

# Your diet to your door

**D**R Alexandra Johnstone, a nutrition research scientist at the Rowett Institute of Nutrition and Health, which became part of the University of Aberdeen last year, won the staff prize in the Blue Skies business competition.

Her idea, which she hopes will lead to a spin-out company, is to deliver individualised, weight-loss meals, based on a person's own calorific needs, using her nutrition and obesity management expertise.

After an initial screening – which would include questions about food preferences – each client would have a personal diet drawn up for them. But it doesn't stop there. The concept involves taking three meals and two snacks a day direct to the client. It's a one-stop-service, delivering a weight-loss diet – on a plate.

"The weight-loss range would be called 'Hungerless', based on calorie counting and a specific macronutrient composition," she says.

"I know the holistic concept of a whole weight-loss menu and meal delivery is commercially attractive from my interactions with the food retail sector.

"Winning the Blue Skies prize has given me the opportunity and the funds to develop the idea and I am looking forward to taking the concept on to a functional business."

At the moment, Johnstone is developing a business plan and scoping local markets. And certainly, there should be demand. "Over half the adult population in the UK are collectively overweight; it is no longer the norm to be normal weight," she says. "I think there is a real opportunity for obesity management where weight loss is achieved by diet provision." ■

email: alex.johnstone@rowett.ac.uk

