**8th February 2020 Saturday 1230pm 1-1 Interview #I101**

Moderator: So um, yeah, if you have any questions that um, you don’t want to answer, you can just uh tell me oh I’m not comfortable with answering the question

I101: Mmhmm

Moderator: And um (pause) could you just start by telling me your name and your favourite dessert?

I101: Um (pause) so my name is [participant name]? And my favourite dessert (pause) (sigh) you see I’m not really a dessert person, so that’s really hard to answer

Moderator: Or any –

I101: If I, if I am in a restaurant and um (pause) there is, maybe a crème brulee? Or, a crumble? Maybe? Apple crumble? So yeah

Moderator: So you don’t really like sweet foods

I101: No yeah, I don’t

(General laughter)

Moderator: Okay, that’s okay. What comes to your mind immediately when I ask you about sweet foods or dessert?
I101: Wha- wha-whaat?

Moderator: What comes to your mind immediately?

I101: Um (pause) it’s like torture to me (laughs) it really is (laughs) yeah now that (pause) yeah

Moderator: So what uh, do you have a favourite drink, type of drink?

I101: Um

Moderator: For example fruit juice or coffee?
I101: Coffee probably in the morning? Would be um, would be one, yup

Moderator: Will you add sugar or sweeteners

I101: Yeah coffee is the only uh thing where I add sugar into yeah

Moderator: So sugar and not sweetener

I101: No, sugar. Yeah proper sugar, like brown sugar

Moderator: Oh okay.

I101: Mmhmm

Moderator: So what will drive you to consume sugar over sweetener?

I101: The taste, sweeteners are disgusting (laughs) in my opinion they taste very different and I, I don’t like it and um, also as you know I did um, cancer research and there was quite a few in the lab where I was um. Someone was doing a study on um aspartame, and the effect of aspartame on the brain tumour growths? And uh actually, if you have a predisposition to brain tumours or if you already have a brain tumour aspartame is the worst thing you can take really

Moderator: Okay

I101: Yeah

Moderator: How bout um, sugar itself, do you think there’s any health concerns like advantages or disadvantages to consuming sugar?
I101: Uh well yeah there’s, there’s now enough study on the uh relationship between sugar and cancer. Um (pause) yeah.

Moderator: What did you find in them?

I101: Well I didn’t find anything but you know. th-th- (pause) there is studies at the moment you know, that looking at you know how um the addition of sugar on proteins (inaudible). You know, um help cancer cells to, (sigh) um metabolise certain uh things such as collagen for example you know when if the cancer cells can degrade collagen better
Moderator: Mmhmm

I101: They um, they can go from one tissue to another so that’s uh, that’s for example.

Moderator: Okay

I101: An example of study.
Moderator: Mmhmm. What other health reasons to cut down on sugar, are you aware of them? Other health reasons other than cancer

I101: Uh prob- well obesity that’s an obvious one?

Moderator: Mmhmm

I101: Um (pause) probably um, probably affects your brain quite a lot as well you um (pause) yeah I haven’t check my um that thing that this a lot of people say that sugar is like cocaines and could

Moderator: Oh

I101: Um but um I’m, I haven’t backed it up with scientific data so I don’t, not comfortable claiming that at all

Moderator: Yeah

I101: So kay yeah

Moderator: Will you have you thought about reducing your own sugar consumption?

I101: I don’t eat that much sugar, so um

Moderator: (In overlap) So you think it’s fine at the moment?

I101: (In overlap) No (laughs) no it’s fine for me (laugh) yeah

Moderator: If you can provide a rough estimate, do you know what’s the *Public Health England*’s daily recommended

I101: For sugar?

Moderator: Yup

I101: No I don’t

Moderator: So it’s actually um, thirty grams

I101: Uhhuh

Moderator: A day? So it’s about seven sugar cubes. So one can of um coke is thirty-five grams

I101: Uhhuh

Moderator: Am innocent smoothie which is like a normal bottle size has about forty-three point two?

I101: Uhhuh

Moderator: And a venti size of Starbucks hot chocolate is sixty grams

I101: Uhhuh

Moderator: So do these things, kinda surprise you?
I101: No, no I don’t drink any of those and it doesn’t surprise me at all. No

Moderator: so you actually know that these drinks contain

I101: (In overlap) yeah, yeah

(General laughter)

I101: Teah I drink only water, so you know, um so you see, got water I don’t drink and I’m not it’s not I don’t even miss it, I don’t like fruit juice, I

Moderator: Mm

I101: Yeah I just (pause) just don’t have a taste for sugar might be a bad example

Moderator: No no, it’s okay. (pause) So I suppose you don’t drink diet drinks as well

I101: No. (pause) Again those things are, you know, th- they usually use aspartame as a sweetener and um, yeah, just don’t, I just want to stay away from it

Moderator: So actually a recent report showed that twenty seventeen was the first time that bottled water sales actually exceeded Coca-Cola sales

I101: Okay?

