



Vegetable Quiche

Serves 6
Preparation Time 15 minutes
Cooking Time 40 minutes

Hint

Serve hot or cold, with a green salad.

Uses Flora pro-activ spread.

Ingredients:

Pastry:

85 g (1/2 cup) **Flora pro-activ spread**

1/2 cup self-raising flour
1/2 cup wholemeal plain flour
1 tablespoon chopped parsley
2 tablespoons cold water

Flora pro-activ spread, melted

Filling:

20 g (1 tablespoon) **Flora pro-activ spread**
1 small onion, finely chopped
1/2 cup sliced mushrooms
1 zucchini, sliced
1 tomato, sliced
2 eggs
1/2 cup low fat milk
1/2 cup grated reduced fat cheese
Salad for serving

Pastry:

step 1: Place **Flora pro-activ**, flours, parsley and water into a bowl and mix with a wooden spoon to form a ball. (If too dry add a little more water, if too wet, add a little more flour.)

step 2: Lightly brush a 23cm flan tin with melted **Flora pro-activ**.

step 3: Line flan tin with pastry by taking small amounts of pastry and pressing it evenly over the base and sides of the tin. Place in the refrigerator while preparing the filling.

Filling:

step 1: Heat **Flora pro-activ** in a non-stick frying pan over a medium heat. Add onion, mushrooms, zucchini and cook, stirring constantly, for 5 minutes, cool.

step 2: Place flan tin on a baking tray and spread cooked vegetable mixture over the base. Arrange slices of tomato over the vegetables.

step 3: Place eggs in a bowl and whisk until creamy. Add milk and cheese, mix until well combined and pour over the vegetables in the pastry case.

Bake on the middle shelf of the oven at 200°C for 15 minutes. Reduce the oven temperature to 180°C and bake for a further 20-25 minutes. Quiche is cooked when the filling is set and the pastry is golden brown.

Nutrition information (average quantity per serve based on listed ingredients):
Energy – 1281kJ; Protein – 10.1g;
Total Fat – 20.0g; Saturated Fat – 5.4g;
Carbohydrate – 20.2 g; Sugars – 4.6 g;
Dietary Fibre – 3.9g; Sodium – 411 mg.

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Marketing help for the Duchenne Foundation

Duchenne Muscular Dystrophy (DMD) is a genetic neuromuscular condition that results in the progressive break down of muscle, deterioration of movement, and early death.

DMD is the most frequently occurring and one of the most rapidly progressive of the childhood neuromuscular disorders and affects 1 in 3000 live male births. Being carried on the X chromosome, DMD only affects boys.

The Duchenne Foundation is an important source of support for families with children who have DMD, and a strong advocate of funding for research towards a cure.

The Unilever brand marketing team who usually work on brands such as **Streets, Lipton, Dove, Bertolli** and **Flora** offered pro-bono marketing services to the Duchenne Foundation as a way of 'giving back' to the community. They developed 'the blue ball' brand identity to grow recognition for the cause.

The blue ball represents the vision of giving all boys with DMD the chance to play, and signals the hope, spirit and courage of the Foundation.



For more information go to www.blueball.org.au

www

Vitality

News from the Unilever Nutrition Team

November 2009



The functional food journey



10 years of sterol enriched foods

Functional foods provide a specific physiological or health benefit beyond basic nutrition. Functional ingredients can be naturally occurring (like flavonoids in tea) or added to foods (such as omega-3 added to some bread). They provide benefits for people with specific health needs or for those whose nutrient requirements are not met by their usual diet.

This year, **Flora pro-activ** celebrates ten years of lowering cholesterol absorption.

It was the first plant-sterol enriched spread on supermarket shelves in Australia and New Zealand and has sold over 70 million tubs since then – that's a lot of cholesterol absorption being blocked!

Inside:

- Supporting dietitians in research
- A healthier Paddle Pop
- Vegetable quiche recipe



The Team



The Unilever Nutrition Team.
From left: Accredited Practising Dietitians Megan Cobcroft, Katherine Cook and Brooke Sprott.

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Cover story continued

In the past ten years, more plant-sterol enriched foods have become available to people affected by cholesterol, such as milk and yogurt. There is currently an application with FSANZ to fortify reduced-fat cheese with sterols.

