**6th February 2020 Thursday 8pm Dyadic Interview #DI101-102**

Moderator: Okay so um. Thank you for participating. Um, can you guys introduce yourselves like your name, and your favourite dessert.

DI101: Oof. (laughs) Yours will be easy. You go first.

DI102: Okay? My name is [participant name]. (clear throat) I would say my favourite dessert is (pause) some form of chocolate cake and ice-cream.

Moderator: Mm

DI101: Particularly brownie.

DI102: Particularly a chocolate brownie. Chocolate brownies and ice cream, that will be a good shout, yeah.

DI101: I think mine’s to be, have to be churros

Moderator: Mm

DI101: Love churros (laughs)

DI102: You‘ve got to specify what sauce you have with your churros

DI101: Do you?  
DI102: I won’t have a plain churro

DI101: No? Churros with (pause) salted caramel sauce that’ll be my best

Moderator: With cinnamon sugar? (laughs)

DI101: Oh yeah (laughs)

Moderator: Can you um share with me the most recent time you consumed a memorable dessert, so it doesn’t have to be a favourite? But something that like, make you remember

DI101: I had churros on Monday

(General laughter)

DI101: I went out for dinner with a friend, I had churros fo- on Monday

DI102: Well I was still gonna classify as because I was watching super bowl. But I had chocolate brownies and ice cream. While I was watching super bowl.

Moderator: Mm

DI102: So uh, yeah. It’s simple but I enjoy it, so it’s, you know

Moderator: What come to your mind immediately when I ask about sweet foods or desserts?

DI101: Like puddings?

Moderator: Mmhmm? Okay? What comes to your mind immediately?

DI101: Sweet actually sweets.

Moderator: Mm

DI102: I’ve just, you know for me I think happy uh like this sounds weird. But like happy thoughts? I’m like, pudding is a good thing.

Moderator: Mm

DI102: But like yeah, something you (pause) look forward to like for me it’s something I try and do more often than not is have dessert there is like where we’re slightly different but, you know, cause [participant name] sees it as a, a treat. Whereas I will kinda see it more as like a staple, like something you have every day

Moderator: Mm

DI102: Yeah or, or at least more often than not. Maybe not every day. But more often than not. Is that fair?

DI101: Mmhmm, yeah

DI102: So what comes to your mind then?

DI101: I said already like puddings. Like stuff- like actual (pause) things. Like sweet or pudding, rather than a feeling

DI102: Oh okay. Yeah.

Moderator: Interesting. So um what kind of drink is your favourite? For example, um, regular soft drink, or. Diet coke? Or fruit juice. What’s your favourite drink?  
DI101: My favourite   
Moderator: And why is that your favourite?

DI101: I tend to like, like, ob- like real fruit (pause) juices?

Moderator: Mm

DI101: Rather than from concentrate like you know like um. (pause) like say I’ve an Innocent smoothie or something. Or something with real fruit in it. Particularly mango passionfruit. (laughs)  
Moderator: Mm  
DI102: I am uh, I’m a diet coke, fiend, I think is what I would-would say. Um you know there’s a big box of twenty-four down there which, yeah. We get through quite quickly I su- (inaudible) we we –

DI101: Not as- as quickly as you used to. (laughs)

DI102: Not as quick as I used to yeah. I’ve got (pause) I’ve got probably slightly better for that. As I’ve gotten older. Um, but it’s weird. But I think weird. Is a force of habit now. I started drinking when I was very very young and it is genuinely a habit. You know and even though there’s been things out over the years about oh it’s got (pause) this and that in it. I always kinda go on, bahhh! (pause) Do you know what I mean, I’ve always just drank it anyway.

DI101: Mm

DI102: So, um yeah, diet coke’s mine.

Moderator: Um, when you consume food or drinks, do you usually consume them with sugar or with sweeteners?  
DI101: I don’t really have extra sugar on my food. That’s that. Is that. What—

DI102: Well, to the best of my knowledge, apart from the food that comes with (pause) let’s say comes with sweeteners in it, I have never knowingly added a sweetener to anything I’ve eaten or drunk. (pause) (in overlap) Like

DI101: (In overlap) No. Or sugar. I don’t add sugar to anything

DI102: But like when we, when we make our own cakes or biscuits (In overlap), we add sugar to it, not sweeteners, but (inaudible)

DI101: (In overlap) Oh right. Sugar, if we’re making a cake yeah

DI102: Yeah. Or if there were other recipes that involve sugar, we would put sugar in them we wouldn’t put (In overlap) sweeteners. No. So

DI101: (In overlap) sweeteners, I’ve never used sweeteners. Yeah

Moderator: Mm. But let’s say, for, for like coke, you’d choose to drink diet coke

DI102: Yes, which obvi- like I say, it has sweeteners in it

Moderator: Mm, yup. But you won’t choose a regular coke

DI102: Uh no, that’s purely a taste thing. Actually. I pre-, I genuinely uh, I don’t know if this is common. But I genuinely prefer the taste of diet coke to full fat coke. (pause) So I find bizarrely, a can, I find full fat coke or regular coke sweeter, and too sweet. I find like, too much. And I prefer taste of diet.

Moderator: Mm! Okay? So like sugar versus sweeteners, you will tend to choose sugar?

DI101: Yeah

Moderator: What factors will drive you to choose sugar?

DI101: What sorry?

Moderator: What factors will drive you to consume?

DI101: Well I’ve just never use sweeteners

DI102: Yeah. Is kind of a force of habit, I think. You know, it’s.

DI101: Well, I’ve never known, I don’t know if I’d ever use sweeteners in a cake.

DI102: Yeah

DI101: Like if you making cake or you making cookies, and you bake you know you baking, I would never know, that- to put sweeteners in. I-I would never had know what to replace. (Pause) But I don’t have any actu- so but I don’t have anything extra in what I eat? If that makes sense?

Moderator: Mm

DI101: So never really have th-the dilemma of should I put sweeteners in it or sugar in it

Moderator: Mm. Because you only use sugar in like, baking cakes for example, and then you reduce –

DI101: Yeah. Like I don’t put it on cereal, (in overlap) I don’t put it in—

DI102: (In overlap) we don’t have it teas and coffees

DI101: I don’t have it teas or coffee

Moderator: Mm

DI101: Um (pause) so I don’t know

DI102: So it really comes down to when we’re baking and then, uh I guess that makes us subconscious. It’s not even a, a choice. When you’re –

DI101: I’ve not even thought about using something else like

DI102: W-wh-wha-what I’jus- say w-wh-when you’re buying things we’re not people who regularly I would say look at the back of a packet

DI101: No

DI102: To see what’s in it has it got

DI101: I do, for the children?

DI102: Yeah

DI101: (Laughs)

DI102: But not, (laughs) but not for ourselves!

DI101: Not for ourselves yeah.

DI102: Um

DI101: Yeah

DI102: Yeah, we don’t often do that. So I- I couldn’t tell you which of the things that we eat y’know for example we’ve eaten tonight, (in overlap) whether or not that sauce hadany sugar or sweeteners in it

DI101: (In overlap) whether that’s sweet? Yeah

DI102: I couldn’t tell you. Um, fact is we don’t frequently look

DI101: No (pause) (in overlap) But I wouldn’t add anything extra. Sorry?

