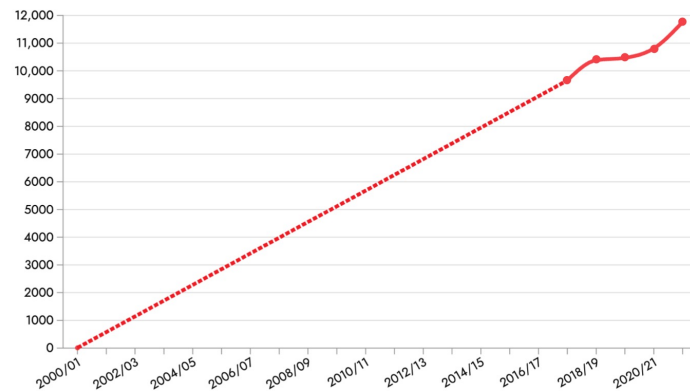


HOW TESCO & BELLY BUGS CAN TRANSFORM CHILDREN'S NUTRITION IN THE UK.



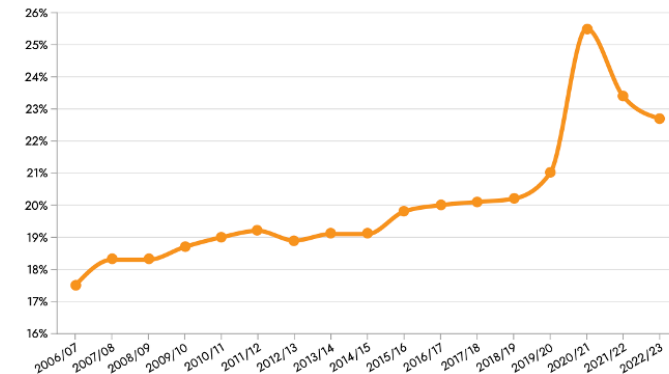
THE PROBLEM WITH CHILDREN'S NUTRITION

TYPE 2 DIABETES IN YOUNG PEOPLE IN ENGLAND AND WALES



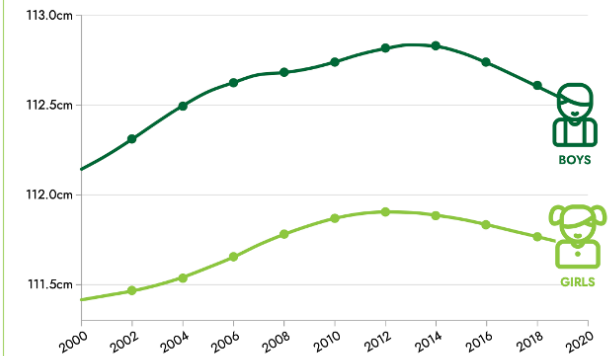
Source: The first cases of type 2 diabetes were diagnosed in 2000: Ehtisham and Barrett, The emergence of type 2 diabetes in childhood - More recent data is available from 2017/18 onwards: National Diabetes Audit; NHS Digital.

OBESITY LEVELS IN CHILDREN AGED 10-11 YEARS OLD IN ENGLAND



Source: National Child Measurement Programme

AVERAGE HEIGHT OF CHILDREN AT AGE 5 IN THE UK



Source: NCD RiskC



**A FLOURISHING GUT
MICROBIOME IS THE
KEY TO OUR HEALTH
AND WELL-BEING.
BUT ...**



WE HAVE TO BUILD THIS MICROBIOME EARLY.

In fact, the most significant foundations are laid before the age of 5.

Unfortunately, no one has been getting this message to children.

Instead, they are victims of unhealthy diets, particularly too much sugar and ultra-processed food.



We hook children by
gamifying gut health and
turning gut microbes into
Belly Bugs.



INTRODUCING THE BELLY BUGS ...



