



## Time For a Change of Oil

As a trip to any supermarket will reveal, there is a vast range of up to 60 cooking oils available. From olive oil to avocado, the range is daunting and potentially confusing. This is why perhaps, the majority of consumers have just two kinds in their kitchen cupboard, as a new survey on behalf of HGCA reveals.

Despite the huge choice available, 81% of consumers store just one or two bottles of cooking oils, with olive oil (66%) and sunflower oil (46%) the most popular. Vegetable oil – which is often made with rapeseed oil - came third with 32% of consumers naming it as one of the cooking oils they usually have in their cupboard.

Rapeseed oil is one of the healthiest vegetable oils due to its balance of fatty acids. Often used as either the sole or core ingredient in the various vegetable oils on the shelves, it is ideal for a wide number of culinary needs, including frying and roasting. Vegetable oil made with rapeseed oil has a light flavour and can withstand the high temperatures required for stir frying for example, making it a popular choice.

When asked to identify the cooking oils they usually have at home, the results showed that only 5% of consumers, named rapeseed oil itself - perhaps indicating that they are unaware that it is often used in vegetable oil?

The survey also suggests that most of us keep our oil for quite some time. Almost one in seven (16%) of us have bottles of oil in our kitchen cupboards that are older than 6 months. For many, then, it could be time for a change of oil!

With so many oils to choose from, and death rates from coronary heart disease in the UK still amongst the highest in Europe<sup>1</sup>, it is important to choose your cooking oil wisely. Jane Griffin, HGCA's consultant dietician explains: "A healthy diet is recognised as being important in the prevention of heart disease and can help lower levels of cholesterol in the blood. Ideally cooking oils should be low in saturated fat. Not only does rapeseed oil have the lowest level of saturated fatty acids in comparison to other oils, but it also contains Omega-3, 6 and 9 fatty acids.

"This makes rapeseed oil a good choice particularly for people who are trying to improve and control their blood cholesterol levels.<sup>2</sup> For frying I would suggest using a vegetable oil based on rapeseed and for salads and marinades try cold pressed rapeseed oil, which has a more subtle nutty flavour."

So next time you reach for some cooking oil, stop and think - it time for a change?

For more information on rapeseed oil, including recipes visit:

[www.hgca.com/nutrition](http://www.hgca.com/nutrition)

For further information, images and recipes contact:

David Gough

Roz Battye

Ceres Partnership

HGCA

Tel: 0118 947 5956

Tel: 0207 520 3975

E : [david.gough@ceres-pr.co.uk](mailto:david.gough@ceres-pr.co.uk)

E : [roz.battye@hgca.com](mailto:roz.battye@hgca.com)

---

<sup>1</sup> [www.bhf.org.uk](http://www.bhf.org.uk)

<sup>2</sup> British Nutrition Foundation *Rapeseed Oil* April 2008

## Editors notes:

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,574 consumer adults. Fieldwork was undertaken between 13th - 16th June 2008. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).