

Experience the flavours of Brazil with Weight Watchers®



We're all going to be seeing a lot more of beautiful Brazil this summer as we see our top sport stars compete on the world stage. Now Weight Watchers® is giving you the chance to delve into the delights of Brazil and get your taste buds tingling with this delicious new Limited Edition Brazilian Bahia Chicken and Rice.

Every 12 weeks Weight Watchers brings a new and exciting meal to Asda stores across the UK, and this summer the tantalizing flavours of Brazil are coming. Taking inspiration from the Bahia state of Brazil, situated in the North East of the country, this vibrant dish is packed with flavour and is a real taste of South America.

Low in sugar and low in fat, this summer sizzler is only 300 kcal, so you don't have to miss out on a taste of Brazil if you're sticking to a healthy eating plan. Packed with tangy tomatoes, tender chicken breast and a hint of chilli, make sure you jump on the Brazilian band-wagon this summer.

Weight Watchers Limited Edition Brazilian Bahia Chicken & Rice:

- SmartPoints value of 8
- 300 kcal
- 3.1g fat, 1.2g of which are saturated
- 1 of your 5 A Day
- RRP £2.59
- Available from ASDA from the end of July



Weight Watchers meals also provide the promise that every single dish* is:

- ✓ Less than 400 kcal
- ✓ Low in fat
- ✓ Low in sugar
- ✓ Source of protein
- ✓ Contain no artificial colours or flavourings

-ENDS-

*Five nutritional promises apply to Weight Watchers' core range of meals. Does not apply to Pots range (Spicy Mediterranean Vegetable Pasta; Smoky Sausage & Bean Stew; Spiced Chicken & Bombay Potato Curry; Hearty Bolognese & Fusilli Pasta)

For further information contact Katy Meehan or Kyla Flynn at MCG PR on 0113 307 0113 or email katy.meehan@mcgpr.co.uk or kyla.flynn@mcgpr.co.uk

Notes to editor

About Weight Watchers International, Inc.

Weight Watchers International, Inc. is the world's leading commercial provider of weight management services. In the more than 50 years since its founding, the company has helped millions of people across the globe transform their lives through healthy weight loss. Weight Watchers holds more than 36,000 meetings each week, around the world, where members receive group support and learn about healthy eating patterns, behaviour change, wellbeing and physical activity. Weight Watchers provides innovative, digital products through its websites, mobile sites and apps and is the leading provider of online subscription weight management products in the world. Weight Watchers offers a wide range of food products with more than 175 products across 28 categories, publications and programmes for those interested in a healthier lifestyle.