Happy Bug



Bashy Bug



Cooly Bug



Flicky Bug



Goody Bug



Chewy Bug



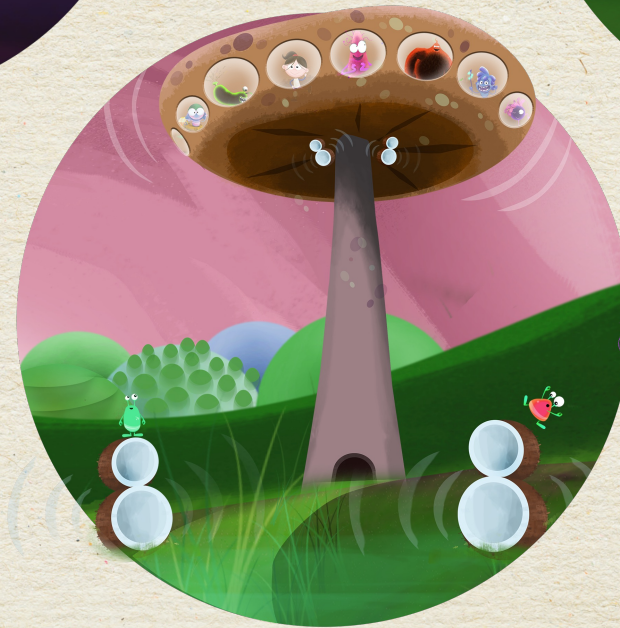
Chompy Bug

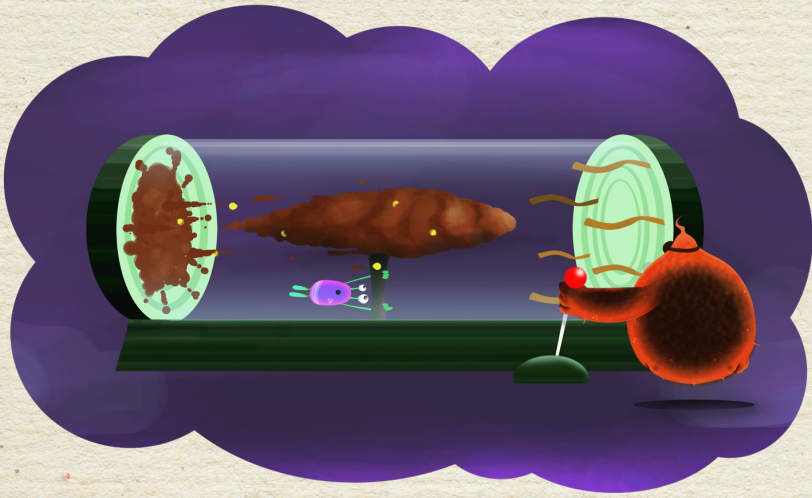


Geeky Bug



...AND RUMBLEDOM WHERE THEY LIVE.