Moderator: (In overlap) But you look for your kids – So when you choose for your kids will you choose sugar or sweeteners?  
DI101: I choose very very little sugar

Moderator: Mm

DI101: Or no. s- I don’t likes- I- I wouldn’t put, I wouldn’t choose. If a child’s food had sweeteners in it I’d be asking why. (pause) So I wouldn’t (laughs) I. y’know as in like. So, I try to choose foods that have minimal sugar, um in their food.

Moderator: Mm. (pause) Okay. Do you have any concerns about, adding sugar inside your food and drinks?

DI101: Yeah? Right.

DI102: Yeah. I- (sigh) (in overlap) It’s weird. It’s weird isn’t it?

DI101: (In overlap) I— (laughs)

DI102: It’s kind of (pause) yes? But apparently not enough to do very much about it. I –

DI101: (laughs) Well you have. While we’ve been together you have certainly reduced your diet coke intake. Cause I have s- encouraged you greatly to do it.

DI102: Yes

DI101: You used to drink an awful lot more so you have done that. You don’t drink nearly as much as you used to.

DI102: Yeah uh bu- I- I- I- on the on the flipside of that like, (pause) you know do we (pause) (sigh) you know if we’re having a, Cornetto for dessert or something, you know, do we ever look to kinda go well how much sugar is in that? And then you know despite having Fitbit apps and things like that do we ever put our, What we’re actually eating and drinking in it kinda go hang on a minute I’ve had more than my recommended daily allowance or whatever is just like –

DI101: What was the question? Sorry I’ve (inaudible)

Moderator: (Laughs) Um what are your con, what are your concerns about drinking food (in overlap) or drinks with sugar

DI102: (In overlap) Well yeah is uh I’d say, uh the point I was trying to make is that, I have some degree of I wouldn’t say it’s a concern it’s probably an awareness?  
Moderator: Mm

DI102: More so than perhaps my parents’ generation.

Moderator: Mm

DI102: Of, okay this is how much sugar I should be taking in, and I think I’m still yet to make that next step of kinda going okay I’m going to actively track it, and make sure that I’m (pause) in or around it rather than, you know, well I mean some days it’s probably horrendous in terms of what I take in vesus what I should.  
DI101: I try to be quite careful about it. In terms of what I how I plan our meals and stuff and what we’re eating?  
Moderator: Mm. So you have thought about reducing your sugar intake.

DI101: I don’t know if I’ve thought about red-, well I’ve thought about reducing (pause) things like, we don’t buy as much diet coke, or we don’t have (laughs) we try not have puddings, all the time. And stuff like that (laughs)

DI102: This is an ongoing battle  
DI101: This is ongoing (laughs)  
DI102: (laughs)

DI101: So it’s just trying to change diet habits. (laughs) Um, so from my yeah. From I- but I don’t think I’m never been someone who hav- has a lot of sugar in her diet I don’t think I might be proven wrong. But the my big downfall is sweets. If there’s a bag of sweets in the house, I would eat the sweets. But if there’s chocolate cake or if there’s ice-cream, I won’t eat. I don’t. I-I don’t want to necessarily eat that.

Moderator: Mm

DI101: Um, so. That’s m-, that’s the difference for me I think when [participant name] th- you- the stuff in the freezer, or there’s an ice-cream in the freezer or there’s cakes in the cupboard or something and he will munch through them. And I’ll go to have one and they’re all gone. (laughs)  
DI102: (Laughs) I don’t (inaudible) that frequently I would like to point that out for the record.

DI101: (In overlap) However, if there’s a bag of sweets in the cupboard, I will eat them before DI102 will get the chance to eat them. (Laughs) so I’m, so that’s, yeah.

Moderator: Hav-have you thought about reducing your sugar intake?

DI102: Like say I- I’ve (sigh) I’ve thought about it? (pause) I, (Pause) I’ll be – I’ll be honest. I lack the willpower, at the moment to do it. I think this stage of life we’re at at the moment, with two young children, where you’re constantly tired. And I know, the answer to get natural energy and all the rest of it, is to eat healthily and do exercise.

DI101: (Laughs)

DI102: But when you’re coming off the backmof about two hours sleep, you don’t really want those things

DI101: (Laughs)  
DI102: But you know, someone feels sorry for you and goes and buys you a, you know, pack of donuts or something and you –

DI101: (Gasp)

DI102: Quite happily

DI101: (Squeals) When have you done that!

DI102: (Laughs) This is a separate issue that’s not part of the research study (laughs)

DI101: (Gasp) (laughs) Was that at work!

DI102: Yeah. I’ve, I didn’t eat all of this. I didn’t eat all of them at the same one seating don’t worry.

DI101: But you ate of them

DI102: Over three days there were four donuts I ate them over three days!

Ali: Okay

DI102: Like come on now!

DI101: (Laughs)

DI102: That’s not that bad! (laughs) I had two the first day and then one the each next two day that’s fine.

DI101: (Gasp)

(General laughter)

DI102: I feel important now with you pressing me come on now. (pause) So, but yes so that’s what I’ll, I- I (pause) I am aware of it? And I think eventually I would like to do it and manage it? But, for the moment, and maybe I’m making excuses here

DI101: (Laughs)  
DI102: But I take the easier option and go with something that I know will kind of pick me up and (pause) Get me through the day

DI101: Mm but yeah (laughs)  
DI102: (Laughs) So it’s turned into marriage counselling session  
Moderator: That was not the intention

(General laughter)

DI101: At the end of this, I shall be removing all the ice-cream from the freezer? (laughs)

Moderator: Are you aware of like the, health reasons for cutting down on sugar?  
DI101: I guess it- it, weight gain?

Moderator: Mmhmm

DI101: Diabetes?

Moderator: Mm

DI101: I guess if you gain weight too much you are then at risk of diabetes. What else? Sugar.

Moderator: How bout tooth decay and loss?  
DI101: Tooth decay?

Moderator: Mm. Will you cut down your sugar consumption based on these reasons?

DI102: Yeah, I mean I. I- interestingly, before [participant name] actually answered that, I couldn’t have told you those. I knew that it was, I know that it’s generally considered bad for you but if, you wanted me to go into specifics before you answered that truthfully, I couldn’t have given you, the specifics other than saying I know it’s bad for me on a general level  
Moderator: Mm

DI102: Um (pause) yeah. So but yeah I- I would. The reason why I know I want to manage it eventually is because of health concerns more than anything else. (pause) And because [participant name] always tells me to.

DI101: Yup

(General laughter)

Moderator: So just now you mentioned about recommended daily allowance?

DI102: Mm

Moderator: Do you know what’s the public health, recommendations? For daily allowance?  
DI101: Is it one teaspoon or something? Is that salt, that’s salt isn’t it? One teaspoon (laughs) no I don’t know sugar actually

DI102: No I don’t know

Moderator: (In overlap) Do you know –

DI102: (In overlap) I should know cause I’ve got a colleague at work who’s proper into this. And whenever I eat a chocolate bar he’s just like oop! Just so you know and I’m like oh be quiet (laughs)  
DI101: (Laughs)  
DI102: So I should know cause he’s, he’s talked to me frequently enough (laughs) but I don’t!

