



Food Marketing

Advertising and marketing have an effect on our food choices. The advertisements we see on TV, on the internet and in the streets influence our food choices as they try to convince us to consume foods that are not always the healthiest options.

Unhealthy food

Foods with high energy value, excessive fat, sugar and salt content are considered unhealthy. Examples include sweets, sweet and savoury snacks, soft drinks, sugary desserts, cakes, hamburgers and fried foods such as fries.

You are what you eat

Foods with excessive sugar, such as soft drinks, sweets, and candies, are unhealthy. They can lead to tooth decay, obesity, and other diseases, while also causing fatigue and affecting mood or mental health. **Therefore, it is crucial to prioritize nutrition and make wise food choices for a healthier and happier life.**

It's your choice

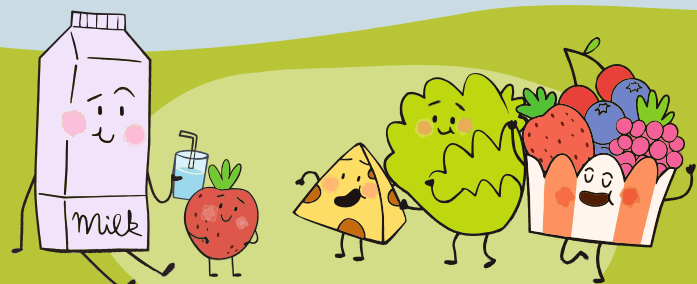
Change your eating habits and decide with confidence!

Try to consciously resist the temptation to opt for unhealthy foods even when they are heavily advertised. Instead, prefer foods that bring benefits to your body and prevent diseases.



Drink water

Choose water over soft drinks because it helps your body to keep hydrated, supports absorption of nutrients, boosts physical performance, improves concentration, prevents fatigue, and aids weight management efforts.



Encourage others!

The main characters in the film have replaced hamburgers with sandwiches with a lot of vegetables, chips with carrots and celery sticks, sugar-rich desserts with yogurts and cakes with various fruits.

Although unhealthy foods appear more appealing and provide a false sense of pleasure due to their intense flavours, you should opt for a complete, varied and balanced diet, preferring cereals, vegetables, fruit, pulses and dairy products.



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Best-ReMaP
Healthy Food for a Healthy Future

Look for the Fresh Food Hollywood short animated
film on the BestReMap website!
www.bestremap.eu