



## **LEGOLAND'S Menu Makeover to Tackle Childhood Obesity**

Visitors to LEGOLAND Windsor this summer will benefit from a new drive promoting balanced meals as part of a drive against unhealthy eating habits often associated with a day out.

The theme park has brought in children's cookery favourite Annabel Karmel, as well as expert nutritionists to work with LEGOLAND in promoting reasonably priced top quality food that allows people to make healthier and more nutritious choices.

Many of the deep fat fryers have been replaced by ovens as part of an ongoing commitment to encouraging healthy eating. New versions of macaroni cheese, cottage pie, hidden vegetable spaghetti bolognese and mild chicken curry, created by best-selling author on food and nutrition for babies and children Annabel Karmel, are just some of the classic dishes on offer. Ms Karmel, who has been awarded an MBE for her work on child nutrition, said: "I am encouraged that LEGOLAND is making a huge effort to change the tastes and habits of a new generation of children."

Family restaurants at LEGOLAND Windsor are following guidance from the European Food Standards Agency, promoting choices that are low in fat, salt, sugar and calories, as well as highlighting a range of possible ingredients known to cause allergies.

New ranges of pastas, salads and vegetarian meals have been developed. There is also a new restaurant, The Great British Carvery, with a choice of two roasts and five fresh vegetables cooked daily.

Fizzy drinks are not even an option with children's meals – instead they are offered fruit juice, milk or water. Even pic 'n' mix lunchtime boxes have cut down on fast food snacks – with not a packet of crisps in sight and fresh fruit, raisins and fromage frais to choose from.

When it comes to adults wanting liquid refreshment that will not add to their waistlines, people will now be able to enjoy coffee certified by the Rainforest Alliance or a vitamin fortified water drink among the existing refreshments already on offer.

James Nicholson, Food and Beverage Director, LEGOLAND Windsor, said: "This has been the biggest ever review of food and drink at LEGOLAND Windsor. We are committed to making sure that our guests can make informed choices and choose healthy nutritious food if that is their preference. Our continued menu changes means that LEGOLAND Windsor is not just a great place to go for a fun day out, but to eat out too."

The initiative is part of a major £600,000 investment in providing park visitors with high quality food at low prices, without compromising on nutritional standards. In addition, all senior catering managers at LEGOLAND Windsor have been awarded with qualifications in healthier food and special diets from the Chartered Institute of Environmental Health.

Annual Pass Holders get a special 20 per cent discount off all restaurants at the park.

ENDS

Notes to editors:

- There is a 99p kids carvery meal available after 2pm weekdays when a full price adult meal is purchased.
- Winner of the Best Family Visitor Attraction in the Tommy's Parent Friendly Awards 2008, voted by parents for parents. LEGOLAND Windsor is a unique family theme park where children aged 3-12 can take to the road, soar through the skies and sail the seas in complete safety. It has over 50 interactive rides, attractions, live shows, building workshops and driving schools, not to mention nearly 55 million LEGO bricks, all set in 150 acres of beautiful parkland.
- LEGOLAND Windsor is open until 8 November 2009. It is closed on selected midweek days in September, October and November. For further details please check [www.LEGOLAND.co.uk](http://www.LEGOLAND.co.uk).
- LEGOLAND Windsor is free for under threes; tickets start from £25.20, with children's tickets costing a maximum of £28 (3-15 year olds), with adults paying no more than £37. Go as many times as you want by paying from just £38 for an Annual Pass when you upgrade.
- LEGOLAND Windsor is free for under threes and for just £400 for a family of 5 (£150 for an individual Pass) you can buy a Merlin Annual Pass which gives unlimited access to all of the Merlin Entertainments' UK attractions, for a full 12 months from the date of purchase.
- There are three other LEGOLAND parks in the world – LEGOLAND Billund in Denmark, LEGOLAND California in the U.S.A and LEGOLAND Deutschland in Germany.
- The LEGOLAND theme parks are part of the Merlin Entertainments Group. The **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. The world's second largest visitor attraction operator, Merlin has 57 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 32.4 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions – SEA LIFE, Madame Tussaud's, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures & Zoo, Heide Park, Underwater Adventures, and Earth Explorer.

**For further information, please contact:**

Emma Owen/Rebecca Head  
LEGOLAND Windsor Press Office  
T: 01753626125/01753 626106  
E: [pressoffice@LEGOLAND.co.uk](mailto:pressoffice@LEGOLAND.co.uk)  
W: [www.LEGOLAND.co.uk/press](http://www.LEGOLAND.co.uk/press)