

Healthful Choices. Happy Kids.



Join the thousands of restaurants who have joined the Kids LiveWell program and are making “the healthful choice the easy choice” for parents!

Surveys of restaurant operators and consumers tell the same story — when families dine out, parents are increasingly looking for healthier options for their children. The National Restaurant Association created the Kids LiveWell program to help restaurants highlight those healthful meal choices, and to connect consumers with Kids LiveWell restaurants.

Kids LiveWell can showcase your existing healthful kids’ options or help your company innovate to create more healthful, delicious children’s meals.

The Kids LiveWell program was developed by the National Restaurant Association, in collaboration with Healthy Dining, a group of registered dietitians who have worked closely with the industry for two decades. Healthy Dining provides reputable third-party verification, as well as consultation services to help restaurants create items that meet the Kids LiveWell criteria. The program also provides an array of promotional materials to help identify and market Kids LiveWell menu items, both in store and online.

The July launch of Kids LiveWell generated nearly 200 million media impressions nationwide, with extensive coverage on television, radio, newspaper and in social media. As the program continues to add to the more than 35 participating companies and 22,000 locations nationwide, consumer and media interest in the program is expected to continue to grow!

Participating restaurants will receive:

- Placement on the nationwide search engine HealthyDiningFinder.com, which is easily accessible by zip code, city/state or type of cuisine (coming soon – a Kids LiveWell Smartphone App!)
- Promotion of the Kids LiveWell program by the National Restaurant Association and Healthy Dining in media stories, on the Association’s website (www.restaurant.org), through our state restaurant association partners, and in other public events
- A toolkit of marketing materials, including an icon that can be used on menus to indicate healthier choice items on your menu, window decal, downloadable table tents and more

To participate, restaurants must:

- Offer at least one full meal that meets established nutrition criteria (please see next page)
- Offer at least one other individual menu item that meets established nutrition criteria that can be offered as a side or substitute with other meals (please see next page)
- Display nutrition information of the full meal and individual menu item or make it available upon request
- Promote/identify these healthful menu options

To learn more, visit: www.restaurant.org/KidsLiveWell





The National Restaurant Association and Healthy Dining verify that Kids LiveWell items meet specific nutritional criteria established by leading health organizations' scientific guidelines.

A Kids LiveWell meal provides the following:

- 600 calories or less
- $\leq 35\%$ of calories from total fat
- $\leq 10\%$ of calories from saturated fat
- < 0.5 grams trans fat (artificial trans fat only)
- $\leq 35\%$ of calories from total sugar
- ≤ 770 mg of sodium
- Essential nutrients for a well-balanced meal; each meal must contain two sources of either fruit, vegetables, whole grains, lean protein or low-fat dairy

Individual and side items are also eligible for the Kids LiveWell program if they include:

- 200 calories or less
- $\leq 35\%$ of calories from total fat
- $\leq 10\%$ of calories from saturated fat
- < 0.5 grams trans fat (artificial trans fat only)
- $\leq 35\%$ of calories from total sugars (added and naturally occurring)
- ≤ 250 mg of sodium
- Essential nutrients to contribute toward a well-balanced meal; each individual side must contain a source of either fruit, vegetables, whole grains, lean protein or low-fat dairy

Please note there is a nominal fee charged by Healthy Dining to participate in the program.