DI101: (Laughs) Is that a tablespoon? Instead of a teaspoon?  
Moderator: Um—

DI102: It’s in grams though isn’t it?  
DI101: Is it grams?

Moderator: It’s grams and sugar cubes

DI101: Oh!

DI102: Oh!

Moderator: So actually it’s thirty grams? Which is about seven sugar cubes? And um, a can of coke has thirt-thirty five grams of sugar?

DI102: Okay

Moderator: And then an Innocent smoothie, part-particularly the Spark smoothie? Has forty-three point two grams

DI101: Mm

Moderator: And then a venti size of hot chocolate has sixty grams which is twice the amount of the daily sugar

DI101: That’s a –

Moderator: (in overlap) Allowance

DI101: (in overlap) Hot, a large hot chocolate.

Moderator: That’s a hot choc- yeah. Yeah.

DI101: Is that anybody’s hot chocolate or Starbucks hot chocolate?  
Moderator: Starbucks.

DI101: Starbucks okay(laughs)

Moderator: (Laughs)

DI102: Yeah you’d imagine that if you get another if you get another coffee shop, and get a similar thing it’s gonna be a similar (in overlap) amount of sugar isn’t it?

DI101: (In overlap) It’s be similar

Moderator: How does it make you feel knowing, all these, um, sugar –

DI102: Pleased that I drink diet coke (laughs)  
DI101: (laughs) Is it a big difference?  
DI102: Well yeah diet coke has no sugar isn’t it? But they’re, put oth-other stuff in it. But then, there are other people that tell you that the other stuff that’s in it is even worse than

DI101: Yeah I know. Um.

DI102: (Deep breath) I’m surprised by the middle one

DI101: Yeah I’m surprised, I don’t know what it means by Spark though. What is it? Is it a certain type of drink?  
DI102: That’s one of the—

Moderator: Yeah (in overlap) it’s one of the flavours.

DI102: (In overlap) Yeah that’s one of their concoctions. Yeah.

DI101: Oh it’s a flavour?  
Moderator: Mm

DI102: Yeah

DI101: Okay

DI102: Yeah it is

DI101: Is that regular bot- size of bot- is that a regular-size or is that a bigger bottle?

Moderator: (In overlap) Yup. A regular one

DI101: Is it! Wow!

Moderator: Yeah. It’s um, three hundred and sixty ml

DI102: There you go!

DI101: Wow! That does surprise me! (pause) (in overlap) But then – (pause) yeah

DI102: (In overlap) Yeah but I’m not I’m not so surprised bout th- the Starbucks one necause I’m like you know with that much cream and syrup on it you kind of, t’s a hot chocolate anyway you kinda go that, (in overlap) that’s gonna have a fair amount of sugar in it

DI101: (In overlap) That it’s sweet. Yeah.

Moderator: So, does this new knowledge make you want to drink less of any of this sugar- sweetened beverages?

DI101: I would say in terms of like the smoothies and things I drink, I don- I- I have them as like, lil- like the lil’ treats. Like we don’t usually get it. And you know. We just have it in the fridge

DI102: Mm

DI101: But isn’t a staple or something. So it’s like a, a little treat. So no! cause I (pause) I’m still happy to treat myself (laughs)

DI102: Yeah and I mean, I guess for me, cause I don’t drink a full fat coke it’s more of more of diet coke so I’m kinda like, I’m (pause) you know I’d love to say oh it’s because I know there’s sugar in it that I go with with. It’s- it’s a, it’s not like I just drink diet coke cause I prefer it. But (pause) I guess it make it does make you think twice? I think in particularly, you know, if, the rare occasion that we ever go out for a- a hot chocolate or a drink whatever. It- it does kinda make you think well if nothing else I’ll have a small size. So you’re not kinda, quite as bad. Um, (pause) and I think it makes you think more about (pause) you know, cause for example, let’s say, it’s a colleague work, birthday at work and they bring in a cake and you have something and then it’s kinda does, I am at the stage now, with knowledge like that where it’s just like okay I’ve had that at work, I won’t have something this evening because I know I’ve had something.

Moderator: Mm

DI102: Do you know what I mean? So it’s yeah. I-I think I do think it kinda (pause) that kinda knowledge does make you stop and think a little bit at least.

Moderator: So you will still drink it but maybe compensate at a later time by eating less of (pause) sug- sweet –

DI102: Yeah. So, like I say, like, I enjoy having ice-cream after dinner let’s say? But if I’ve had something earlier on then I wouldn’t.

Moderator: Mm

DI102: Is that fair?  
DI101: Well I don’t know, I don’t know what you eat in a day! (laughs)  
DI102: (Laughs)  
DI101: Apparently! (laughs) You didn’t mention donuts at all!

(General laughter)

DI102: This was months ago when [participant’s baby name] was first born

DI101: (Laughs)

DI102: And I did and I did mention it (in overlap) You just weren’t paying attention

DI101: (In overlap) I’m only joking, I’m only joking. Winded you up! (laughs)

Moderator: (Laughs) so um, a recent report actually stated that twenty seventeen was the first time that wat- bottled water sales, exceeded Coca-Cola sales. Why do you think people are switching to water option?

(pause)

DI102: I do th- I do think there’s a greater awareness, (pause) of what’s in, coke, diet coke (pause) most carbonated drinks even, you know. I think there’s a, a greater awareness of that. And I think also, a greater awareness at a younger age. (pause) You know, whereas (pause) I think our generation very much you know, you just bought a soft drink at, lunch and I don’t even rem- I couldn’t even tell you if bottled water was an option you know! It was like, it was just some, you could have fruit juices, or you could have, coke, diet coke, Fanta, Sprite, whatever it may be! But I think now, the education is better at a younger age? You know, particularly that has been on TV? You know there’s been campaigns, I mean (pause) well it’s not everyone’s cup of tea but you know, the stuffs that Jamie Oliver’s done for example on TV. (pause) there’s, it’s in the mainstream media now. it’s not like you know, some fad, that you can ignore. It’s kinda it’s pretty much in your face and you’re aware of it and if you still choose to go that way so be it! But I think a lot of people are now, are kinda like, you know what, the evidence is kinda there. (coughs) And it’s so I’ll have water instead.

Moderator: Mm

DI102: What do you think?  
DI101: Well the thing is, (pause) hang on remind me what the question was again? (laughs)  
Moderator: Why do you think people are switching to a water option?

DI101: (Laughs) wh-why, yeah I agree I think as th- the same but I won’t be able to talk from personal experience because (pause) I never drank soft drinks as a kid. Because but I didn’t grow up in this, in the west. I grew up in Africa, so. You didn’t have soft drinks you only drank water.

