



Industry of Innovation

America's Restaurants

Putting Nutrition at the Center of the Plate



The National Restaurant Association's "What's Hot in 2010?" survey of professional chef members of the American Culinary Federation found that nutrition is a top trend this year, with more than half of the items in the survey related to health, including nutritionally balanced children's dishes, produce and dietary-restricted items. In the quickservice category, several healthful-food trends — such as low-fat dishes, whole-grain bread and side fruit — also ranked among operators' top-20 trends for the year. In addition, Association consumer research found that 73 percent of adults say they try to eat healthier when dining at restaurants than they did two years ago.

Offering More Choices

Many operators are offering diners a choice when it comes to portion size and calorie count. **Applebee's**, headquartered in Lenexa, Kansas, offers menu items that are "Unbelievably Great Tasting and Under 550 Calories," as well as Weight Watchers-endorsed dishes. All items on Los Angeles-based **California Pizza Kitchen's** Small Cravings Menu are less than 500 calories. The Right Portion, Right Price menu at Carrollton, Texas-based **T.G.I. Friday's** features smaller portions for 50 percent less than the cost of a regular entrée.

Wendy's, based in Dublin, Ohio, allows customers to substitute a side salad, baked potato, Caesar side salad without dressing, small chili or Mandarin oranges for fries.

Cooking Light

The Spa Menu at **Blue Mesa Restaurant** in Dallas features heart-healthy and low-calorie options, including two items endorsed by Medical City, Dallas' Heart Healthy Dining Program. Calories, fat, sodium, carbohydrates and protein information is listed for Spa Menu dishes.

The Brothers Moon in Hopewell, New Jersey, uses vegetable purees in place of some heavy sauces and stocks and vinaigrettes are made in-house to control the amount of salt.

The Original Pancake House, headquartered in Portland, Oregon, partnered with Medical City Heart to create a Heart Healthy menu that informs diners how menu items can fit into a heart-healthy, 2,000-calorie diet. The calories, protein, carbs, fat, saturated fat, cholesterol, sodium and fiber are listed for each item.

Seattle, Washington-based **Starbucks Coffee** reduced overall calories, fat and saturated fat in their core beverage and bakery items. Starbucks also moved from whole to 2 percent milk as the standard in all core beverages in North America.

Balancing Act

Some operators are not only serving nutritious foods but also dishing out information to help consumers live more healthfully. Orlando, Florida based **Darden Restaurants** recently became the first restaurant company to join the Healthy Weight Commitment Foundation, and several of its concepts — including Red Lobster, Olive Garden and LongHorn Steakhouse — have mobile websites that put nutritional content of their menus at the fingertips of guests looking to make informed decisions about the food they eat.

Louisville, Kentucky-based **Yum! Brands'** Keep It Balanced program promotes combining a sensible balanced diet with appropriate exercise. The company's **KFC, Pizza Hut, Taco Bell, Long John Silver's** and **A&W Restaurants** are offering consumers a free, month-long trial membership to an online wellness and fitness training tool called eFIT4Me.

On the website of Oak Brook, Illinois-based **McDonald's**, customers can check out sample balanced menu options emphasizing the *USDA Dietary Guidelines for Americans, 2005*, on "Balancing Busy Lives," while "Simple Steps" provides suggestions on how to order with regard to sodium, calories and carbs.

Menu items listed as
"HEALTHY"
grew by

65%

between Q2 2009
and Q2 2010.

Source: Mintel Menu Insights

WHAT'S HOT: TOP 20 TRENDS

The National Restaurant Association each year surveys professional chef members of the American Culinary Federation. The "What's Hot in 2010" survey was based on the input of more than 1,800 chefs.

1 Locally grown produce

2 Locally sourced meat and seafood

3 Sustainability

4 Bite-size/mini desserts

5 Locally produced wine and beer

6 Nutritionally balanced children's dishes

7 Half-portions/smaller portion for a smaller price

8 Farm/estate-branded ingredients

9 Gluten-free/food-allergy conscious

10 Sustainable seafood



11 Superfruits

12 Organic produce

13 Culinary cocktails

14 Mico-distilled/artisanal liquor

15 Nutrition/health

16 Simplicity/back to basics

17 Regional ethnic cuisine

18 Nontraditional fish

19 Newly fabricated cuts of meat

20 Fruit/vegetable children's side items

SPOTLIGHT:

Top Trends in Kids' Meals

- 1 Nutritionally balanced children's dishes
- 2 Fruit/vegetable children's side items
- 3 "Kid cuisine"/gourmet children's dishes
- 4 Children's entrée salads
- 5 Ethnic-inspired children's dishes



Focus:

Kids' Meals

Some of the restaurant industry's biggest efforts are aimed at the industry's smallest patrons. Nutritionally balanced children's dishes ranked sixth in the "What's Hot?" chef survey. Under the Kids' Meals category, nutritionally balanced children's dishes ranked first, followed by fruit/vegetable children's side items, "kid cuisine"/gourmet children's dishes, children's entrée salads and ethnic-inspired children's dishes.

