

National Restaurant Association

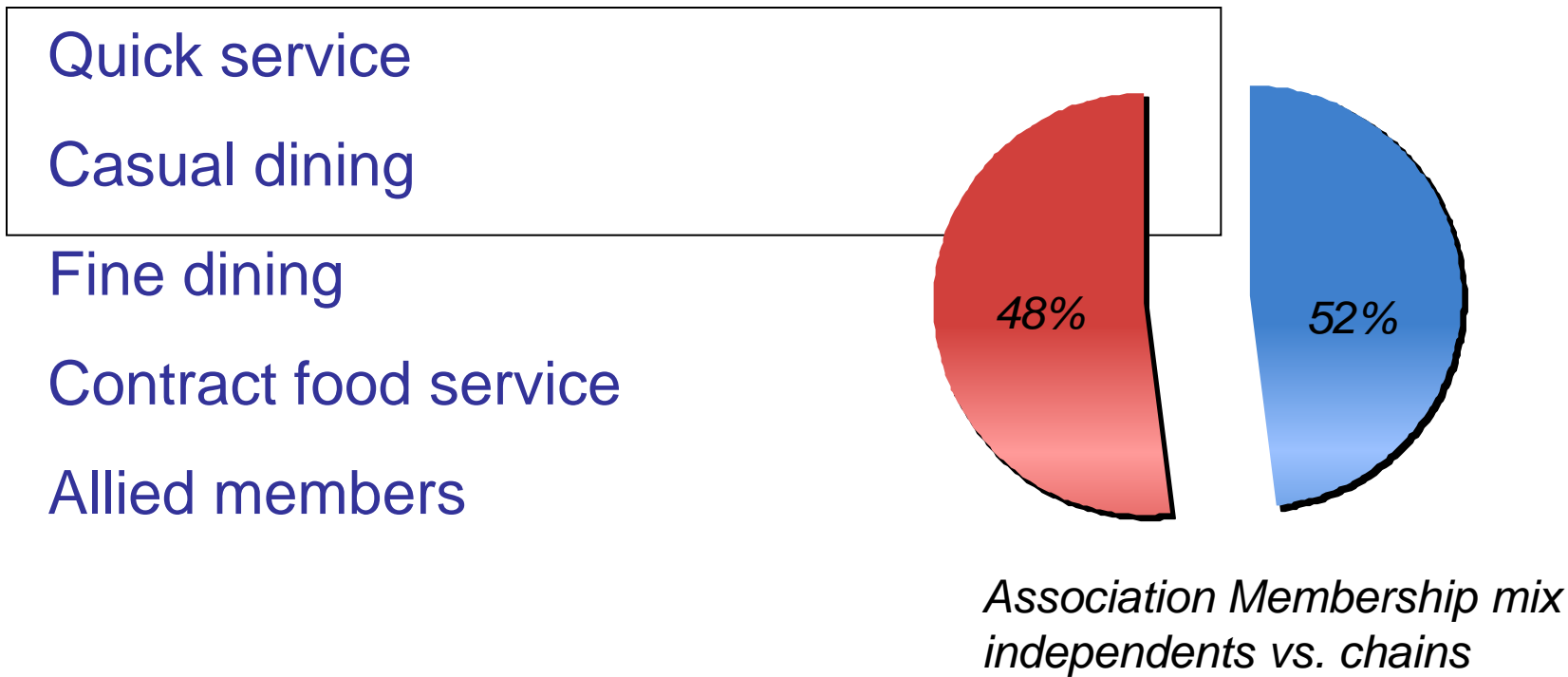
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April 28, 2011



The National Restaurant Association is the official representative of the restaurant industry, with more than 400,000 member locations across all segments



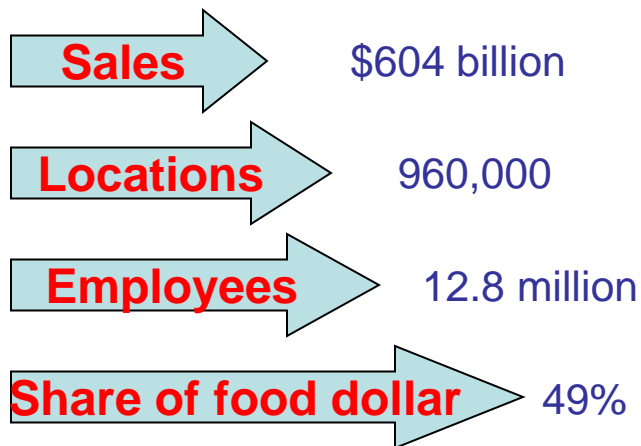
93 % of businesses have fewer than 50 employees

- **Vision**

- To create an environment that encourages voluntary, flexible options for restaurateurs to address today's healthy living challenges — and to develop a comprehensive, holistic approach to healthy living that encompasses a multitude of solutions

- Educate
- Engage
- Partner

- **Restaurant and Foodservice Industry**





Industry of Innovation

America's Restaurants

Putting Nutrition at the Center of the Plate





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Restaurants say consumers are finally ordering healthier meals

By Bruce Horowitz, USA TODAY Updated 4/13/2011 12:19 PM | 83 | 11 | Share | Reprints & Permissions

Something odd is afoot in restaurants where Americans have typically gone to gorge: healthier grub.