Moderator: Mm

DI101: Um, so, I don’t know! It’s a bit different but I feel like it’s bit different for me because I never (pause) like obviously like, I come I’ve I’m back in the UK now. And (pause) when I came back I saw, that people did drink a lot of sweet stuff and (pause) you know, (pause) they didn’t just drink water. But that has changed more people drink water now. What am I trying to say?  
Moderator: Will you yourself switch to a water option? I know cause you don’t drink sweet drinks, but for [participant name], will you switch to a water option? Or any other options?  
DI102: (Sigh) I would, I would say. I’m (pause) po-potentially already in the process of switching? I think. You know I’ve got a (pause) you know (pause) b-back ten years ago, I was, (pause) you know I’d buy a big two litre bottle of coke and that would last me, two days. I’d drink, a litre a day no problem. No that was –

DI101: Ugh!

DI102: But. Tha-that was normal! And and that was what I, that was what I drank as my fluid intake! You know

DI101: (Gasp) (laughs)

DI102: And I know, this is before we were together. This is okay. It’s uh, it makes uh, it makes it okay.

DI101: (Laughs)  
DI102: Um. Whereas now, y’know I’ll have a can of coke, most days, but then I’ve got a big water bottle at work, and you know, I’ve-I’ve filled that up at least once, possibly twice a day! Um, so I’d say I’m already in the process of switching I know it looks bad cause I’ve still got a big thing of diet coke down there, but.

DI101: We don’t go through it that fast.

DI102: If you consider we bought that on Saturday and it’s not even opened yet.

DI101: I know. Mm.

DI102: So (pause) I think I’m already in the process of switching. Whether I’ll ever completely gey away from it? I don’t know. But I think I’d probably move towards, kinda the way that [participant name] has Innocent smoothies which is, you have them every so often, because it’s nice. But it’s not part of your staple day to day. Um, so I think it’d probably be more towards that I can’t ever act- can’t see myself ever completely ditching it?

DI101: Yeah I can’t

DI102: Like I go like, a day or two here and there without any, and then I’m like, yeah. Kinda fancy a can or whatever? And that’s it. So I think I’m already in the process of doing that.   
Moderator: Mm

DI101: I think yeah. Like, I think the level of awareness is a lot better I think people are just much more into looking after their bodies and their health these days? It seems?

Moderator: Mm

DI102: Mm. (In overlap) And it’s quite a cultural thing (pause) mm

DI101: (In overlap) I don’t know, if it’s just the social group that we work within though. If we’d, that we live in, (pause) [well to do socio-economic status] (laughs)

DI102: I do think it’s a cultural thing you know you look around, my office now and (pause) you know ten years ago, it was (pause) I don’t know how to describe it but people would quite openly talk about, eating unhealthy just like god I had this I had that! Whereas now it’s far more in fashion!

DI101: Oh yeah!

DI102: To be healthy. And to, you know, you ta- uh I know it’s not the subject of this but people you know, the amount of people going vegan now? Um, trying to cut down diary all that kinda thing. All adds into it I think so it’s far more culturally, acceptable to be healthy and to be like, no I’m gonna have water I’m not gonna, you know, even cutting down on coffee and have m- cut down your sugar in your coffee? You know. One of my colleagues is very very proud of himself cause he now only has one sugar in his coffee as opposed to three!

DI101: Hmm wow! (laughs)

DI102: So (laughs) do you know what I mean! But th-that’s, to him that’s progress. So yeah I think it’s, I think it’s quite an interesting thing.

Moderator: Mm

DI101: Mm it’s a big cultural shift going on at the moment, isn’t there?

DI102: Yeah I think so

Moderator: Mm

DI101: Yeah

Moderator: Well so time check, we have um, completed one third. So we have two thirds to go?

DI101: Okay

DI102: Okay

Moderator: So you guys are okay with it?  
DI101: Yeah

DI102: Yeah yeah

Moderator: Okay great. So um, are you familiar with the variety of sweeteners, currently available? So like, are you familiar natural versus artificial versus synthetic?

DI101: (In overlap) Not a clue

DI102: (In overlap) Not at all, nope

(General laughter)  
Moderator: And do you know that there are non-caloric sweeteners and low-caloric sweeteners out there?  
DI101: Nope. Well I didn’t know any-anything about sweeteners! Do you? Did you know?

DI102: I-I vaguely knew that simply because I think I’ve seen a TV advertisement for them

Moderator: Mm

DI101: No, no

DI102: But really, beyond that I couldn’t have told you too much more about them specifically

DI101: Yeah

Moderator: Okay so um, just to share with you, um, the source of sweetness can come from natural occurring such su-sugar? It can come from um, what we call artificial? So they are not naturally occurring? But at the same time they can be made from natural sources? Or sys-

DI101: Oh, okay

Moderator: Or from synthetic sources? So things like um, let’s say if you look at Equal? Or sucralose? Those are made from synthetic chemicals?  
DI102: Mm

Moderator: Whereas you can have natural sources such as Stevia?

DI101: Oh right!

Moderator: So these are the different um, categories, of uh, sweeteners? So do you think you will consider these different types of sweeteners differently or do you still think you will still lump them up as artificial sweeteners?

DI101: Uh, to be fair, I would use, honey, to sweeten stuff

Moderator: Mmhmm, so it’s still, like a natural –

DI101: Yeah, like –

DI102: Yeah it’s interesting you don’t go refer to that as a sweetener do you?  
DI101: No

DI102: But you- you.

Ali: But I do use that and I, use it in the kids foods.

DI102: Mm

DI101: Like I was maki- If I wanted to make a cake or something, instead of putting sugar in it, I’d maybe put, honey in it

Moderator: Mm

DI101: Um (pause) so yeah. What was the (pause) what was the uh, other ones?  
Moderator: So, um there are also some, um, sweeteners that have calories? And some that don’t have?  
DI101: Okay

Moderator: Mm, but they are all lesser calories than if those that have calories they are lesser than sugar or honey

DI101: Yeah

DI102: Oh okay

Moderator: Mm  
DI102: Cause the ones, on the, right as I look it, I’d be, how do you pronounce that second one I’ve always wondered

DI101: Aspartame

Moderator: Aspartame

DI102: Okay, so that one, that’s the one in diet coke.

DI101: It is, yeah

Moderator: Mm!

DI102: And that’s the one that, a couple of years had a lot of bad press. Alright and it was like, y’know people were saying oh it can cause (pause) illness like serious illness something as even like people were saying like

DI101: I don’t know

DI102: It can cause, cancer and all those kinda stuff. Alright? So (pause) the artificial ones (pause) I’d probably, perceive negatively even though I’m (pause) I drink a lot of them (laughs) Um, whereas the more natural ones I think I’d probably be more like yeah okay.

DI101: (In overlap) (Inaudible)

DI102: (In overlap) That- that’s fine. But it’s then. Y’know all that I’d say that is fine is like (pause) I’d be willing to use them but I don’t feel educated enough yet (pause) to know how I’d use them in place of sugar. Do you see?

Moderator: So you’re referring to those uh artificial ones made from chemicals?  
DI102: Yes. So the art- the artificial ones I’m kinda like okay I’d still feel, I wouldn’t wanna replace sugar with those –

DI101: (In overlap) But I- I-

Moderator: (In overlap) How about artificial ones made from natural sources such as like plant extract. Or monk fruit?  
DI102: Yeah I guess that would be okay (pause) I guess, yeah.

DI101: I don’t know if I’ve, I just don’t know anything about sweeteners!