According to National Restaurant Association research, nearly two-thirds of U.S. quickservice operators say they offer more healthful choices for children than they did two years ago. In the fullservice segment, about half of family-dining operators in the United States report offering more healthful choices for children than they did two years ago; two out of five casual-dining and a third of fine-dining operators report the same.

Many operators say they are simply serving their pint-sized patrons what they would serve their own kids. "Most of us [management team members] are parents ourselves ... we want our children to eat their vegetables, eat their fruits and lean protein, so that's generally what we offer [children dining at the restaurant]," says David Pressley, general manager and partner of Arlington, Virginia-based **Eventide**.

Eventide's typical children's plate includes sliced apples, steamed green beans and braised chicken thigh meat tossed with noodles. "Just getting fresh ingredients and cooking them without over-manipulating them is hopefully more than a trend and is going to resonate with people for a long time," adds Pressley.

At **Chef Geoff's** in Washington, DC, chef/owner Geoff Tracy is teaching children healthful-dining principles that he hopes will last a lifetime. "If you

want to get kids to eat healthy food, you have to include them in the cooking process. I've been doing cooking demonstrations at Horace Mann Elementary School in Washington, DC," says Tracy. "The First Lady's movement to improve childhood nutrition is a wonderful call to action. Chefs are starting to include kids in a culinary revolution, and the kids are becoming more open to try new things."

Tracy also revamped his restaurant's kids' menu to include grilled pineapple skewers, popcorn or carrot sticks instead of french fries, as well as handmade spaghetti and mozzarella, and peas picked from the pod daily. His efforts are winning over kids and adults alike.

"When parents come in, they say, 'this is really cool,'" says Tracy. "It's a win-win-win situation."





NEARLY 2/3 OF QUICKSERVICE OPERATORS say they offer more healthful choices for children than they did two years ago.



ALMOST HALF OF FULLSERVICE FAMILY-DINING OPERATORS say they offer more healthful choices for children than they did two years ago.

Source: 2010 Restaurant Industry Operations Report

Kids like what they’re eating, parents get to go out and enjoy themselves, and restaurants are making people happy and creating repeat, loyal guests.”

A popular item on the kids menu at Miami, Florida based **Burger King** is the BK® Fresh Apple Fries. These french fry shaped fresh apple slices are served with a low-fat caramel dipping sauce. A serving of Apple Fries contains just 35 calories. Burger King offers four BK® Kids Meals that meet strict nutrition standards for calories, fats, added sugar and sodium, and emphasize positive nutrients for children (calcium, potassium, fiber, magnesium and vitamin E).

At Dallas, Texas based **Chili’s** the “Pepper Pals” Kid’s menu features several grilled entrees and a variety of side dishes including fresh pineapple, mandarin oranges, salad, steamed broccoli, celery sticks with low-fat ranch, cinnamon apples, and corn on the cob. At **IHOP Restaurants**, headquartered in Glendale, California, french fries are no longer the default side dish. Kids meals that were previously served with fries are now all served with fresh fruit. French fries must

be requested via substitution. Also, IHOP will soon unveil a new expanded kids menu, with all items under 600 calories.

Children are made to feel welcome at **Harry’s Tap Room** in Arlington, Virginia, with a children’s menu as well as the option of having a kid-size portion prepared from most items on the main menu. Healthful children’s sides at **Johnny Cace’s Seafood & Steakhouse** in Longview, Texas, include salad, green beans, applesauce, apple slices, and peach and pear slices. **Vita Café** in Portland, Oregon, features vegetarian and vegan options on its children’s menu.

Philadelphia-based **ARAMARK’s** Education’s Cool*Caf program for elementary students provides nutritious menus that exceed USDA and state-level nutrition guidelines by using low- and nonfat dairy options, lean protein, fresh fruits and whole-grain products. Piloted in 2008, Cool*Caf showed a double-digit increase in fruit and vegetable consumption.