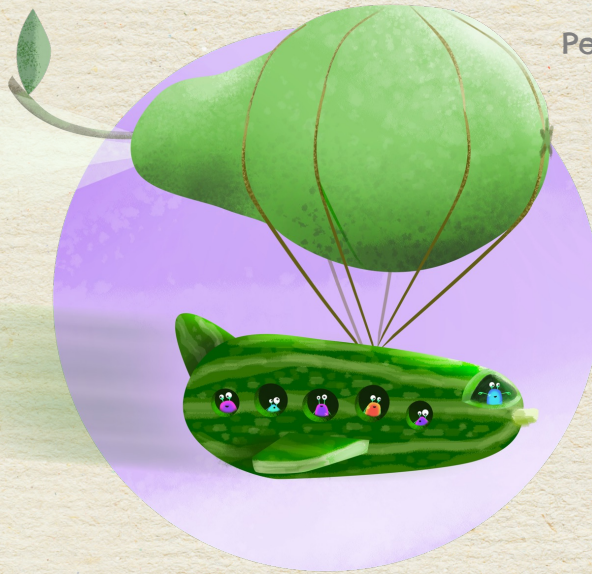


**PERFECT POO IS MADE
IN THE UNDERBELLY.**

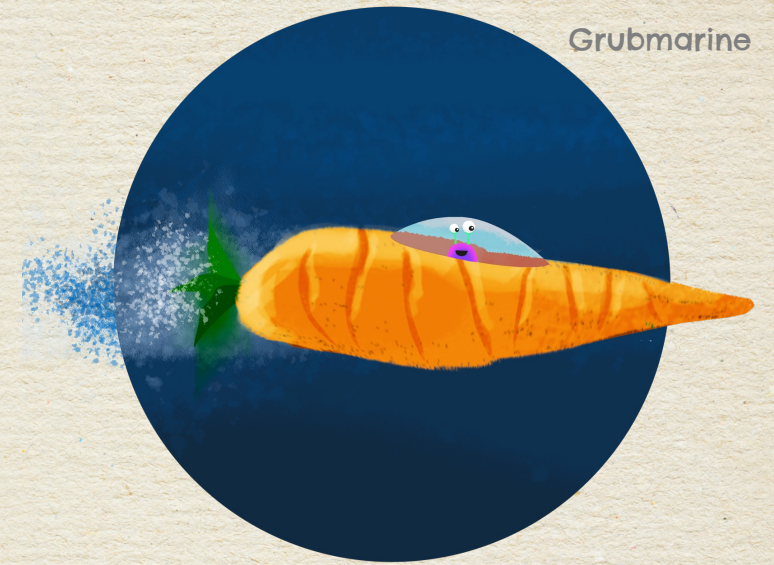




Super Dooper
Pepper Scooper



Pearship



Grubmarine

**THERE ARE LOTS OF FUN VEHICLES TO
TRANSPORT THE BELLY BUGS AROUND.**



Buggy

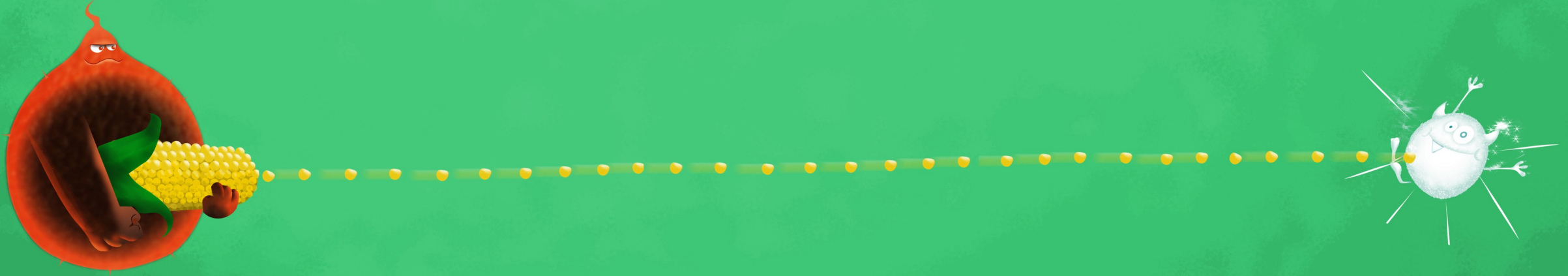


Bellycopter



Red-Hot Roadster

Bashy Bug fights off invaders like Sugar Monsters
who want to mess Rumbledom up.



GALLERY OF BADDIES



Junk Punks
Too much fast
food



Sugar Monsters
Too many sugary
drinks and foods



Ultras
Too much
ultra-processed food

THE BELLY BUGS CAPTIVATE CHILDREN.

When children discover that they have a gang of little helpers living inside them for real, 24/7, they are fascinated.

They instantly want to feed them fruit & vegetables to help them do their jobs.