DI102: Yeah, that’s the problem!

DI101: Like my only experience with sweeteners is when they’re in the little pack (pause) next to coffee machine, (in overlap) and your colleague at work asks you to put a pack- a sweetener in their coffee not a sugar

DI102: (In overlap) Yeah (inaudible – we’ve just got used to it)

Moderator: Mm

DI101: That’s my only experience of like sweeteners (laughs)

DI102: Yeah same

Moderator: So those different packets actually some are made from natural sources like plant extract?  
DI101: Are they? Oh okay!

Moderator: Some are chemicals?

DI101: I’ve never looked! (laughs)

DI102: Mm

DI101: I’ve never looked, I didn’t even know there were different ones. So.

Moderator: Do you think, um you will actually use them if they can be used for baking for example? Do you think (in overlap) (inaudible)

DI101: (In overlap) Yeah might- I’d consider that!

DI102: (In overlap) yeah I’d give that a go!

DI101: Definitely! Yeah!

DI102: Yeah. If I understood how to use them I’d absolutely give them a go!

DI101: Yeah me too!

DI102: Yeah

DI101: Yeah

Moderator: Mm

DI102: And like what the equivalent is if it is. Is it one for one? Like if it’s a few hundred grams of sugar (pause) it- if is it-

DI101: You would

DI102: Three hundred grams of which sweetener

DI101: Yeah we would need to know how you’d use the sweetener instead of a sugar, but I’d only do it if it was the healthier option

DI102: Yes

DI101: Yeah

Moderator: Mm do you have any concerns about sweeteners at the moment? Like health concerns or?  
DI101: I guess I’ve always just thought, I’ve always just, when someone says sweeteners, I’ve just thought synthetic.

Moderator: Mm

DI102: Yeah same

Moderator: Mm

Ali: I’ve never thought (pause) it could be natural and actually it could be perfectly okay for you in fact it could be better than sugar.

DI102: Mm

Ali: So, I’ve never thought of that

Moderator: Mm

Ali: So my concern I’ve- I have concerns because I only ever think it’s synthetic!

DI102: Mm  
Ali: And so I think oh why have sweeteners! Just don’t have anything. Um.

Moderator: Right

Ali: So (pause) I yeah. So I’d say yes I have concerns cause I don’t know anything about it. Clearly (laughs)  
Moderator: Do you- do you think about like the potential long term consumpt- like the health issues that come with long term consumption? Does it cau- to you, synthetic, like what’s wrong with synthetic? Um, sweeteners?

Ali: I don’t know I guess I’ve never really looked into th- the stuff that’s going on around th-

Moderator: Mm

Ali: Th-th-th-the news and stuff the press has been released about it. But I just know, there is a negative undertone

Moderator: Mm

Ali: To

DI102: Mm

Ali: Anything that’s been released, in the media

Moderator: Mm

Ali: About synthetic sweeteners

Moderator: Mm

Ali: So I just- I guess I just know that at the back of my mind and I think  
Moderator: Like synthetic equals bad

Ali: Exactly

DI102: Yeah  
Ali: Exactly yeah. So that’s yeah. So that’s the equation that I have in my head. (pause) But it- it wasn’t, previously it wasn’t synthetic sweeteners it was, sweeteners.

DI102: Mm  
Ali: Equals bad.

Moderator: Mm

DI102: Mm

Moderator: So do you think you are more concerned about like, synthetic over, um, (pause) th-the ones made from natural sources so you might be motivated to, to use sweeteners that are made from natural sources?  
Ali: Definitely yeah

DI102: Mm

Ali: Yup

Moderator: Mm

DI102: Yeah same. I think (pause) is interesting cause yeah. Until y’know it’s until you made that distinction tonight (pause) exactly the same. My understanding of sweeteners wa-, is the stuff in diet drinks, whichhas got really bad press. And it’s the stuff by the coffee machine that you put one in. And that’s in my entire understanding of sweeteners I didn’t even. I- until tonight, again, wouldn’t have associated honey as a natural sweetener.

Moderator: Mm

DI102: I-I didn’t even know a diff? type of category. So yeah it’s interesting

Ali: I would if I did, but I wouldn’t have ever thought of it like that

DI102: Mm!

Ali: Do you know what I mean like, you know. You put honey into a drink, it will swe-sweeten it.

DI102: Mm sure

Ali: Like a- like uh when you have a cold (in overlap) And you have a lemon and a hot drink, you know and you put a bit of honey in it to sweeten it

DI102: (In overlap) Yeah and you have blackcurrant

Moderator: But let’s say if like uh the little box is made from, made th-the sweetener inside is made from like a plant extract you might be motivated to us- to use it

DI102: Yeah absolutely! Again, with the knowledge of how to use it (pause) that’s, that’s the key at this point I think

Moderator: Mm  
DI102: Both of us, we’d be like okay (pause) we’re, we’re open to using them but we lack the understanding and knowledge of how to use them in place of other things

Ali: Yeah, yup

Moderator: Mm. Do you think in general people should reduce, sugar intake? Or sweetness in general in the diet? So regardless of s- the source of sweetness so can be both from sugar can be, sweeteners?

Ali: I cause I personally I think, I’d- I really like home cooking so I don’t like to buy things cause actually when you look at the content of sugar say in a, pre-made Bolognese sauce or something, it’s really really high  
Moderator: Mm

Ali: Um (pause) and I uh (pause) so I-I like to like, just cook things like make them, from the ingredients, rather than using a tin of food or whatever or a bottle of food

Moderator: Mm

Ali: Um (pause) seriously sorry my brain is really slow tonight. What was the question? (laughs)  
Moderator: (Laughs) Do you think people in general, should reduce their sugar intake? Or (in overlap) sweetness intake?

Ali: (In overlap) So, thought process come on. Um, so I’m saying yes I do think people should because I think a lot

Moderator: Sweetness or sugar?  
Ali: Uh (pause) I don’t know. General swee-sugar levels I think, maybe just general sugar levels cause I think, a lot of people, don’t know necessarily realise the hidden sugars in stuff?  
Moderator: Mm

Ali: Um (pause) so I, general perception is yes probably as a general population yeah we could all, do with reducing it because there’s just (breathe) there’s so much stuff on our shelves in supermarkets so you’d think oh that’ll be easy and quick to eat. But actually you’re, you’re taking on board loads of, sugar and actually it takes (pause) twenty minutes to make it at home from scratch and you haven’t put any sugar in it you just using vegetables and natural sugars. Um rather than putting sugar in it

Moderator: Mm

Ali: So (pause) so yes I think personally there should be a bit more of a drive (pause) for like homemade cooking? Rather than (pause) bottles and tins. Does that make sense?

