



Love Food Hate Waste

Saving you money, saving your food

Kim Young, Partnerships Project Manager – Food Waste





SAVING YOU MONEY

SAVING YOUR FOOD

The average household could save **£460** a year simply by throwing away less food

GET STARTED



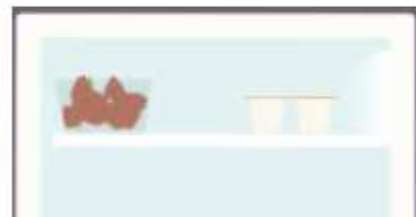
Cut your food bill

Food-saving tips, Save money on food bills...



Get it right, get ahead

Portion and plan to perfection...





LANGUAGE



WHY SAVE FOOD

WHAT TO DO

IT ALL ADDS UP

RECIPES

LET'S CHANGE THE WORLD ONE MEAL AT A TIME

Love Food Hate Waste is here to help us all make the most of the food we love.

By rethinking how we shop, planning our meals better and using up our leftovers, together we can make a big difference.

OUR LOGO

Colour variants

All versions of the primary logo, including the enclosure version, Welsh and bilingual versions can use any colour from the core palette to complement designs and encourage visual interest.

Designers should use their initiative to ensure that the chosen colour compliments the accompanying image and provides sufficient contrast to ensure strong legibility.

LOGO – ENGLISH



LOGO – WELSH



LOGO – BILINGUAL



OUR LOGO

Photographic logo application

As an alternative device, a selection of logos have been created in a photographic format, making use of the cross sections of fruit and vegetables to provide a backdrop for the core marque.

The colour, style of imagery and positioning of the logo have all been carefully considered to provide dynamic and interesting visuals, which can be used across a wide range of print and web based media.

Please refer to the logos folder for the full selection of these images - the supplied versions should be used at all times and never reconstructed or expanded upon.

LOGO - EXAMPLE VISUAL STYLING



EXAMPLE BRAND APPLICATION





Love Food Hate Waste - Scotland

@lovefoodhatewastescotland

Home

About

Photos

Reviews

Likes

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Videos

Posts

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Liked Following Share More



Love Food Hate Waste - Scotland

21 hrs · 🌐

Hear how Mary Berry loves her leftovers - and marmite too - who knew!
<http://ow.ly/wCJT307oOJH>



Mary Berry: Celebrity super-foodie and leftovers lover

Her style of cookery is family-focussed and, using the freshest of ingredients, her recipes are accessible to all. Mary has presented numerous...

LOVEFOODHATEWASTE.COM

1

1 Share

Like Comment Share



Love Food Hate Waste - Scotland

1 January at 11:30 · 🌐

Happy New Year! If you're struggling for a 2017 resolution why not have a wee look at this pledge from the United Nations?
<http://ow.ly/bRz2307oKr4>



Education resource

LOVE
FOOD
hate waste



Recipe resources



Mary Rutter, Orkney Zero Waste- Orkney Pate

James Welsh, Community Food North East - Veggie Curry

Chris Mantle, Edinburgh Community Food- Healthy Pot Noodles

Vivian Maeda, Business in the Community- Beetroot Ravioli

Scott Archer, Inspire Catering- Minestrone Verde Soup

Stuart Miller, Mealmakers- Fishcakes

Reducing food waste and home composting



Toolkit

- Leaflet
- Posters
- Social media
- Infographics
- Videos
- Composting advice



Report

How much food and drink waste is there in Scotland?

Prepared by: Zero Waste Scotland Policy and Research

Autumn 2016



EUROPE & SCOTLAND
European Regional Development Fund
Innovating in Growth: Sustainable and Inclusive Prosperity



And finally...

How much is too much to munch for your lunch?

Look at your hand and then you will see,

One portion's one fist for most of your tea,

Two fists for your leaves but one for your peas,

But only one finger allowed for your cheese.

Meat, fish and nuts the size of your palm,

Eat all in proportion to help you stay calm,

Half a fist is a handful for noodles and rice,

Bread the size of your palm is perfectly nice,

Spreads are delicious but only one thumb,

Now eat it all up and don't waste a crumb!

Contact the team



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