

Join Us in

AskUs!™

Nutrition Information Upon Request

*Now you can serve food data — and satisfy
nutrition-conscious customers — in a flash.*



Today, nutrition information is more in demand than ever.

You've seen it on TV, in newspapers, in industry magazines. The public and policymakers alike are looking to restaurant operators to provide nutrition data on the items they serve, so customers can make informed menu choices.

Ask Us! helps you serve nutrition-conscious customers what they want, fast and easy.

Participate in Ask Us! and you can quickly...

- Bring appreciated nutrition data to the table
- Build business by appealing to new, smart-eating customers
- Improve your image with customers and the community
- Become part of a nationally branded, high-profile effort
- Meet the minimum participation requirement: that you provide customers with calorie data at point of sale — for any number of menu items — at participating locations
- Help our industry demonstrate its voluntary willingness to help Americans make menu selections that are right for them.

Ask Us! is your industry's voluntary, nationwide effort to deliver the data many customers want now...and will increasingly expect tomorrow.



Sign up...learn more...get free POS materials at www.restaurant.org/askus

Register to...

- Get access to free tools and how-to's for operators like yourself
- Add your restaurant to the list of participants, demonstrating your support

Learn how to...

develop nutrition information in the least amount of time:

- Tips on using software or outside professionals to analyze nutrition content
- Guidance on serving nutrition-conscious customers
- Help in meeting federal standards for making nutrient-content claims
- Links to helpful Web sites and resources

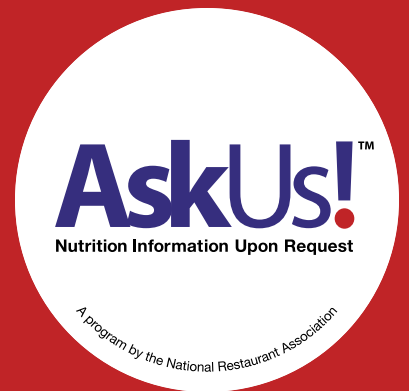
Get time-saving tools to...

announce at a glance your Ask Us! participation and availability of food data:

- Sample press release to send to media
- Ask Us! logos in multiple sizes for online or print materials
- Free program-branded table tents and flyers
- Ask Us! CD, stickers and server buttons

Your National Restaurant Association has created Ask Us! to help you both navigate and profit from today's increasingly health-conscious environment. It's a national program... a national effort... designed to help every member succeed.

Join us in Ask Us!
Register today at
www.restaurant.org/askus.





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Register at
www.restaurant.org/askus



Why Join Us in Ask Us!:

- 47% of consumers surveyed indicate that having caloric values available for menu items would impact their food choices. — Nutrition Literacy Survey, National Restaurant Association, 2005
- Government agencies, including the U.S. Department of Health and Human Services, are encouraging the restaurant industry to provide additional information to consumers.
- By joining Ask Us! you get a fast, easy way to serve nutrition-conscious customers the data they want.
- By joining Ask Us! you join your industry in demonstrating nationwide, voluntary support for helping customers make responsible menu selections.