Moderator: Mm (In overlap) yeah

DI102: (In overlap) Yeah, I mean (clears throat) I think (pause) it’s quite a tricky question to answer that. Because, it depends on your perception of (pause) sugars and sweeteners and things like that. So, for example (pause) if, removing sugars and sweeteners meant that you know oh well we’re not gonna, you know let’s say we’re not gonna have cake anymore because you can’t make cake without either sugars or sweeteners alright so, if we get rid of both those things there’s no more cake. (pause) To me, th-the life is too short, to do away with, good things in life. Do you know what I mean, like I’m – I’m all for trying to get healthier you won’t have think it look at me. But I’m more for trying to get healthier and trying to eat better and all that good stuff but, if you’re saying should we have a drive to eradicate sugar and sweeteners, be they natural or otherwise, my answer to that question is, no. I think there should be a, drive towards further understanding of what the most healthy option is, if you’re going to have them. Did I make sense? So rather than saying I’m (pause) driving for getting rid of it is like no I’m driving towards the healthiest option, in that category.

Ali: I don’t think the question was about getting rid of sugar though, was it?  
DI102: Or red-reducing it or

Ali: Yeah just reducing it

DI102: Yeah. So what I’m saying is that I- it depends on –

Ali: (In overlap) But yeah it’s is a lot of like, lack, like I know we were saying before, well that was- that was about water, about education. But yeah it’s a lot of lack of education in, like, knowing that actually if you, cook a tomato sauce or something like the sugars within the tomato, or you know there’s a, the fruit and food and vegetables have, naturally occurring stuff in them

Moderator: Yup

Ali: So you don’t actually need to add, anything to it.

Moderator: Mm

DI102: Mm

Ali: So you will still get a feeling of like oh like in a cake you could add some banana or something, and you get some sweetness instead of (laughs) instead of adding sugar you know there’s lots of things like that. But um (pause) yeah

Moderator: And what do you think is the best method to try to reduce sugar consumption? Do you think (in overlap) edu- education? (pause) or, let’s say scare tactics?  
Ali: (In overlap) That’s (deep breath) I think education work. I- oh I think, you look at the vegan campaign (pause) and the way they done stuff that’s been very effective (laughs)

DI102: How would you say they’ve done stuff?

Ali: I ju- it’s just been (pause) don’t know they’ve been very present on social media. Don’t you think? No, they haven’t really on social media actually. (In overlap) I don’t know! How have they done it!

DI102: (In overlap) No I think, yeah I think it- it’s interesting as it give-gives you look at other areas where, there’s been a health drive, by, y-you know, public sources here shall we say. You know, and I think you know, I think, cigarettes. You know and cigarettes they’ve, they’ve tried to do the scare campaign you know on packaging they got pictures of (pause) people that are dying from throat cancer and lung cancer and (pause) horrible things. And apparently that was quite effective.

Moderator: So do you think if we use scare tactics and plain packaging, that um, UK has implemented on cigarettes to build? Your food? For example –

Ali: Ugh!

Moderator: Like chocolates or drinks? Do you think that will work? So it’s standardized font across brands and –

Ali: I think that would work!

DI102: That’s uh, that is amazing and horrifying, all at the same time!

Ali: I think that would work

DI102: I- yeah.

Ali: (In overlap) That is disgusting! (laughs)

DI102: (In overlap) That would put me off! Yeah.

Ali: That’s amazing, they should do that.

DI102: Yeah. (pause) I mean I’m not usually one for scare tactics but that would put me off (laughs)

Ali: That would definitely put me off I would not pick that up off the shelf

DI102: You know, no, that’s a really fat stomach! Yeah, I’d buy that chocolate bar (laughs) that’s great, yeah that one put me off

Ali: Yes (laughs)

Moderator: How about other product labelling? Like other product labelling such as um maybe they put like a traffic light system or low sugar label, do you trust the labels?

DI102: (In overlap) Cause they- they –

Ali: (In overlap) I love that! They do that in Sainsbury’s. (In overlap) They do the traffic light system

DI102: (In overlap) It’s the law now anyway isn’t it? I –

Ali: In the UK

DI102: Like yeah! If there are things that are (pause) like a certain percentage over your allowance like (In overlap) on the bottom of all those things?

Ali: (In overlap) I don’t think it’s low, cause like (pause) (in overlap) just like –

DI102: (In overlap) That’s like – just hear me out!

Ali: Mm

DI102: There’s like different colours, so if it’s particularly high it’s red, and if it’s you know, fine, it’s green. So they do already have that

Ali: It’s only on Sainsbury’s products

DI102: O-okay

Ali: Like if you bought a McVitie’s thingy or, take a KitKat it doesn’t have it on theirs

DI102: Okay

Ali: But Sainsbury’s do it on all of their products

DI102: But again, th- the tricky thing with that is, it’s, you know, you could say you pick up a packet and it’d be all green. (pause) But that’s based on having fifty grams.

Ali: Yeah you do have to be aware of that (Laughs)

DI102: Right? So like you know, your- your lovely box of celebrations there if they were to do that, they’d be like oh yeah! All green! If you have one! Knowing full well there ain’t a soul of the world, that stops at one!

Moderator: (Laughs)  
Ali: (Laughs) Yeah you have to read what it says per (pause) hundred grams or whatever (laughs)  
DI102: Yeah exactly. So I think, I think traffic light systems, could work? But I think they need to be so much bigger! You know, have them this big and if you’re in a rush you know, or something

Ali: See now I found the other, on the contrary I find them really helpful. I-I always look at that label, when I go to pick something up.

DI102: I love you but I would say you’re in a minority?  
Ali: Well I’m just saying what I do though!

DI102: Yeah! Yeah, but I-I just think to help the-the wider (pause) group, they need to be a bit bigger!

Ali: Well there might be more people like me than you think! (Laughs)

DI102: Ther-there may well be (laughs) (in overlap) You’re probably

Ali: (In overlap) You never know! (laughs)

DI102: You’re almost certainly right my love but, I’m just saying to help people like me, they need to be bigger. Because some of them are on the back of the packet? (pause) some of them are under, I saw one that was under a flap? (In overlap) I’m just like –

Ali: (In overlap) You see I quite happily stand and look at something, thoroughly (laughs) for quite a long time! (laughs)

DI102: (In overlap) Yeah I know you do but I— (pause) That’s where we are different

Ali: Yeah, I know

DI102: And I know there are many who are like you but there are also many people like me. So I just think if the traffic light system’s gonna work, so (pause) yeah. But as as for other packaging (pause) I- I don’t know! I think

Ali: What other like, information packaging about the content of sugar?  
Moderator: Yeah like if they stick a low sugar label on it? Do you think you will trust it?  
Ali: I guess they do that with st- yogurt, you see that on yogurts like, is it low sugar no that’s low fat. (In overlap) Um (pause) I don’t know if I will trust it.

DI102: (In overlap) The thing is as well, is – sorry I interrupted

Ali: To be honest? I think I like to see the contents well I like to see, per hundred grams it’s less than zero point one grams of sugar whatever I like to see those figures? Rather than just a label that says (pause) low sugar content.  
Moderator and DI102: Mm

Moderator: So you can compare

Ali: (In overlap) Yeah

DI102: (In overlap) Yeah. I am- well I’m a cynic with this kinda stuff and I work in marketing. So (pause) y’know, I know first-hand, that, it is spin city you know? Everything is being spun. So it’s just that oh no sugar, uhhuh? What else is in it then? Because I’m tasting sweetness somewhere, and unless you’re some kind of magician, you’ve put something in it to make it sweet, so you saying no sugar it’s just like okay, well how’re you harming me (pause) somewhere else? (pause) You know, kinda going back to the diet coke thing of the thing I can’t pronounce, aspartame or whatever it is

Ali and Moderator: Mm

DI102: You know it’s just like, that’s perceived not been very good for people.