Jeff Gentner for USA TODAY
 Kaila Mullins, right, and her mother, Michelle Mullins, enjoy the meals they ordered from the under-550-calorie menu at Applebee's in Hurricane, W.Va.

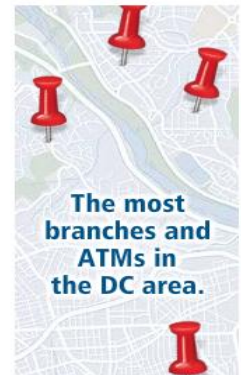
This nutritional U-turn is taking place at some of the unlikeliest of eateries, including Denny's, IHOP, Friendly's, Sizzler and even at the nation's biggest casual dining chain, Applebee's, where the numbers are eye-popping.

For the first two months of 2011, the top-selling entree at Applebee's wasn't a gloppy burger or flashy fajita plate. It was a sirloin and shrimp entree from the chain's diet menu. This marks the first time that a low-calorie item ever ranked as the chain's best seller for a single month — let alone two in a row.

PHOTO: See some of the healthier, lower-calorie meals offered at top restaurant chains

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HDF has launched a new “Sodium Savvy” feature on the website which identifies over 60 restaurants (nearly 10,000 locations) with menu options that contain less than 750 mg of sodium.

From Fast Food to Upscale Dining



IN COLLABORATION WITH:

- The First Lady, Michelle Obama addressed the Association's Board Members in September 2010
- Working closely with the "Let's Move" Initiative
 - Partner with "Chefs Move to Schools" program



- **Menu options**

- Offering additional choices for adults and children that:

- Reduce calories, portion sizes, fat and sodium

- Increasing fruits, vegetables, whole grains

- Association, PMA, & Intl Food Distributors are working to achieve a goal of doubling the use of produce in the foodservice sector over the next 10 years

- Working with CIA to develop healthier menu items, including reducing sodium

- » Co-sponsoring “Healthy Flavors, Healthy Kids” Leadership Summit– a national initiative to improve the health of children and young people through food education, culinary strategy, and flavor insight



THE WORLD'S PREMIER
CULINARY COLLEGE

Menu Labeling

- Support from the National Restaurant Association and the Coalition for Responsible Nutrition Information
- Support from Center for Science in the Public Interest and over 77 health and consumer groups
- Bipartisan decision makers in Congress
- Establishes a uniform national standard
- Pre-empts state and local menu labeling requirements
- Nutrition information
 - In writing and available on the premises to consumer upon request
 - Calories; calories from fat; total fat; saturated fat; cholesterol; sodium; total carbohydrates; sugars; dietary fiber; protein; likely *trans fat*



Do Consumers Want Healthful Food when Eating Out?

- Surveys indicate – **YES**
- 71% of adults say they are trying to eat healthier at restaurants compared to two years ago (National Restaurant Association, 2010)
- Menu items listed as “healthy” grew by 65% between 2009-2010 (Mintel Menu Insights, 2010)
- Over 50% of chefs stated that lower sodium menu items is a hot trend for 2011 (“What’s Hot Survey”, Association, 2010)
- Although consumers indicate they want healthful choices, they desire convenience and entertainment even more! (ERS, 2002)

2011 Hot/Trendy Offerings

- 1 Locally sourced meats & seafood
- 2 Locally grown produce
- 3 Sustainability
- 4 Nutritionally balanced children's dishes
- 5 Hyper-local (e.g. restaurant gardens)



Source: National Restaurant Association; American Culinary Federation, 2010

2011 Hot/Trendy Offerings (continued)



- 6 Children's nutrition
- 7 Sustainable seafood
- 8 Gluten-free/food allergy conscious
- 9 Simplicity / back to basics
- 10 Farm/estate-branded ingredients



Source: National Restaurant Association; American Culinary Federation, 2009

Incentive “Toy” Bans

- In May 2010 the Santa Clara Board of Supervisors passed an ordinance that bans most toys and other incentives for children in restaurants in the unincorporated area of the county despite overwhelming public opposition
 - First jurisdiction to pass such a restriction – In effect
 - Children's meals with toys may have no more than 480 calories, 600mg sodium, no more than 0.5 grams of trans fat amongst other requirements for excessive fat, saturated fat and sugars.
- San Francisco enacted over mayoral veto the Healthy Meal Incentive legislation, which sets nutritional standards for restaurant food that is accompanied by toys or other youth focused incentive items.
 - Children's meals with toys may have no more than 600 calories, 640 mg sodium, no more than 0.5 grams of trans fat, and a half cup of fruit and 3/4 cup vegetables.
 - Goes into effect Dec 1, 2011.
- Legislation was defeated in the Nebraska legislature and is pending in California

Thank-You

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