

NATIONAL RESTAURANT
ASSOCIATION

KIDS LIVEWELL

PROGRAM UPDATE
+ DASHBOARD



OVERVIEW OF THE KIDS LIVEWELL PROGRAM

The National Restaurant Association's Kids LiveWell (KLW) program makes it easy for restaurant operators to offer and promote better-for-you meals to parents and children dining in their restaurants. Back in October 2021, the Association released an updated version of KLW criteria, version 2.0, which aligned the program with the latest nutrition science and recommendations outlined in the 2020–2025 Dietary Guidelines for Americans.

Restaurants participating in KLW offer at least two meals and two sides that meet strict KLW nutrition criteria with a focus on increasing the consumption of fruits and vegetables, lean proteins, and low-fat dairy while limiting unhealthy fats, added sugars, and sodium. Additionally, participating restaurants promote water, low- or non-fat milk, or 100% juice as the default beverage on their kids' menus. Registered Dietitians review and validate all KLW meals and sides.

In September 2022, the National Restaurant Association was proud to participate in the White House Conference on Hunger, Nutrition, and Health, highlighting the growth of KLW and commitment to educating and promoting KLW to restaurants across the United States via new resources and tools.

We are committed to outlining progress against those goals and reporting the impacts of KLW throughout the restaurant industry.



COMMITMENT	STATUS	PROGRESS
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<p>EXPANDING THE REACH OF KLW BY RECRUITING ADDITIONAL RESTAURANT BRANDS</p>	<p>Brands offering KLW menus before the White House Conference Applebee's, Bonefish Grill, Carrabba's Italian Grill, Denny's, Firebirds Wood Fired Grill, Joe's Crab Shack, Outback Steakhouse, and Panda Express</p> <p>Brands offering KLW menus after the White House Conference Applebee's, Bonefish Grill, Buffalo Wild Wings, Burger King, Carrabba's Italian Grill, Chipotle, Denny's, Dolphin Bar and Shrimp House, Firebirds Wood Fired Grill, First Watch, Fleming's Prime Steakhouse & Wine Bar, Golden Corral, Joe's Crab Shack, Outback Steakhouse, Panda Express, Silver Diner, and Subway</p> <ul style="list-style-type: none"> Nearly 90% of participating brands have received KLW approval for their menu items. Approximately 10% of participating brands are finalizing their menu items for KLW approval. 	
<p>PROMOTING KLW TO MEMBER RESTAURANTS</p>	<p>We are promoting KLW to member restaurants through Association events and other outreach opportunities and by developing resources that can be found on KidsLiveWell.com including:</p> <ul style="list-style-type: none"> Getting Started guide Healthy recipe swaps Healthy nudges Recipe book with suggested meals that meet KLW criteria Sides inspiration handout Toolkit for State Restaurant Associations Best practices document 	
<p>DEVELOPING A NEW HEALTHY DINING DATABASE FOR PARENTS/CAREGIVERS FEATURING KLW-APPROVED MEALS FROM PARTICIPATING RESTAURANTS</p>	<ul style="list-style-type: none"> Launching participating restaurant database on KidsLiveWell.com including KLW approved menus 	
<p>CREATING A NUTRITION EDUCATION AND TRAINING MODULE FOR USE IN SKILL DEVELOPMENT PROGRAMS</p>	<ul style="list-style-type: none"> Content is currently under development for the Association's ProStart program: a two-year, industry-backed culinary arts and restaurant management program for high school students. ProStart reaches approximately 165,000 students in more than 1,800 schools in all 50 states, Washington, DC, and the Territory of Guam. 	
<p>OFFERING KLW TO FOODSERVICE OUTLETS OPERATING IN MUSEUMS, CULTURAL CENTERS, AND SPORTING ARENAS</p>	<ul style="list-style-type: none"> Compass Group now offers KLW meals and sides to clients operating through Bon Appetit Management Company, Levy Restaurants, Restaurant Associates and Wolfgang Puck Catering Division. 	
<p>CREATING A COMMUNICATIONS AND EDUCATION CAMPAIGN TO PROMOTE HEALTHIER OPTIONS ON CHILDREN'S MENUS</p>	<ul style="list-style-type: none"> Launched revised KidsLiveWell.com website Developed social media toolkit resources for members 	



SO FISH TICATED
SALMON BITES



IN GOOD COMPANY

Brands participating in KLW:

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SPREADING THE K LW WORD

Consumers are hearing about K LW:



45 MEDIA MENTIONS

78.5
MILLION MEDIA
IMPRESSIONS

\$96,100
IN ADVERTISEMENT
VALUE

Restaurants are hearing about K LW through major industry-wide conferences like the National Restaurant Association’s The Table, Order Up podcasts, Association Facebook live events and the National Restaurant Association Show.

YOU ARE WHAT YOU EAT BY THE NUMBERS

Participating K LW member restaurants offer their customers:

NEARLY **1,126**
K LW MEAL COMBINATIONS
THAT MEET OUR K LW MEAL
CRITERIA

MORE THAN **91** SIDES
THAT MEET OUR K LW SIDE
CRITERIA

39 VEGETABLE AND **40** FRUIT OPTIONS
THAT MEET OUR K LW SIDE CRITERIA

TAKEAWAYS

The National Restaurant Association is proud of the commitment our restaurant members made by adopting K LW!

The Association applauds several brands that are continuing their K LW journey by actively innovating recipes to meet the stringent K LW criteria. The Association recognizes some of the challenges restaurant brands have in using and promoting the K LW icon as well as only displaying default beverages when ordering. The Association is working to provide solutions and will activate a new, online restaurant database to help parents and caregivers identify all K LW meals, sides, and default beverages when eating out.

Looking ahead, the Association will continue its K LW participating-recruitment efforts and bolster the K LW program through new, engaging resources for members. To find the latest on our program, please visit our new website at KidsLiveWell.com

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