Ali: Well peep- shops might actually just be taking sugar out of stuff now.

DI102: Yeah but I don’t I think because there is already a bad press around it, I would- it’s the question is, whether I will trust it? The answer is no

Ali: Okay

Moderator: Mm. (pause) So how bout education just now you mentioned about it do you think it will be useful in schools or workplace? What kind of education?

Ali: Well about uh sugar?  
Moderator: Mm, sugar reduction?  
Ali: Sugar. Su- yeah I think so! I think (pause) I think those posters are amazing, those packagings are amazing. Just have those up in the workplace.

DI102: Posters?

Ali: Th-

DI102: Oh those ones!

Ali: The food packaging!

DI102: (In overlap) Yeah I –

Ali: (In overlap) You know I think it’s- I don’t know. (pause) I do think education, I think education in schools is really really good. You know, h-have some fruit instead of chocolate or whatever. You know just something simple a simple message, but I think schools cause if you can get the kids to understand it (pause) then they gonna grow up more, hopefully more healthy. (pause) Um, workplace is probably not a bad place either

DI102: I was gonna say, I-I (pause) I would welcome it in my workplace. Like, if they can arrange some kind of, talk or, series of talks, about (pause) you know, about healthy eating in general how to, decrease the amount of sugar or how to get, get yourself in line with, what the recommended intakes are, you know, I’d welcome it. Cause I think, like I said although there are a notable amount of people now who are kinda you know driving the healthy lifestyle, there is still a lot of people who are, you know, probably more in line with where I am, and slightly beyond, which is like pffttt! Yeah, if you make it easy for me maybe but I’ve got other fish I need to fry right now and I’m not gonna get there. You know? So (pause) yeah I do think it’s um, (pause) needed in workplaces cause I think you’ve got a generation (pause) perhaps slightly older than us? So it may be into you- into your forties and fifties. Who, haven’t had any awareness of any of this, haven’t been really affected by kinda social media drives because they are not really a social media generation. So –

Ali: I don’t know

DI102: I think there is a, a generation above us, that is kind of like, I don’t know kinda hang on, (pause) we-we’ve missed them and actually you could capture them with some workplace intervention.

Moderator: Mm. How bout sugar tax?

Ali: Sugar what, sorry?

Moderator: Su-sugar tax is one method? So um

Ali: Sor-?

Moderator: Sugar tax

Ali: Sugar tax

Moderator: Mm

Ali: What’s that?  
Moderator: So um, basically, the government since twenty eighteen, they tax the, the manufacturers, if per hundred grams it has contains more than let’s say five to eight grams? You have, they have to pay certain pence.

Ali: Sugar tax!

DI102: Oh!

Moderator: Sorry did I (inaudible)  
Ali: I thought you said sugar a text! I thought you saying text like text messages.

Moderator: Oh no (laughs) sorry

Ali: I was like, people get text messages when they eating sugar? (laughs) Sugar tax, oh! Sorry

DI102: I don’t think that works. (pause) (in overlap) Because

Ali: (In overlap) But it has made them reduce their sugar! Hasn’t it? (pause) Like it’s worked! You just don’t necessarily know!

DI102: Mm?

Ali: As far as I’m aware, the stuff I’ve seen I- I could be wrong? But it’s actually has forced companies to produce same stuff isn’t it, without so much sugar in it. So it’s good. (pause) You’re just too much- too much of a cynic. You’ve just never taken notice of what was in stuff before and then looking at stuff now.

DI102: I respectfully disagree with that comment

Ali: (Laughs)

Moderator: Do you think manufacturers or consumers should be the one that’s paying the tax?

Ali: Oohhh! Good question! (pause) don’t know.   
DI102: (sigh) Mean essentially tax is there what you call, this type of tax is there to try to change behaviour.

Moderator: Mm

DI102: You know, they do it the same with alcohol don’t they?

Ali: Mm

DI102: They keep it oh they-they occasionally put alcohol tax up and it’s to try to decrease, the amount you consume (sigh)

Ali: That’s all manufacturer that one isn’t it? Manufacturer. I don’t know alcohol, is that, consumer? So you should pay more for your alcohol?  
DI102: Yeah, yeah

Ali: So at the moment, is just manufacturer tax is it? For sugar?  
Moderator: Mm

DI102: (In overlap) The thing is –

Ali: (In overlap) You see I don’t know! I think they should increase the prices of stuff! (pause) Pay more for it

DI102: But (sigh) but I think that’s suitable for our context. (pause) Right? Cause if you were to actually (pause) I’m sure someone somewhere has done this. (pause) But if you were to say okay who are the, leading consumers of foods and drinks that are high in sugar? I’m guessing we would find that it’s the people that there are

Ali: Have less money

DI102: Have less money. Right? So if we’re gonna say, right we’re gonna put the prices up (pause) to try to and force you and you know, so essentially what I’m saying if w- if we charge the consumer, we- we therefore put the prices up to force you to go somewhere else well (pause) if those prices, are still, you know anywhere near (pause) or even slightly above, well-you can start either way so anyway I—if those prices are I don’t know either way, around, what a more healthy alternative is, they’re still gonna do that! They’re still gonna take the unhealthy option! (pause) And actually if all we’re doing is forcing them to pay more and more, which is making this situation worse

Ali: How do you know that they will still choose the same thing?

DI102: !e’re going on logic of force of habit. (pause) That what I’m saying is if- if that’s our only mechanism, is what we’re gonna make them pay more, without doing the education piece (pause) I don’t think we get anywhere as this is is something that I don’t think really help them. (pause) I don’t know. (pause) I mean to me, I- I don’t necessarily see the point of making the corporation pay it because they’ll just get it back somewhere else so they’ll just do a tax dodge. (deep breath) Sorry, cynic.

Ali: You are a cynic! (snorts) (laughs) But it is working! (In overlap) It is working

DI102: (In overlap) I don’t know it’s really hard to answer! I- I find it really difficult –

Ali: I think it is working because they are producing stuff with less sugar in it. I don’t know what they are replacing it with, but

Moderator: So you have personally noticed this and whereas, you, you haven’t

DI102: I-I haven’t, really, no.

Moderator: Has-has this influenced your shopping behaviour? So

Ali: What, the?

Moderator: Sugar tax

Ali: I won’t say so, no. Well because of, I mean I don’t know if I’ve seen it. (pause) I guess is it would you see it as well in th-the they reducing the size of stuff.

Moderator: Mm!

Ali: Yeah so I’ve seen that.

