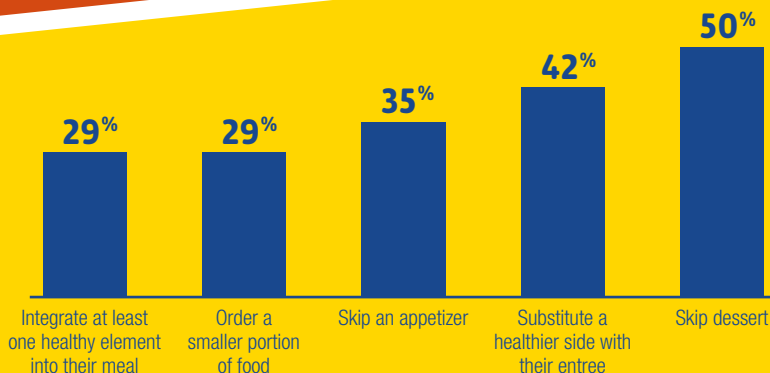


CONSUMERS' DEFINITION OF HEALTHY HAS CHANGED, AND OPERATORS ARE UPDATING MENUS

Check out these tips for insight on what to offer diners in 2019

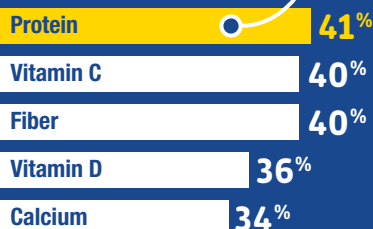
When trying to eat healthier, consumers:



TAKEAWAY:

Offer smaller portions and healthier sides (like turkey bacon or sausage at breakfast in place of pork bacon or sausage), as well as shareable apps and lighter desserts, to appeal to health-conscious diners

As for what nutrients consumers look for in food and beverages:



When it comes to calories, consumers say an entree can be a maximum of 565 calories to still be considered healthy.

565 calories

MENU TIP:

Swap more caloric meats, like pulled pork or ground beef, for shredded turkey or ground turkey

Incorporating healthy items into meals doesn't just mean a side salad, either.

WHEN DINERS WANT TO ORDER HEALTHY ITEMS, THEY LOOK FOR THESE CLAIMS ON MENUS:

Natural ingredients

57%

Items labeled as healthy

38%

Items that are less than a certain number of calories

35%



MENU TIP:

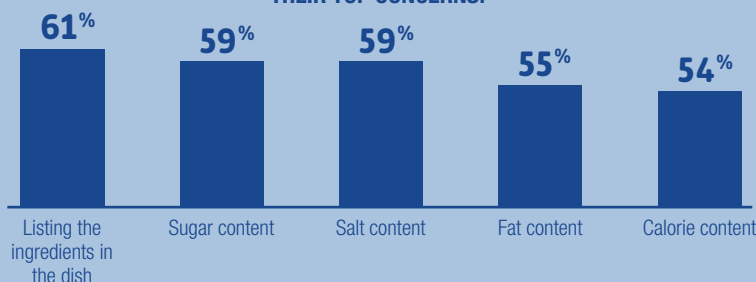
Call out natural produce and meats on menus; i.e. "All-Natural Turkey"

Other claims that consumers say indicate an item is slightly or much more healthy include:

- Low-sugar
- Low-sodium
- Low-cholesterol
- High in protein
- Dairy-free
- Gluten-free
- High in antioxidants
- Aiding digestion
- Containing probiotics

Diners also want restaurants to be more transparent about what they're serving.

THEIR TOP CONCERNS:



TAKEAWAY:

Highlight these health claims on menus while also calling out items that are free from artificial colors, sweeteners, flavors and ingredients