Moderator: Can you think of why people would go for a water option now?

I101: Fo-for which option?

Moderator: Water option, why do you think pep-people are actually buying more bottled water now?

I101: Well. they’re probably more aware of the amount of sugar there is in drinks, well uh I hope they do, um (pause) yeah

Moderator: Do you see people around you going for the water option?
I101: Yeah but I’m, I’m surrounded by you know people who are already health conscious so you can see today you know just like people like yeah. Um (pause) I’m trying to think at work is the same, people don’t drink. (pause) Yeah I guess I have some colleagues who drink cokes and things like that but uh usually water would be

Moderator: Mm

I101: Yeah would be the drinks

Moderator: Mm. Are you familiar with the variety of sweeteners currently available in the market?
I101: Not really I’m not that interested into it I mean there’s Stevoa, it’s the new thing isn’t it? And then um, agave. Uhh was is quite good. I mean personally I use honey. Um. In teas for example I would use honey. (pause) Um (pause) no not really

Moderator: Do you know the distinction between artificial versus synthetic versus natural sweeteners?

I101: (clicks tongue) Well, artificial is what it says right? It’s it’s chemically modified. Um, and natural is natural (laughs0right, comes from plant I mean the Stev- is it Stevia is natural isn’t it?

Moderator: So um actually, um, artificial sweetener is quite like a broad term, so –

I101: Yeah

Moderator: even from artificially-made, they can come from natural sources which is like what you mentioned Stevia?

I101: Yeah

Moderator: But at the same time artificial can also refer to chemical?

I101: Yup
Moderator: So when you use the term, usually when people use artificial sweeteners it includes both the natural and also um, the chemically –

I101: (In overlap) oh I see (pause) yeah ok I see

Moderator: Uh but if you talk about the chemical side it will be the synthetic, um type of sweeteners

I101: Mm

Moderator: So um I- I suppose honey and agave, they they mostly fall under the natural occurring one

I101: Yeah, yeah

Moderator: Do you think you will consider these different categories of sweeteners differently?

I101: Abso- well I I I don’t use any of those, at all. Not at all I mean as I said I use the honey, sugarcane and then agave as well sometimes

Moderator: Mm, mm

I101: Yeah that’s it

Moderator: So uh do you have any concerns consuming sweeteners? Or concerns for others who consu consume sweeteners? Is it because of the chemical properties?

I101: Um, yeah well aspartame is uh the chemical properties of it. Um, and then um (pause) yeah I’d rather go for something natural rather than something artificial really

Moderator: Mm

(Interruptions from external parties)

Moderator: Um do you think, um the concerns vary between the different types of sweeteners? So maybe you have less concern for the natural sources

I101: Oh yeah absolutely yeah. Yeah yeah I mean something that is derived from natural sources is gonna have my preference for sure! Yeah

Moderator: Um but, seems like su- uh sugar and sweeteners they all have their own set of problems? Do yo- so do you think we should recommend people to cut down on sweetness in general in their diet?

I101: I think they should cut down on sweetness and they should cut on sugar yeah for sure. Yeah

Moderator: Mm. Do you think you will have problem reducing sweetness in your diet?

I101: I don’t use any so (laughs) no I don’t have any issues at all!

Moderator: But um, like sweet tasting food as well

I101: No I don’t have any problem like cause I don’t have cravings for it so I’m, I’m good. Yeah

Moderator: Okay, um going to like sugar recommendations that the government or like health organisations, what do you think is th- the most the best method to try to reduce sugar consumption? Among ge-general public do you think is like education? Or product labelling?

I101: Um (pause) hmm that’s a good question! (sigh) Um, (pause) well for sure the educating the people but sometimes you know no matter how much knowledge you have it’s more about changing the behaviour. Um, (pause) how can I change it? Probably regulating as well the amount of sugar that comes in, I mean loads of people eat ready-made food and you know um so, regulating that more because you know there’s a massive amount of sugar for example in yogurt that is ridiculous shouldn’t be there! Um, all ready meals. (pause) Um, I mean something really simple why do they put sugar in bread! Why do they put sugar in bread? We don’t need it! (pause) You know and here in Europe it’s not that bad but w- within the states and the bread tasted sweet! Even some of the mineral water tasted sweet to me. (pause) So, I think it’s, it needs to be, y-yeah it terms of what the government could do is should be more regulated than having, um (pause) yeah and perhaps you know, per- perhaps um (pause) making the sweet food a little bit more expensive just the way they did for alcohol I mean. You know I can say that because for me is not gonna affect me but I’m sure it’s gonna affect a lot of people. And you know starting with the children as well, you know? (pause) In uh, the way, um th- the food is pr-prepared in-in school when, you know when they give to the kids, is not, is not right!

