



FOOD SAVVY UNLOCKED NEEDS YOU

Have your food habits shifted in the last year?
Share your lockdown food hacks for a chance
to win £100 worth of delicious prizes.

Oh, and you'll be helping the planet too!



WHAT'S 'FOODSAVVY UNLOCKED'?

No two lockdown experiences have been the same, but collectively, we have all faced change to our lifestyles and the way we eat.

90% of us have changed our food habits and **35%** have cut food waste!* We want to help these good habits stick and help the many people wanting to do more to reduce their waste to make gains for their pocket and the planet.

Cue **'FoodSavvy Unlocked'**, a **brand-new campaign** sharing tips to help people save money and make their food go further in Norfolk and Suffolk. The campaign will launch during Food Waste Action Week! (1st – 7th March).

Our aim is to collate the food related triumphs, changes and learnings acquired during lockdown. That's right, the thrifty, delicious, healthy and time-saving hacks that will stick with you for life.

*Hubbub and Censuswide 2020



INSPIRE TO WIN

All entrants will have the opportunity to win £50 worth of shopping vouchers and a food saving kit worth £50. Items include:

- 2 x Reusable stasher bags
- 2 x Lock&Lock 1.4 Litre Recycled Plastic Food Containers
- 2 x Lock & Lock 1 Litre Recycled Plastic Food Containers
- 1 x Beautiful Wraps Reusable 3 pack BeesWax Wraps
- 1 x Vegan Natural Wraps Sustainable Food Storage Wraps

T&C's here: <https://www.foodsavvy.org.uk/foodsavvy-unlocked-tcs>



What food hacks or skills have you learnt? Have you managed to make your food go further? Reduce waste? Eat more healthily? Save money? Make new connections?



WHAT TO DO

SHARE BY 1ST MARCH FOR THE CHANCE TO FEATURE IN OUR MEDIA CAMPAIGN

1. Share your lifechanging Lockdown food hack in 50 words.
2. Take a photograph of you acting out your top tip or food hack for the campaign. If you don't want to be in the pic, just snap your food!
3. Getting involved is simple, all you have to do is email your FoodSavvy lesson and your accompanying photograph to **Campaigns@hubbub.org.uk**
4. By entering you give permission for your 'lesson' and photos to be used in the press and campaign communications such as www.foodsavvy.org.uk
5. Finally, share your social media handles in the email and we'll make sure to tag you in.



A LITTLE INSPIRATION

'I've been 'geeking' out in my kitchen since lockdown began. Old jam jars are neatly labelled and filled with chutneys, pickles and jams. It's so satisfying and means I can enjoy seasonal fruits and veggies year round.'



'Although I won't complain when they go back to school lunches... Cooking with my kids has been the great joy of lockdown. They are much more curious about food and leaving less on their plates.'

'I've been taking the time to read the packaging on my food to see where it should be stored and when it needs to be eaten by.'



'Shopping for food is now planned rather than the scatter gun approach when I visit a grocery store. I think about what I might cook, how one piece of food might lead to something else.'



PHOTOGRAPHY TIPS

Make sure the food saving tip are the **main focus**.

Give your camera lens a **quick wipe** to remove any dirt or fingerprints.

The photos should be in **focus**, backgrounds can be blurred if necessary.

Take advantage of **natural light** where possible.

Avoid zooming in as this reduces the quality.

Take photos from different **angles** e.g. front on or side portraits.





Thank you!
Foodsavvy.org.uk

CAMPAIGNS@HUBBUB.ORG.UK



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