



# Slow Food® UK

**Media Alert**  
**21<sup>st</sup> July 2010**

## **NUTRITIONIST JANE CLARKE TO BE SLOW FOOD ADVISOR**

Slow Food UK announces that Jane Clarke, BSc (Honours) SRD, Britain's most trusted Nutritionist is to join them as Nutrition Advisor. Jane and Slow Food have many shared beliefs, most importantly around the enjoyment and appreciation of food through delicious, nourishing, healthy eating.

Jane will be looking at how nutrition is integrated into all of Slow Food's projects from Slow Food Baby to Slow Food on Campus. Jane says *'I'm really looking forward to working with Slow Food and helping them to achieve their aim of bringing good, nutritious, clean and fair food to all. I'm a mother, to my 7 year old Maya, so I'm especially excited about reconnecting families with food, for example with The Taste Adventure, which is a fantastic project encouraging children's understanding and appreciation of what they're eating.'*

As a trained cordon bleu chef Jane understands the importance of enjoying food, her philosophy recognises that people want to know what they can eat, rather than what they must avoid. Catherine Gazzoli, CEO of Slow Food UK says *'We're delighted to have Jane as part of the Slow Food family. When I read that Jane's core belief is 'food nourishes your life, not just your body' I knew that she held the same principles as we do and that this would be a fruitful relationship.'*

Slow Food is dedicated to promoting the greater enjoyment of food through better understanding of its taste, quality and production. They do this through initiatives, projects, raising awareness and tackling food issues through their grassroots volunteer network. Jane will be working with Slow Food to help people lead a healthier life through food that is good for the mind, body and soul. Food that is good, clean and fair.

**--ENDS--**

- [www.slowfood.org.uk](http://www.slowfood.org.uk)
- [www.janeclarke.com](http://www.janeclarke.com)

### **Projects:**

**Slow Food Baby** – Children begin to develop tastes and eating habits in the first few years of their life that will last them a lifetime. This project will develop resources for families to guide them in nourishing their children.

**Slow Food on Campus** – Working with Campuses across the UK establishing student-led Slow Food groups encouraging them to grow their own vegetables, connect with local producers and advocate local sourcing.

**The Taste Adventure** – An interactive event aimed at educating children to use their 5 senses when they eat and encourage their enjoyment of food. The Taste Adventure will appear at up to 30 food festivals and events around the UK this Summer such as Flavour Fest in Plymouth, Harvest at Jimmy's and the Big Tent Festival in Fife. For more information visit

<http://www.slowfood.org.uk/Cms/Page/tasteadventure>

**Slow Food Wisdom** – Due to be launched later this year this project will engage with the older generation to help rediscover our food heritage and to tap into and learn from their wealth of knowledge.

### **Slow Food Sponsors**

*Slow Food UK is sponsored by Neal's Yard Remedies, Grana Padano, The Balvenie, Lavazza, From My Farm, nabim/HGCA and Booths.*

### **Jane Clarke**

*"Jane Clarke is an exceptional nutritionist. She loves food and is a great cook"*  
Jamie Oliver

Jane's mission is to change people's lives through the power of nourishment and she pursues this ambition through her extensive writing, media appearances, charity work and private practice which she has run in central London for over 15 years and more recently at her practice in Leicester. Jane was David Beckham's Personal Dietician & Nutritionist during the 2006 World Cup, whilst also advising him and his team during the early establishment of his Football Training Academy. She was also the Nutritional Consultant working alongside Jamie Oliver, on his groundbreaking television series "Jamie's School Dinners".

Her series of Jane Clarke's Bodyfood books have all become UK bestsellers and include *Bodyfoods for Life*, *Bodyfoods for Busy People* and the *Bodyfoods Cookbook*. *Yummy Baby* – A definitive guide for parents, and, *Yummy!* – A children's Nutritional Guide, were published to great excitement, with the foreword written by celebrity mum, Jools Oliver – Jamie's wife.

### **Contact:**

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