FEED YOUR POTENTIAL 365

Aramark and the American Heart Association are working together to proactively engage and educate consumers about nutrition and their health, with the goal of inspiring people to make healthier choices part of their everyday lives.

OUR APPROACH
We are leveraging our combined reach and resources to engage with a wide range of audiences – from college students to hospital staff to employees in workplace settings and parents in elementary and secondary schools. We are providing nutrition news from Aramark dietitians and American Heart Association experts, sharing healthy recipes and cooking tips from Aramark chefs and culinary partners, and providing seasonal health and wellbeing ideas from both organizations.

OUR IMPACT
We are reaching millions of consumers each year in over 1,000 foodservice locations, and through digital and social media. Based on onsite research, 75 percent of consumers at foodservice locations running a recent health and wellness event were aware that healthier options were being promoted. Furthermore, approximately 60 percent of consumers aware of the program selected the healthier selections being featured.

MOTIVATING CHANGE
A majority of people in the U.S. are facing the day-to-day challenge of being either overweight or obese. Many are also facing nutrition-related health conditions. However, studies show that these issues are often not enough to motivate people to change their diets. One important way to engage consumers and motivate behavior change is through healthy food discovery. Inspiring as many people as possible to try new foods and experiment with flavors helps them experience for themselves what healthy food can do to help them feel their best.

CAMPAIGN POTENTIAL
The Feed Your Potential 365 health engagement campaign recognizes that every day, each of us wake up with a purpose. Whether we are students studying for an exam, professionals preparing for a big presentation or patients recovering from surgery, our eating habits directly impact the energy and focus needed to reach our everyday goals, and our long term health. Our campaign utilizes and ever-growing health promotion toolkit to encourage consumers to try new foods and promote health food discovery. Healthy promotions, special recipes, sampling, guest chef programs and a variety of other approaches are used.

Our goal is to help everyone:
- Discover what healthy food can do
- Choose healthy foods that help you reach your potential, and
- Share with others, to inspire them to discover healthy food too

To learn more, visit www.fyp365.com.