Moderator: (In overlap) The chocolate bar are shrinking

Ali: (In overlap) Definitely seen that. And you go to pick up something yeah or um, the way they packaging it has changed. So you realise actually (pause) they’re trying to show you that you’ve got- you’re getting the same amount but you’re not? They have taken away how many biscuits in the pack, or yeah. So if that’s part of it, then yes I have noticed that. And that annoys so I just put the thing back down and I don’t buy it. (laughs) Because I’m like, you’re trying to cheat, you’re trying to cheat me. You’re trying to make me think that I’m getting what I used to get and I’m not! So I’m not gonna buy that! (laughs) That’s my response to that! (laughs)

Moderator: (Laughs) So wh-when you shop, do words such as diet or zero calories kind of impact your choice?  
Ali: Mm (pause) yeah I guess like I on- I’m trying to think of things that we would buy (pause) that we would do that with. So that would be say we bought some lemonade or something, we tend to always buy diet lemonade don’t we? (pause) Um, I always buy diet lemonade.

DI102: We

Ali: We do. Yeah you do, don’t you? Yeah! (pause) But I don’t think there’s anything else I’m just trying to think for like what would I buy? (pause) I do buy, oh no that’s calories sorry I’m getting confused there. Calories. I guess the concept works on me because like I would do a, say garlic bread or something? I always buy, I always try to buy the Be Good To Yourself. So the, less calorie version of it. So maybe I do the same thing with, sugar stuff I just don’t think we buy that much.

Moderator: Mm. (In overlap) So if there’s an option you will pick th-

Ali: (In overlap) So – yeah I think I’d probably would.

DI102: Yeah. To be fair I think we both do. So even things like you know, that, (inaudible) like (pause) you’ve got Philadelphia or you’ve got Philadelphia lite

Ali: (In overlap) Yeah I’d always –

DI102: (In overlap) And you see we end up with Philadelphia lite every time you know? It’s just like there’s something subconscious almost that we’re just like yup we’re doing that.

Ali: Yeah that’s what we are.

Moderator: Mm. Do you think, um, to reduce sugar consumption, we should actu- the, all the recommendations or strategies, strategies, should be about replacing it with sweeteners?

Ali: (In overlap) Yeah

DI102: (In overlap) Yeah I think I think you have to, part of the education is you have to present a viable alternative. You have you, I don’t think it works telling people these days, don’t do this. (pause) Because you know, if someone said to me don’t do that, I’d just gonna ignore you and do it. (pause) If someone said hey, I know you like that and that’s fine. (pause) But just so you know, this is a better option. And this is better for you and here is why. But I you know what, I’d listen to that. You know, it’s stuff out there, I you know, I mean count myself lucky that I’m not a smoker, but all the stuff to me going like ahh don’t do this! I’m just like, that wouldn’t work on me! But kinda go well actually if you went with this, then you can still get the benefit and actually it wouldn’t be as bad for you, I’d listen.

Moderator: Mm (pause) mm  
DI102: You’re just nodding at me.

Ali: (Laughs)

Moderator: So what do you think, like of all things that we discussed today, what’s the most important factor in deciding whether to consume, sugar or sweetener?

DI102: Education and knowledge! For me (pause) I think, wh-when we have food with sugar in it or when we make food with sugar in it, which does happen, I have no knowledge, or understanding, of the, sweeteners I can use, twould be healthier, and how I can use them in comparison to (pause) sugar. You know. Tarts and sugars in cakes (pause) for example. So I think education and knowledge it has to be, for me

(Ali agreeing mm mm yeah mm throughout; nodding)

Ali: Yeah cause you think if they just did like a, a series of adverts or something on TV saying, (pause) you know did you know (pause) instead of drinking this, you could drink this! Still tastes like tastes very similar but actually this- this has got this in it (pause) That’s got, three cubes of sugar in it but this has got (pause) naturally occurring sweeteners in it! I don’t know you know that kinda of comparising thing for people to know?  
Moderator: So health, health will make you want to consume sweeteners over sugar?

DI102: Yes. Yeah I’d say so

Moderator: Over taste and accessibility and pricing?

DI102: Yeah. I mean I- I would say yes, to an extent. It still has to taste good I think that’s the thing.

Ali: And it can’t cost like uh. If it cost rea- if it was (in overlap) really expensive! To get the alternative, it wouldn’t be an option

DI102: (In overlap) Yeah like super expensive! Cause a little while ago, coke released something like, it was in a bottle with a green label on it and it was like, the sugars in it were, I think naturally occurring sweeteners. And it just didn’t taste good!

Moderator: It’s Stevia, it’s made from the plant extract.

DI102: Is it? Okay! But- but they ditched it didn’t they? They-they stopped doing it now because it just bombed!

Ali: Oh right! (ln overlap) I didn’t’ know (laughs)

DI102: (In overlap) And I can understand why because I tried it and it didn’t taste as good! You know, a-and again hey! I would like it noted that I tried.

Ali: (Laughs)

DI102: So (laughs) you know, so a-again, you know people, people like me, are kinda willing to give it go but if it doesn’t taste good (pause) or doesn’t taste as good, if it’s considerably more expensive  
Ali: Yeah I think

DI102: Then all the education in the world isn’t gonna get you there, because (pause) people are like are not gonna give it up if (in overlap) I haven’t got a good alternative!

Ali: (In overlap) They just, ust need to be practical

DI102: Yeah!

Ali: Sort of, a day to day people alternatives really.

Moderator: Mm

Ali: Yeah taste is gotta be important in it doesn’t it?

Moderator: So after today’s discussion, uh which one will you prefer to consume the most? Sugar, sweetener and if it’s sweetener, what category of sweetener?

Ali: Well you see I don- I still don’t feel like I know very much about sweeteners, so I wouldn’t know. If you could make (pause) if could we could do baking and (pause) I don’t really know how else we use sugar like you could yeah if you could do baking with a sweetener? I’d be well up for giving that a go? Um

Moderator: Mm. But for now it’s still sugar

DI102: Yeah

Ali: Just cause that’s all I know! (Laughs)  
DI102: Yeah

Ali: So wh- I feel like when the (pause) you know, example of lack of education and sweeteners, so I don’t- I don’t really know anything about it.

Moderator: Mm

DI102: Yeah

Ali: And I wouldn’t know (pause) what to look for on the back of the packet necessarily either.

DI102: Mm

Ali: At the moment. (pause) Yeah. (pause) But I’d be, I’ll like to go down the lines like you know, more healthy less sugar.

Moderator: Mm (in overlap) just as long as you know how – yup

Ali: (In overlap) Yeah so if I could figure out ways so if I could figure out ways to do that, I’d do that. Yeah.

Moderator: Mm. (pause) Same with you?  
DI102: Yeah I think (pause) I think, for me (pause) at the moment it’d still be sugar but at least now I’m aware there are different types of sweeteners and that’s for me, is a step forward. Because, again, until this evening, my perception of sweeteners was oh they’re all artificial like the one in diet coke!

Ali: Yeah

DI102: Right? So that-that’s been education you know in itself! (pause) But until such point is I know, what are the sweeteners I can use and how they work versus sugar, I would still carry on with sugar until I have that knowledge.

Moderator: Mm

Ali: Mm

Moderator: Okay. Is there anything else that we haven’t discuss that you feel strongly about, sugar or sweetener or sweet food?

DI102: Don’t think so?

Ali: No? (pause) I don’t think- I can’t think of anything it’s not popping to my head right now anything. No?

DI102: Mm

Moderator: Okay, then thank you very much for your input

(General laughter)

DI101: Hope that was helpful