

Diet Chef to sponsor ITV Daybreak's 'Step into Summer' Programme



Released on: June 20, 2012, 8:08 am

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Industry: [Food & Beverage](#)

June 20, 2012, 8:08 am -- /[EPR NETWORK](#)/ -- [Weight loss diet plan](#) provider Diet Chef has announced that it will be sponsoring the ITV Daybreak 'Step into Summer' programme this month.

From Monday 25th June 2012 to Friday 29th June 2012 Diet Chef will be giving the Step into Summer campaign its seal of approval. As the creator of one of the most successful calorie controlled meal plans in the UK, Diet Chef recognises that weight loss efforts are much more successful with a combination of diet and exercise, and so will be lending ITV Daybreak's Step into Summer a helping hand.

Diet Chef has sponsored the ITV Daybreak's diet initiatives in the past and is happy to be doing so again for 2012. Step into Summer will contain a range of hints and tips for diet and exercise, helping those that appear on the show and viewers at home to fight the battle of the bulge this June and achieve their [beach body](#).

ITV Daybreak's Step into Summer programme will feature a group of mums who will receive key fitness hints and tips to help them and viewers of the show to shape up for summer. The live show will also include a number of healthy food ideas that viewers can pick up on to make appropriate changes to their eating habits throughout the summer.

Diet Chef's marketing director, Liz Dale, said: "Diet Chef is a specially designed calorie controlled meal plan that has helped thousands of

men and women to achieve their weight loss goals since the company was originally founded.

“In total, we have assisted over 70,000 customers throughout the UK, Northern Ireland and the Republic of Ireland and we have also branched out into the German market. We are proud to be sponsoring ITV Daybreak’s Step into Summer project in an effort to help people to get to and maintain a healthy weight.”

Diet Chef was founded by Kevin Dorren as a way to bring affordable and delicious diet foods to the UK public. Mr Dorren recognised the difficulties associated with dieting when going it alone and realised how much easier it would be if dieters had their own personal chef to prepare portioned meals that were calorie controlled and healthy.

For more information about the Diet Chef delivered diet options, visit www.dietchef.co.uk now.

ENDS

Notes to editor:

Diet Chef carefully counts the calories of all meals so dieters on the plan will be averaging less than 1,200 calories per day. The daily menu delivers a tasty and varied healthy balanced diet allowing dieters to [lose weight at a healthy pace](#).

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