EH7 5RH	3pm – 7pm