**Scottish Rugby’s secret weapon against the Italians...   
A supercharged pizza!**



Of course we all know that pizza originates from Italy but it was adopted by the Americans’ who supersized it.  Now a team in Scotland have supercharged the pizza, just in time for the Scotland **rugby** team to use it to their advantage against their **RBS 6 Nations rivals, “The Azzurri”.**

The world’s first nutritionally balanced pizza, which provides all the nutrients you need for one complete meal, is being eaten by **Scotland** players to build up their nutritional status in advance of this **weekend’s match.**

Far from the stereotypical “deep fried pizza” which has become synonymous with a **poor diet**, the *Eat Balanced* pizzas will be fuelling the Scotland **rugby** team with all the right nutrients that they need. Each pizza provides around 30% of the guideline daily amounts for good health.

Pizza is often seen as junk food; too high in salt and fat and too low in protein, fibre, vitamins and minerals.  The supercharged Eat Balanced pizzas are different because they have been developed in collaboration with Professor Mike Lean and his team at the Department of Human Nutrition at **Glasgow University**, who have ensured that the recipe is a complete balanced meal.  This has been achieved using only natural ingredients, and made by using traditional Italian methods, so they taste as good as you would hope.

Lead Nutritionist at Scottish Rugby, Richard Chessor, says it’s a blessing to the world of sport: *“The Eat Balanced Pizza is not only a great idea, it’s a great product too and one which can easily be integrated into the players’ nutrition plans.  Typically a pizza is seen as a guilty pleasure but the Eat Balanced Pizza can be used as part of a fuelling or recovery strategy without the player being concerned about an excessive sugar or fat intake.  They taste great too so it’s a win-win”*

**Now you can put them to the test.  Eat Balanced have a special offer for fans who buy tickets to see Scotland v Italy (Saturday 9 February, 2.30pm) in the RBS Six Nations tickets online at** [**www.scottishrugby.org**](http://www.scottishrugby.org/) **any time between 9am Monday 4 February and 5pm Wednesday 6 February. Supporters that buy a match ticket during this time will be sent a voucher qualifying them for a Buy One Get One Free pizza – available nationwide through Sainsbury’s.**

For more information on **Eat Balanced** please visit the website: [www.eatbalanced.com](http://www.eatbalanced.com/) or follow on Facebook and Twitter.

Ends.

Notes to Editors

\***Eat Balanced** is based in Glasgow. It recently picked up the Best New Idea award at the UK’s largest food and drink trade show, and has been identified as “one of the most exciting, creative and disruptive businesses in the UK” according to StartUps100. The **Eat Balanced** pizza has attracted worldwide media attention including coverage from BBC News, The Times of India, The New York Daily News and the Huffington Post.

For more information, samples and interviews please contact [donnie@eatbalanced.com](mailto:donnie@eatbalanced.com)