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Improving Customer Information for Healthy Food Choices



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Food & Healthy Living Platform

- Strategic imperative for the National Restaurant Association
- Recognize that we must take a holistic approach that encompasses a multitude of solutions.

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New Federal Nutrition Disclosure Law

- Support from the National Restaurant Association and the Coalition for Responsible Nutrition Information
- Support from Center for Science in the Public Interest and 77 health and consumer groups
- Bipartisan decision makers in Congress

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New Federal Nutrition Disclosure Law

- Creates a uniform, national standard for providing nutrition information to restaurant patrons.
- Provides key nutritional information to consumers, which allows them to select meals that meet their own dietary needs in a manner consistent with the type of info currently on packaged foods.


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What Information Will Consumers See

- **Calories** on the menu or menu board (including drive-thru menu boards)
- A **succinct statement** concerning the suggested daily caloric intake
- A statement notifying customers that **additional nutrition information** is available in writing in the establishment upon the consumer's request

Information Available Upon Request

- Calories
- Calories from fat
- Total fat
- Saturated fat
- Cholesterol
- Sodium
- Total carbohydrates
- Sugars
- Dietary fiber
- Protein



Nutrition Assistance

HealthyDiningfinder.com


Featuring "dietitian-approved HEALTHY DINING choices," corresponding nutrition information, education and inspiration

Emphasizing balanced calories & fat, lean proteins, fruits & vegetables, whole grains & unsaturated fats – criteria based on USDA and leading health organizations' guidelines

70,000+ restaurant locations have joined the HEALTHY DINING PROGRAM to offer Americans healthier choices

Featuring Fast food to upscale restaurants, coast to coast

In collaboration with:



ProStart



Let's Move

Working with the White House and the First Lady to address issue of childhood obesity:

- Bringing together all segments of our industry, such as school food service providers, chefs ... to discuss ways in which we can contribute to solving the issues of childhood obesity.



The Power of Fresh Produce

The National Restaurant Association, the Produce Marketing Association, and the International Food Distributors Association have agreed to double the amount of fruit and vegetables produce offerings in foodservice over the next 10 years

Source: Restaurant Produce Survey, 2009



NATIONAL RESTAURANT ASSOCIATION