PROOF OF CONCEPT

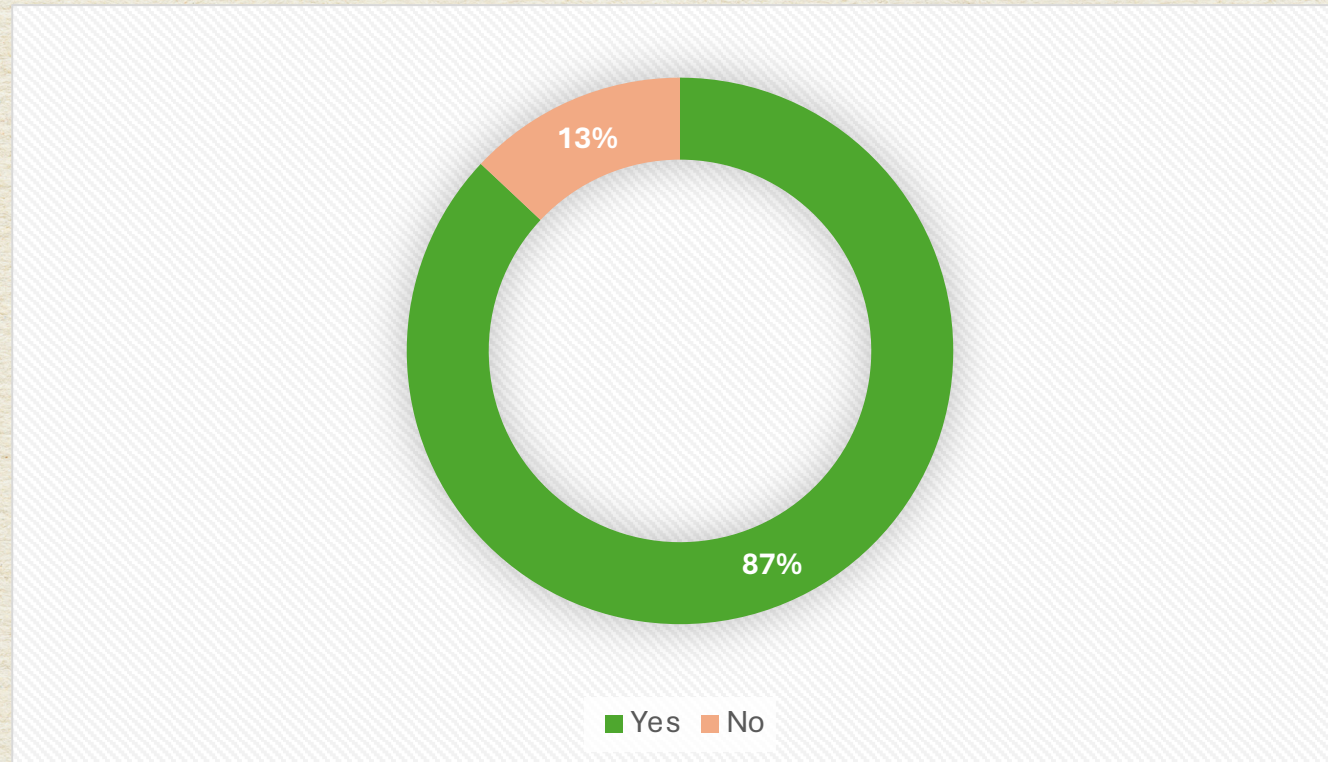


1000-PUPIL 8-WEEK PRIMARY SCHOOL TRIAL IN SUNDERLAND 2023



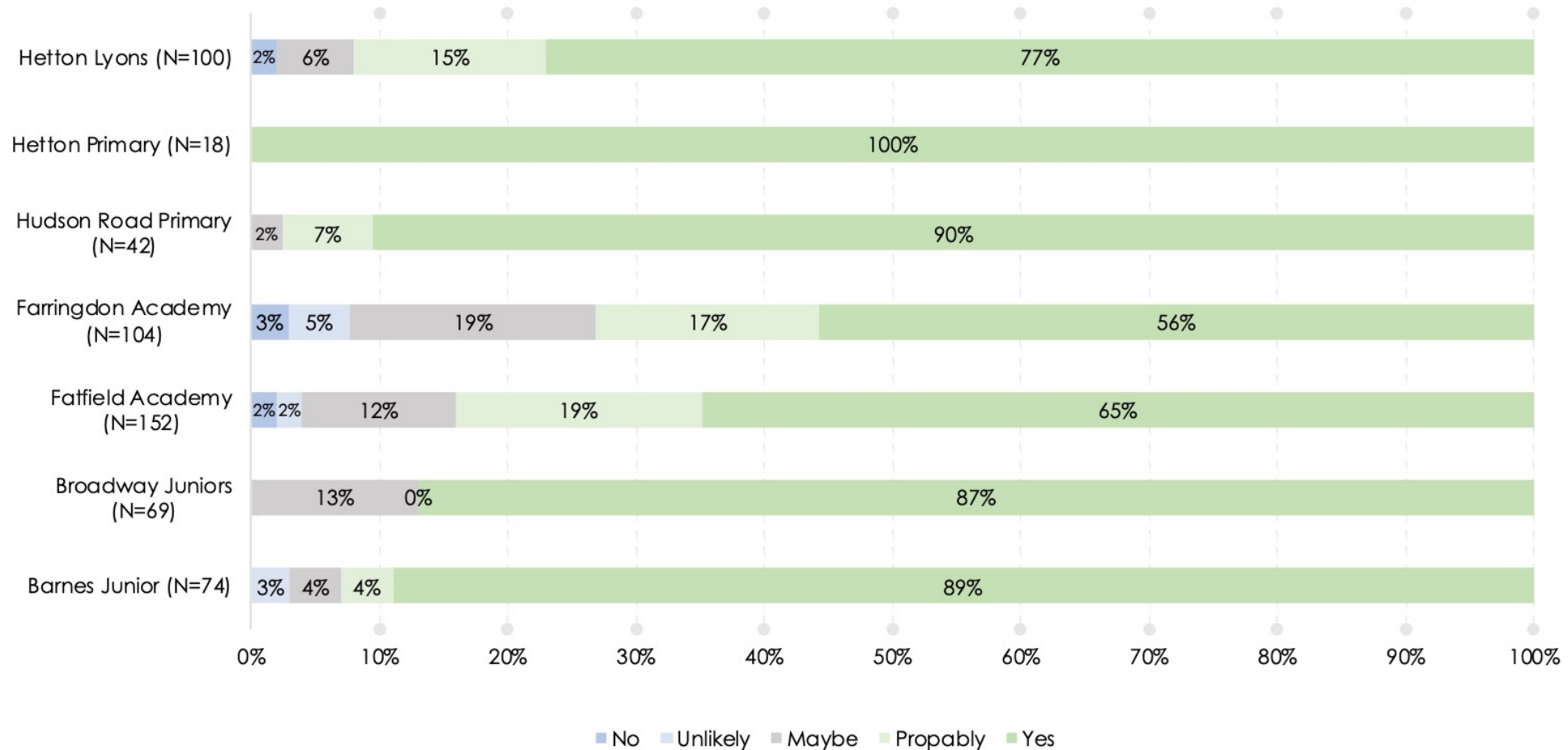
Choosing healthy food

Figure 23: Question 8 - Do you think the children are now more interested in making healthy food choices?
(N=15)



Feeding your Belly Bugs fruit and vegetables

Figure 15: Will you try and eat more fruit and veg to help your Belly Bugs?



When I have a
snack, I think of
my Belly Bugs
and if it's healthy
for them.

Pupil

The kids
fully engaged
with it...
...it's excellent.

Teacher

They all came
in and
ordered salad
straightaway.

Cook

What have you
done with
my child?
He asked for
an apple when
he got home!

Parent



**ON AUGUST 9TH 2024,
WE PUBLISHED A BELLY BUGS PICTURE BOOK**



**1470 BOOKS SOLD WORLDWIDE
IN 9 MONTHS**

**JUST AMAZON AND OUR SHOPIFY SITE.
NO BOOKSTORE PRESENCE. NO PAID PROMOTION.**



My girls
absolutely love it.
They're obsessed.

They were
enthralled last
night.

My son is now
officially
obsessed with
eating for his
Belly Bugs.

They're obsessed.
These are the
