

PRESS RELEASE

Bored of turkey sandwiches? “Hacking your senses” could slash food waste significantly this Christmas

British households are set to throw out nearly 200,000 tonnes of food this Christmas – weighing more than 6.6 million bins full of waste.

Research neurologist Katherine Templar Lewis shares how we can trick our tastebuds into loving our leftovers

[Friday 17th December] Brits getting ready to celebrate the upcoming festivities are expecting to throw away nearly 200,000 tonnes of food this holiday season.

Research of 2,000 adults revealed they estimate they’ll be forking out £146 to stock their fridge and cupboards – but will bin more than £79 worth in the process.

Survey respondents reckon their home will throw away seven kilos of food over the next few days, which based on the 24.8 million households in the UK, equates to a staggering 194,600 tonnes of waste.

Chucked cuts of turkey, ham and leftover bowls of Brussels sprouts, roast potatoes and pigs-in-blankets are adding to the UK’s hulking food mountains as families are guilty of bulk buying and overestimating portion sizes.

But Creative Neuro Scientist and Futurist Katherine Templar Lewis is speaking up on how spices could be the secret to stopping the ballooning tide of food waste clogging UK landfills.

Working with Schwartz, Katherine said: “Making a turkey curry or using cinnamon to create a whole new dish is a really easy way to whip up excitement in the kitchen post-December 25th while slashing Britain’s food mountains. We need to remember that Christmas is a multi-sensory experience, with sounds, smells and colours all contributing to our experience. And the right herbs and spices can work in our favour. Yellow in turmeric, for example, can lift our mood, while the smell of rosemary can help combat brain fog... something that’s particularly common in the days following Christmas celebrations.”

The survey conducted by OnePoll found 18 per cent of respondents cook all the food they buy but then throw it away when it doesn’t get eaten. To add to that, 63 per cent said that throwing away food makes them feel bad, and a further one in seven plan to be more mindful when it comes to food waste.

Potatoes, Brussels sprouts, and carrots are the festive food items most commonly thrown away and over half of adults believe more food is thrown away over Christmas compared to any other time of year (59 per cent). Over a third (35 per cent) have tried to revamp leftovers using Christmas recipes, but many found guidance too complicated to follow. The key is simplicity.

Together, Schwartz and Katherine have pulled together some sensory hacks [add link] that spell out how, exactly, you can spruce up your leftovers, taking into consideration sight, sound, smell and taste.

Ana Sanchez, Vice President Consumer Division EMEA, continued: “Food waste is a growing issue, and one that intensifies over the Christmas period when fridges fill up but not everything gets eaten.

Loving your leftovers is something we're particularly passionate about at Schwartz. That's why, this year, we're encouraging the nation to turn to the herb and spice rack to help hack the senses and reinvigorate meal times post-December 25th. If we can all get a little creative in the kitchen this holiday, the impact on food waste could be phenomenal."

To find out how to hack your senses and amp up leftovers with simple herbs and spices, head to : <https://www.schwartz.co.uk/christmas-leftovers>

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