HOW TO PARTICIPATE IN KIDS LIVEWELL

1.

PROVIDE AT LEAST 2 CHILDREN'S MEALS THAT MEET KIDS LIVEWELL CRITERIA.
KLW requires participating restaurants to offer at least 2 children's meals that meet the following criteria:*

- **CALORIES: ≤550**
- **CALORIES FROM SATURATED FAT: ≤10%****
- **TRANS FAT: 0 g**
- **ADDED SUGARS: ≤15 g**
- **SODIUM: ≤700 mg**
- **FOOD GROUPS:** KLW meals must include servings in the specified amounts from **at least 2 of the following 5 food groups. At least 1 of the 2 food groups must be a fruit or vegetable.**

  - **Fruit:** ≥1/2 c (cup) (includes 100% juice)
  - **Vegetable:** ≥1/2 c
  - **Dairy:** ≥1 c; 1/2 c yogurt
  - **Meat or meat alternative:** Includes meat, poultry, seafood, eggs, pulses (beans, peas, lentils), soy products, and nuts and seeds: ≥1 oz. Examples of 1-oz. equivalents: 1 oz. of meat, poultry or seafood; 1 egg; 1/4 c of cooked beans or tofu; 2 Tbsp peanut butter; or 1 oz. of nuts or seeds.
  - **Whole grains:** 1/2 serving
    To provide a half-serving of whole grains, a food must provide ≥8 g of whole grains and meet at least one of the following: 1) First ingredient a whole grain; 2) ≥50% whole grains by weight of product; or 3) 50% whole grains by weight of grains.

2.

PROVIDE AT LEAST 2 SIDE DISHES THAT MEET KIDS LIVEWELL CRITERIA.
Restaurants participating in KLW must offer at least 2 side dishes for children that meet the following nutrition criteria:

- **CALORIES: ≤200**
- **CALORIES FROM SATURATED FAT: ≤10%****
- **TRANS FAT: 0 g**
- **ADDED SUGARS: ≤5 g**
- **SODIUM: ≤225 mg**
- **FOOD GROUPS:** KLW side dishes must include at least **1 serving from the following 5 food groups:**

  - **Fruit:** ≥1/2 c (cup) (includes 100% juice)
  - **Vegetable:** ≥1/2 c
  - Dairy: ≥1 c; 1/2 c yogurt
  - **Meat or meat alternative:** Includes meat, poultry, seafood, eggs, pulses (beans, peas, lentils), soy products, and nuts and seeds: ≥1 oz. Examples of 1-oz. equivalents: 1 oz. of meat, poultry or seafood; 1 egg; 1/4 c of cooked beans or tofu; 2 Tbsp peanut butter; or 1 oz. of nuts or seeds.
  - **Whole grains:** 1/2 serving
    To provide a half-serving of whole grains, a food must provide ≥8 g of whole grains and meet at least one of the following: 1) First ingredient a whole grain; 2) ≥50% whole grains by weight of product; or 3) 50% whole grains by weight of grains.

** = Saturated fat naturally occurring in nutrient-dense dairy products and whole plant foods (e.g., nuts, seeds, avocado) is not the primary target of this criterion. Therefore, inherent saturated fat from these items is excluded when calculating the % calories from saturated fat for KLW side items with limited ingredients.

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3. ADHERE TO THE KLW'S "DEFAULT BEVERAGE" POLICY.

If you include or offer beverages as part of the kids' meals at your restaurant, the KLW program requires participating restaurants to ensure that the **"default beverages" you make available for any of your children's meals meet certain criteria.**

A default beverage refers to the beverage or beverages automatically included with a children's meal. Customers may request a different beverage if they choose.

Restaurants participating in KLW must offer one or more KLW-approved beverages as the default option for children's meals.

APPROVED BEVERAGES

- **WATER:** water, sparkling water, or flavored water, with no added natural or artificial sweeteners; and/or
- **MILK:** flavored or unflavored nonfat, low-fat (1%), reduced-fat (2%), or whole dairy milk or non-dairy beverage that is nutritionally equivalent to fluid milk (i.e., soy milk, almond milk) in a serving size of 8 oz. or less; and/or
- **JUICE:** 100% fruit or vegetable juice, or fruit and/or vegetable juice combined with water or carbonated water, with no added natural or artificial sweeteners, in a serving size of 8 oz. or less.

Default beverage options should be displayed anywhere customers order or view children's meals, including menus, menu boards, websites, mobile apps, drive-thru displays, takeout materials, and in-store signage. See the Kids LiveWell Guide to Beverages document for more details.

4. PROVIDE VALIDATION FOR THE NUTRITION CONTENT OF YOUR MENU ITEMS.

- **Third-party validation:** Nutrition information for all Kids LiveWell meals and side dishes must be verified. Contact KidsLiveWell@restaurant.org for details.

5. MAKE NUTRITION INFORMATION ABOUT KIDS LIVEWELL ITEMS AVAILABLE FOR YOUR GUESTS.

Display or make available on request the nutrition profile of the KLW menu options you offer, and promote/identify these better for you menu options, whenever possible, to make it easy for families to choose.

CREATIVE

LOGOS

While not required, we recommend restaurants identify Kids LiveWell menu items in restaurants and online with the Kids LiveWell logo and/or carrot icon.

KIDS LIVEWELL LOGO:

KIDS LIVEWELL ICON:

KIDS LIVEWELL DESCRIPTION:
To explain what Kids LiveWell is all about, participating restaurants are encouraged to use the following description:

This menu item is part of the Kids LiveWell program and has been verified by the National Restaurant Association to meet specific nutrition criteria established by leading health organizations' scientific guidelines.

SOCIAL MEDIA

TAG US:
When promoting Kids LiveWell on your social media pages, tag us at **@werrestaurants**.

HASH TAG:
When promoting Kids LiveWell use the hashtag **#KidsLiveWell**.

SAMPLE INSTAGRAM POSTS:
Consider using these graphics.

SAMPLE FACEBOOK POSTS:
Consider using these graphics:

SAMPLE X POSTS (FORMERLY KNOWN AS TWEETS ON TWITTER):

- What's Hot Survey asks chefs to predict trends + shows balanced kids meals in the top 10 since 2012. Join kidslivewell.com to tap into this trend!
- Looking for balanced menu items for children? Visit kidslivewell.com for participating restaurants.
- Seeking better-for-you options for kids? Look for the Kids LiveWell logo to identify menu items at your fave restaurants or visit kidslivewell.com.