cutest things
ever.

THE BEST OBSESSION A CHILD CAN HAVE QUICKLY TRANSLATES INTO BEHAVIOUR CHANGE.

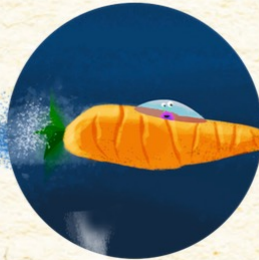
Within 2 minutes
of reading the book,
my kids were
ransacking the kitchen
for fruit & veg!

This morning, they were
quite happy eating a
plate full of
fruit and yoghurt.

They're eating all the
fruit and vegetables
in the house.

"Can I have an apple?"
Things I never thought
I'd hear coming out of
a child's mouth.

**AFTER BEING INTRODUCED TO
THEIR BELLY BUGS,
CHILDREN SEE
FRUIT AND VEGETABLES AS
THE RAW MATERIALS TO
BUILD THEIR OWN PERSONAL
RUMBLEDOM.
THIS, OF COURSE, REFLECTS
THE REALITY OF SCIENCE.**



**WITH LEGO,
CHILDREN BUILD A HOUSE.**

**WITH BELLY BUGS,
THEY BUILD THEMSELVES.**

**THIS IS ENGAGEMENT OF A WHOLE
DIFFERENT ORDER.**



The Gamechanger

Before Belly Bugs



After Belly Bugs



**THIS GAMECHANGER CAN MAKE
TESCO THE DESTINATION FOR
YOUNG FAMILIES WHO WANT TO
REVOLUTIONISE THEIR MEALTIMES.**



TESCO'S BRIEF TO BELLY BUGS

Encourage the 'walk-past shopper' to put one or two pieces of fruit and vegetables in their basket.



