

Game, set, sushi – Andy Murray’s match foods flying off the shelves at Waitrose

Contributed article

Scots are stocking up on the fuel that got Murray through his epic final. Waitrose’s five Scottish branches have reported a large increase in sales of Andy’s pre and post match foods – sushi and melon.

To keep his muscle growth up and aid its repair after punishing matches, Andy eats up to 50 pieces of sushi in one sitting. And in the days following the final, tennis fans have been serving up packs of sushi leading sales to jump by 51% at Waitrose branches in Stirling, Edinburgh, Glasgow and Newton Mearns.

Murray has also admitted to eating a whole cantaloupe melon before a match and sales at Waitrose have shot up 181% in the last few days.

Waitrose nutritionist, Joanne Lunn, said:- “Murray’s historic success at the weekend has inspired Brits to get more sporty and shoppers are already adopting his champion diet to fuel their exercise regimes.

“Sushi is a great option as it typically contains oily fish such as fresh tuna and salmon which is packed with protein, essential for muscle growth and repair. Cantaloupes are also a good pre sport food. The most nutrient dense of the melon family, they are a source of vitamin A, important for healthy eyes, needed for fending off 130mph serves*.”

* Novak Djokovic’s serve speed

Joanne’s Nutritional Stats on Murray’s favourite foods.

Cantaloupe Melons

Orange fleshed cantaloupe are the most nutrient dense of the melon family, they are a source of vitamin A and an excellent source of vitamin C.

Vitamin A is important for healthy eyes, very important when tennis balls are flying at you at 130mph (Novak Djokovic's serve speed)

Vitamin A also helps your body to absorb and use iron which helps your body to use the energy from food and reduces the feeling of tiredness and fatigue.

Melons are naturally high in water, contain naturally occurring sugars and are low in calories making them a great accompaniment to exercise.

Sushi

Sushi commonly contains oily fish such as fresh tuna and salmon. Oily fish is an excellent source of protein which is essential for muscle growth and repair.

Oily fish is also an excellent source of Vitamin B12 which is important for your body to use energy from food and reduces the feeling of tiredness and fatigue.

The rice in sushi will provide a carbohydrate rich source of energy. Carbohydrates are converted into a useable energy source in the body and are essential for fuelling your muscles during exercise.

Submitted by [Sarah McDaid](#)