Pizza Fusion in Fort Lauderdale, Florida hosts a free monthly organic kids’ class to educate children about organics and recycling.

McDonald’s introduced Happy Meal Choices in 2004, offering parents a new selection of balanced menu options for children, including Apple Dippers and repackaging one percent low-fat milk in a fun, child-friendly sized jug. Since then, McDonald’s tripled the volume of milk sold.



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examples of how the National Restaurant Association and restaurateurs around the country are answering consumers' demand for more healthful-food options.

1 Helping Consumers Find Healthy Options

Consumers who want to eat healthfully need dining information that is easy to access no matter where they are. With HealthyDiningFinder.com, nutrition information is only a click away. The National Restaurant Association is a founding partner of HealthyDiningFinder.com, which was launched in 2007 with 30,000 participating restaurant locations. Currently more than 70,000 restaurant locations have joined the program to offer a selection of healthy dining menu options.

2 Providing Nutrition Information to Customers

The National Restaurant Association strongly supported the nutrition information provision that became law earlier this year. The new fed-

eral law will provide comprehensive nutrition data to consumers in chain restaurants in every part of the country in a consistent, uniform format. The Association worked in conjunction with several of its chain members for more than two years with a bipartisan group of members of Congress, industry leaders and consumer groups to come to this historic agreement establishing the national menu labeling standard. In the end, the provision had support from more than 77 health organizations.

3 Making Produce a Priority

Nearly three out of four operators (72 percent) said emphasizing fresh produce in their marketing efforts attracts more customers to their restaurants, according to research from the Produce Marketing Association and National Restaurant Association. Together with the



International Foodservice Distributors Association, the Association and PMA are working to achieve an ambitious goal of doubling the use of fresh produce in the foodservice sector over the next 10 years.

The partners have targeted five priorities to help achieve their goal:

- 1 Re-imagine the restaurant experience with produce having a stronger presence and telling its story from field to fork.
- 2 Increase consumer confidence in fresh produce, including product safety, trust and integrity.
- 3 Demonstrate social responsibility, balancing the needs of people, the planet and profitability.
- 4 Foster closer collaboration among the industry sectors, including operators, distributors and growers/shippers.
- 5 Foster closer collaboration with government and other stakeholders.

4 Working Together on the “Let’s Move!” Initiative

That National Restaurant Association has been working closely with the Administration on First Lady Michelle Obama’s “Let’s Move!” initiative to improve childhood health and nutrition.

► HealthierUS School Challenge

The Association worked with contract foodservice members to reach an agreement to help schools qualify for the “HealthierUS School Challenge.” School lunch providers

Aramark, Chartwells Educational Dining Services of Compass Group North America, and Sodexo announced a pledge to include more fruit, juice, vegetable, whole grain and milk options in school lunches and double the amount of produce on school menus in the coming years. The school lunch providers also agreed to increase nutrition education efforts aimed at students and parents.

► Chefs Move to Schools

The National Restaurant Association, Share Our Strength, and American Culinary Federation are partners in the recently launched “Chefs Move to Schools” program. The Association is working to pair chefs with schools to help develop menus that include healthier options and educate parents and kids on nutrition and healthy eating. Nationwide, Association member chefs are adopting schools and working with those schools, their students, parents and educators to bring “healthy living” to life.

5 Developing Tools for Good Information

The National Restaurant Association provides nutrition-analysis tools for members to help them plan and enhance their menus. Because different types of restaurants have unique needs when it comes to nutrition analysis of menu items, the Association partnered with three providers that offer distinct forms of analysis. **MenuCalc**, a FoodCALC® product, is web-based recipe nutrition-analysis software exclusively designed for restaurant operators providing easy-to-use, low-cost options based on individual needs. **Healthy Dining** offers a team of masters-level nutrition professionals, registered dietitians and a doctoral level researcher to provide nutrition consultation and analysis services. **Silliker** offers expert laboratory, technical and information services to help companies comply with menu labeling requirements.



National Restaurant Association

Food and Healthy Living Platform

One of the National Restaurant Association's core areas of interest is in food and healthy living. To continue to meet industry's changing needs, the National Restaurant Association has created a healthy living platform that will provide a strong foundation that not only helps contribute to a healthier America but helps foster a healthy and thriving restaurant industry. The vision is to create an environment that encourages voluntary, flexible options for restaurateurs to address today's healthy living challenges — and to create a holistic approach that encompasses a multitude of solutions.



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