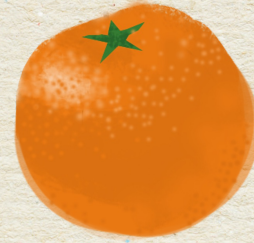
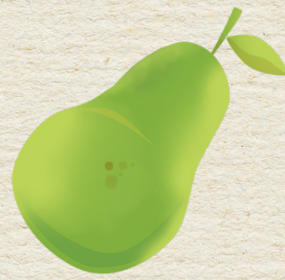
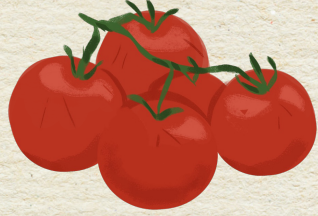
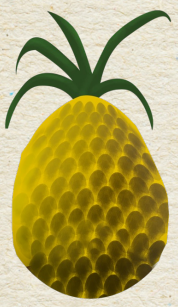
BELLY BUGS SOLUTION

Encourage walk-past shoppers to see fruit & vegetables differently.

Shoppers: Simple, cheap, tasty.

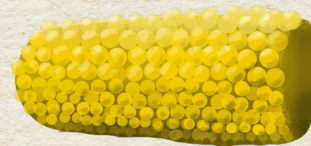
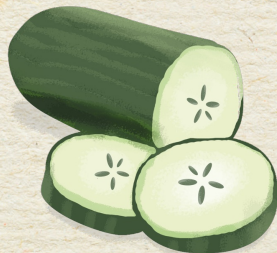
Children: Captivating, magical fun.

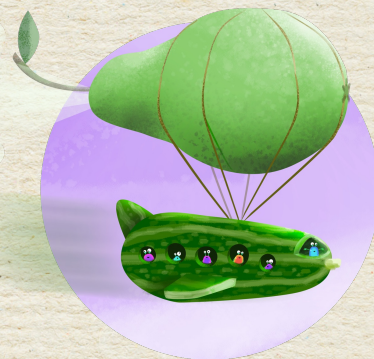




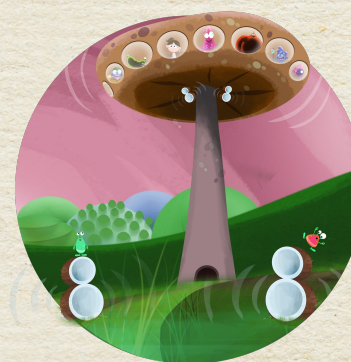
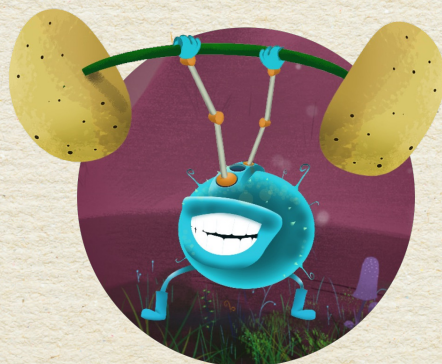
Simple, cheap, tasty meals and snacks.

Pineapples, bananas, tomatoes, pears, oranges, apples.
Carrots, potatoes, cucumbers, sweetcorn, mushrooms, peppers.





Transformed into captivating, magical fun.
Storytelling, collectibles.



How this could look in store.
(abbreviated version)



SHOPPING THE FIXTURE: RECIPE CARDS

Front (for children): fun images of what our Belly Bugs do with the highlighted fruit & veg in the meal.

Back (for parents): list of ingredients and method.



Recipe cards

Dessert

HAPPY BUG'S BUGLICIOUS BANANA ICE CREAM

Feed your
Happy Bug
home-made
banana ice cream
and put a big smile
on her face.
And on yours!



SIMPLE. HEALTHY. FUN.



Chop a banana into medium slices,
pop into a Tupperware box and freeze.

When frozen, tip slices into a blender
along with a splash of milk and a
tablespoon of peanut butter (optional).