Moderator: So you think in the food industry should just lower the sugar content in the foods?

I101: Yeah! That’s, yeah that’s linda what. Um.

Moderator: How bout sugar tax? Do you, uh sugar tax, so you agree with it?

I101: Sugar what?

Moderator: Tax. So what the government in UK has done in the past two years? They taxed um, the companies? So if they have certain level of sugar, they have to pay (pause) per hundred grams

I101: Ah tax! Yeah. Um, yeah of course!

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

I101: Well I think at- at some point, it has to be regulated somehow and unfortunately, the way it works is by (pause) y- you know kind of, um, (pause) getting, you know, um getting punished for bad behaviour in a way you know? Is what happened with cigarettes!

Moderator: Mm

I101: You know, if it’s really a health issue problem, it has to be you know, peep-people can’t take responsibility most of the time, so you know that’s, that’s a lot to do with that! You know, teaching people how to take responsibilities and you know, that’s what I talked about this morning. But, at the end of the day, you know, if that doesn’t work, is like people are children you know, you have to tell them off and the only way is punishment! Isn’t it?

Moderator: So, uh talking about cigarettes and alcohol, how- how about regulations such as scare tactics? So um, for example, if they have plain packaging

I101: Nah

Moderator: Standardised, do you think these things will work?
I101: No that’s not gonna work. And I- I’m not a big fan of scare tactics I think is just, is just doesn’t put the right (pause) things in the mind you know being scared of everything is not empowering people to take responsibility for their action is more, yeah no I don’t like that at all.

Moderator: So you think um education?

I101: Mm

Moderator: Will be the way
I101: Yeah. It’s more about a caring for yourself. Rather than oh I don’t want to do that because it’s gonna be bad.

Moderator: Mm

I101: See what you mean, is just like having a consequence that is negative rather than a positive consequences to it. Yeah

Moderator: So we should kinda educate what a healthier with, lower sugar red- consumption can do for you

I101: Exactly. Well that’s, that’s what w- would prefer. Yeah.

Moderator: Have you noticed that uh in recent years, chocolate bars are shrinking in sizes and people are um and some of the soft drinks are reducing sugar as well?
I101: Um if I were eating and drinking them maybe (laughs) but I don’t, so I don’t even look at them, so I don’t um, yeah.

Moderator: How about um when you shop, in supermarkets do the words such as zero calories or lite option, or diet, influence you to pick an item? For example

I101: No

Moderator: Cream cheese that is lite. So you –

I101: No. (pause) (In overlap) No I always go full fat, full sugar. You know if, again is about taking responsibility. If you decide to put something in your mouths, you want to have an experience of it. It’s it’s fine, with it. Just take th-the real thing as opposed to artificial things and, just eat less of it and just appreciate what you have! That’s (pause) yeah that’s the way I think.

Moderator: So um, I think I know your response to this question

(General laughter)

Moderator: But, do you think, that, health recommendations should be, for reducing sugar, should be about replacing them with sweeteners?

I101: No

Moderator: Just to reduce it

I101: Mm

Moderator: Uh sugar

I101: Yeah because you kinda get addicted as well to the sweet taste you know? Um, I think if you are on a, low-sugar diet for a- awhile, even for a week and I’ve heard that from, from people you know once they go back, and go back to their normal diet, everything taste so much sweeter and I think it’s just, our brain kind of get ad- not addicted but used to it. And then we forget how much sugar. And I’ve noticed that with my coffee as well you know if I put, if I thought increasing the amount of sugar I don’t notice the difference. But then if I go on a low sugar and then suddenly I put, what I used to put in my coffee suddenly is just like uh, an overwhelming sugary taste. So, yeah. So I don’t think that’s (pause) that’s gonna be an answer to take something and replacing with something else. So, as I said we don’t know the effect long term of all those artificial sweeteners in our bodies as well! So why would you do that?

Moderator: So um, with all the factors considered such as uh health, taste, and um, accessibility things like that. What is the most important factor to you to consume sugar over sweetener?

I101: (sigh) Um, the fact that it’s more naturally processed. So I would, go, on sugar rather than sweeteners just because it’s, it’s less processed really.

Moderator: Mm

I101: So you know, the less, th-th-the less processed it is the better. I think it is, for me.

Moderator: Okay

I101: Mm

Moderator: And um, is there anything else about sweet foods, sweeteners and sugar that you feel strongly about but we haven’t discuss in this interview?

I101: (Clicks tongue) Um, nothing is concern unless you have something else (laughs)

Moderator: Okay, thank you so much for your input.

I101: No problem.