



Keeping sugar under control

Why it matters and how we do it at Pudding & Pie...

At Pudding and Pie, your child's health and wellbeing are at the heart of everything we do. This month, we're focusing on sugar, what the guidelines recommend for children, and how we make sure our meals support healthy growth, learning and energy levels.

How Much Sugar Should Children Have?

The UK's recommended maximum daily intake of refined sugars is:

- Pre-school age (approx. 2-4 years): 14g per day
- Children aged 4-8: 19g per day
- Children 8-11 years: 24g per day

To give context, 4 grams = roughly one teaspoon, so even young children can exceed their limit quickly with sugary snacks and drinks.

How Pudding & Pie meets these guidelines:

You can feel confident that every recipe we provide is designed with these government recommendations in mind. Here's how:

Carefully balanced recipes

Every Pudding and Pie recipe is nutritionally analysed to ensure added sugars are kept to a minimum while still creating meals children love.

Natural sweetness, not added sugars

We favour whole fruits, plain dairy and naturally sweet vegetables. These contain intrinsic sugars, which are not counted as free sugars and are much healthier for growing bodies.

Age-appropriate portions

We adapt recipes and portion sizes so that each age group stays safely within recommended daily sugar limits.

Transparency for parents

We believe in openness. We're always happy to explain our nutritional approach and share how we design menus that support healthy habits for life.





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Tips for reducing sugar at home:

Working together makes the biggest difference. Here are some simple swaps and habits to help keep sugar in check:



Offer water or milk instead of fruit juices or sweetened drinks.



Keep sugary snacks (biscuits, sweets, cakes, chocolate) as occasional treats, ideally at mealtimes.



Choose whole fruits over fruit-flavoured yoghurts, drinks or jelly pots.



Pick plain yoghurts and add berries or a little cinnamon instead of buying sweetened versions.



Check labels — be mindful of sugar appearing early in the ingredients list.



Swap sugary cereals for wholegrain, low-sugar options.



Create balanced plates at mealtimes—pair sweet foods like fruit with protein or wholegrains to avoid energy spikes.



Working Together for Healthier Futures

By providing well-balanced, low-sugar meals and empowering families with simple, practical advice, we're helping children develop healthy relationships with food that last a lifetime.

If you have questions about our menus or would like ideas for healthy snacks, we're always here to help.