Blend, adding milk if necessary, to
achieve a creamy texture.

For toppings, add more fruit such as
blueberries, raspberries or strawberries.

Serve immediately.

Recipe cards

Dinner

CHOMPY BUG'S POWERFUL POTATO SKINS



Feed your Chompy Bug loaded potato skins
and feel your energy soar!

SIMPLE. HEALTHY. FUN.



Place potatoes on a baking tray, prick with fork and rub with a little oil.

Oven-bake (200C) for 1hr. Remove and cool for 15mins.

Cut potatoes in half and scoop out flesh into bowl. Mix together with most of a chopped spring onion, soured cream and grated cheddar cheese.

Place the potato mixture back in the skins and sprinkle over more cheese. Return to the oven for 20mins.

Sprinkle over the rest of the spring onion and serve hot.

SHOPPING THE FIXTURE

12 recipe cards

Parents take these to show to their children. They'll also all be on Tesco Real Food and will be emailed.

If the child is in-store, they can go and hunt for the fruit & veg.

If children are involved in planning, buying and cooking the meal, they are much more likely to eat the food, especially as they feel a responsibility to look after their new-found gang of Belly Bugs and build their own Rumbledom.



When is
a banana not
a banana?



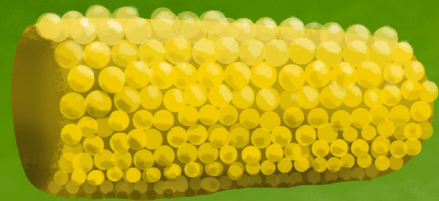
When it's Cooly
Bug's hammock



Let
Belly Bugs
transform your
children's
mealtimes



You see a
Sweetcorn cob...

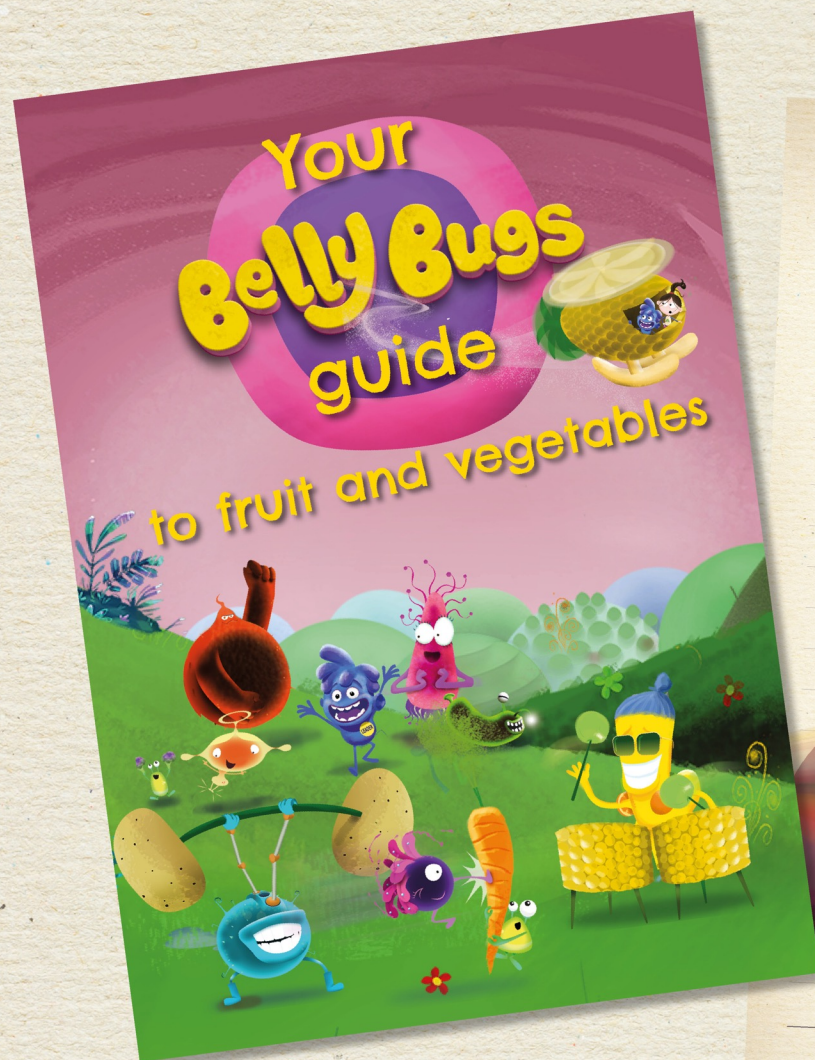


...Bashy Bug sees a
Sweetcorn Blaster.