Plant sterols are clinically proven to reduce cholesterol absorption by an average of 15% when eaten at recommended levels (2g/day) and when also moving to a healthy diet. It only takes three weeks to see the effect. **Flora pro-activ's** launch was supported by numerous scientific studies proving the efficacy of plant sterols. Research has continued since then, including many local scientific publications which support the original studies.

Through its consumer campaigns over the past 10 years, **Flora pro-activ** has made the public aware that cholesterol is an issue, and has challenged people to know their cholesterol and make

positive changes to their diet and lifestyle. Examples include the **Flora pro-activ** "3 week challenge" and more recently "Test the Nation" where over 74,000 people in Australia and New Zealand had their cholesterol checked for free.

The growth in functional foods on supermarket shelves has increased significantly in recent years as a result of investment in research & development. The future of functional foods relies on the efficacy of new foods or ingredients to be proven by well controlled scientific trials. At this time, this area is not covered by supporting regulation, and we look forward to the establishment of a framework for Nutrition, Health & Related claims by FSANZ requiring functional food claims to be scientifically substantiated.



Introducing... Katherine Cook

Many of you will be familiar with the new member of the Unilever nutrition team.

Katherine Cook has been working as the Marketing Dietitian for the Dietitians Association of Australia (DAA) for the past few years and has also had experience working at the Australian Institute of Sport and in a private practice setting.



Nutrition

Supporting dietitians in research

Alwyn Todd, a dietitian from Dunedin New Zealand is the first ever recipient of the NZDA-Unilever Post-graduate Research Scholarship.

The scholarship is designed to support practice-based research in the areas of diabetes, obesity and cardiovascular disease. Alwyn has completed a PhD at Otago University on the topic of dietary sodium and blood pressure. Her thesis was entitled, 'The impact of dietary sodium chloride intake on arterial wall function in normotensive and hypertensive subjects, a randomised controlled crossover intervention study'.

Alwyn was interested in this topic because of the huge burden of cardiovascular disease in New Zealand, and the hope dietary change offers for better cardiovascular health. Her study was designed to assess the effect of different sodium loads on blood vessel function in people with normal and high blood pressure to find out how much salt in our diets is actually harmful in terms of blood vessel function, and how much benefit dietary change offers to reduce blood pressure.

Alwyn is currently working on articles for publication. Alwyn has enjoyed her research and would like to do more, perhaps in a postdoctoral position. Unilever is delighted to be able to support Alwyn and other Australian and New Zealand dietitians with practice-based research scholarships.

News

Janice Sangster from The University of NSW is the recipient of the 2009-2012 Dietitians Association of Australia (DAA) – Unilever Research Scholarship. Janice's research will be covered in a future issue.



Products



Paddle Pop is now even healthier!



A healthier Paddle Pop

As part of Unilever's commitment to develop healthier products for children, milk Paddle Pops have been revamped and now contain less fat and kilojoules, but continue to be a source of calcium. To achieve this we have reduced fat content and portion size.

This iconic brand has been enjoyed for over 50 years in Australia and more than 10 years in New Zealand and is now even better in providing improved nutrient density and a portion size in line with current nutrition thinking. For kids (and mums), it's an even healthier treat that's fun to eat.

Street's Paddle Pop chocolate, rainbow, banana and Paddle Pop Moo chocolate and strawberry all meet school canteen guidelines across Australia (classified as an 'amber' food) and New Zealand

(classified as a 'sometimes' food).

Our commitment to good nutrition also includes our Marketing Principles that guide how we communicate to both children and adults. Under these principles, we do not advertise to children under 6 years of age and we only market ice creams that meet both our internal nutrient criteria and the Fresh Tastes @ School NSW Healthy School Canteen Criteria.

A copy of our marketing principles can be found at www.unilever.com.au or www.unilever.co.nz.

Streets Paddle Pop (milk) provides the following benefits:

- Made from 70% milk
- Reduced fat**
- Less than 450kJ per serve
- Source of calcium***
- Low GI****
- No artificial colours or flavours

Facts

* All Streets Paddle Pops carrying this logo have met the strict nutrient criteria for each of the State Government Healthy School Canteen Strategies across Australia and the Food and Beverages Classification System for schools in New Zealand.

** Compared with regular ice cream, and less than 2g saturated fat per serve

*** 10% RDI for Paddle Pop and 40% RDI for Paddle Pop Moo

**** Tested at Sydney University Glycemic Index Research Service (SUGIRS)