



THE BRITISH DIETETIC ASSOCIATION

The Professional Association for Registered Dietitians
5th Floor, Charles House, 148/9 Great Charles Street Queensway, Birmingham B3 3HT
Tel: 0121 200 8080 Fax: 0121 200 8081



M e d i a R e l e a s e

April 18th 2007

For immediate release

New hot topics from the BDA: Food fortification and Energy Drinks

The British Dietetic Association is pleased to announce the online publication of two new hot topics – written and reviewed by registered dietitians, especially for journalists to get the low-down on key topical nutrition issues .

The latest hot topics cover the confusing world of ‘energy drinks’ – do we really need them and what’s the evidence to support their use? Also, as Coca Cola launches a vitamin and mineral fortified version of Coke in the USA, and as the UK debate continues about adding folic acid to flour, we take a look at the whole issue of food fortification.

To access the hot topics, simply go to the Press Centre on the BDA website www.bda.uk.com

The British Dietetic Association has a website dedicated to promoting scientifically sound nutrition advice that everyone can trust, and provides a dedicated hot line just for journalists to speak to qualified dietitians and get to the real facts, avoiding misleading and potentially dangerous advice being given to the public.

For the clear experts in nutrition call the hotline on **0870 850 2517** or go to www.bda.uk.com .

Next month: watch out for two new food fact sheets: diet and behaviour in children and plant stanols and sterols.

Remember, you can trust a dietitian to know about nutrition.

- ENDS -

Website: <http://www.bda.uk.com>

Notes to Editors

1. Media enquiries to The British Dietetic Association and requests for interviews should be directed to 0870 580 2517 (9am – 5pm Mon – Fri) or to pr@bda.uk.com
2. The British Dietetic Association, founded in 1936, is the professional association for registered dietitians in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals with nearly 6,000 members. About two-thirds of members are employed in the National Health Service. The remaining members work in education, industry, research, sport settings or freelance.
3. Registered dietitians hold the only legally-recognisable graduate qualification in nutrition and dietetics. They are experts in interpreting and translating the science of nutrition into practical ways of promoting nutritional well-being, disease treatment and the prevention of nutrition-related problems. Their advice is sound and based on current scientific evidence.
4. Registration, awarded by the Health Professionals Council, is an indication that a dietitian is fit to practise and is working within an agreed statement of conduct.

For further details about The British Dietetic Association, please visit our websites: www.bda.uk.com, www.bdaweightwise.com , www.teenweightwise.com