



## Minneapolis Healthy Restaurant Program: Elevator Speech

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Did you know? According to the National Restaurant Association, 2014 restaurant trends show that consumers are interested in healthy food options at restaurants, especially healthy, locally grown produce and healthful kids' meals.



Consumers often think about the amount, variety, and price of healthy meal items on a restaurant's menu when deciding where they want to eat. Restaurants that offer high quality, healthy, fresh foods at reasonable prices will be a top choice for customers eating meals away from home.



Many restaurant customers are also concerned about their health and the health of their family members, especially their children. Many consumers suffer from health problems such as diabetes, heart disease, and high blood pressure which are linked to an unhealthy diet. These customers are looking for restaurants that serve nutritious menu items including those that are low in calories, fat, sodium and sugar.



Is your restaurant ready to meet the growing demand for healthy foods? Do you have questions about how to get started? The Minneapolis Health Department's Healthy Restaurant Program can help you increase your healthy meal options and effectively market them to new and existing customers.