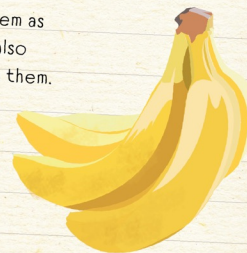
Let
Belly Bugs

transform your
children's
mealtimes



Feed us bananas!

Your Belly Bugs love it when you feed them bananas. Not only can they use them as boomerangs, they can also make great veghicles from them.



When those cheeky little Buglets drive the Bouncy Buggy, it bounces through the air so often, it barely hits the ground. Good job it has banana rollbars to stop it rolling over.

Your Belly Bugs use bananas for the rotor of their Bellycopter and the skids underneath. Can you tell what fruit they use for the Bellycopter body?



Bananas make me smile!



TRANSFORM THE F&V AISLE INTO RUMBLEDOM.



THERE'S A MUCH BIGGER PICTURE...



TESCO

The nation's biggest greengrocer

x

Belly Bugs

Gamechanger for children's nutrition



TESCO X BELLY BUGS

WHAT IF ...

- Together we create a campaign to protect the health of our children as a national necessity.
 - Centred on fruit & vegetables and based on gut health.
- Encompassing obesity, diabetes, mental health, immunity and general well-being.
 - Dovetailing with Tesco's Stronger Starts programme.
- We partner with gov-funded entities eg Dept of Health & BBC.
- And harness multiple commercial partners to add weight to the campaign.
 - These partners will give us lots of free awareness over time.
- Tesco 'owns and spearheads' the solution to childhood nutrition, arguably the most important issue facing the UK.
 - The consequences of poor nutrition and obesity are the biggest drain on government expenditure globally.





x



Department
for Education

GREATERLONDONAUTHORITY
& other metropolitan councils



x



Department
for Education



GREATER**LONDON**AUTHORITY
& other metropolitan councils

‘INFLUENCERS’ ON INSTAGRAM SPONTANEOUSLY PROMOTING BELLY BUGS.

Deliciously Ella 2.4M

Zoe 735K

Prof Tim Spector 670K

Rhiannon Lambert 440K

Jordan Haworth (@mrguthealth) 156K

The Gut Stuff 132K

Dr Jenna Macciochi 53K

Dr Fede Amati 46K

Ann Costigan 24K



This great book
could change
kids' diets
forever.

Prof Tim Spector, Zoe

Belly Bugs
is science made
hugely
entertaining.

Keith Chapman,
Creator of Paw Patrol

Belly Bugs.
What a great
initiative!

Helen Alexander,
Royal College of Paediatrics
& Child Health

A book I wish
I'd had as a child.
It's delightful and
educational.

Gaby Roslin
TV & radio presenter

WHAT THE EXPERTS SAY ABOUT BELLY BUGS...

The
Belly Bugs
book.
I love it.

Elaine Hindal,
British Nutrition Foundation

Amazing
book!

The Mac Twins
of The Gut Stuff

A brilliant
resource for
children.

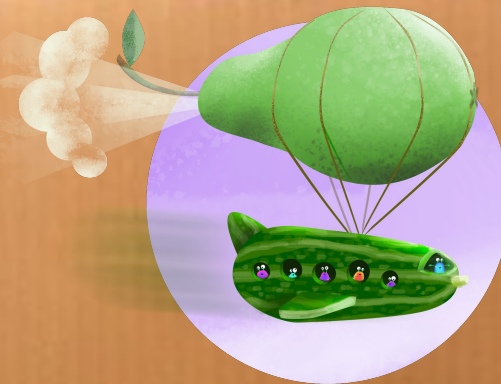
Dr Fede Amati
Chief Nutritionist, Zoe

This book
is brilliant!

Rhiannon Lambert,
Nutritionist &
Bestselling author

This concept
is genius.

Alex Beckett
Strategy Director
Food & Drink at Mintel



I'm
feeding my
Belly Bugs!



**Stronger
Starts.**

