

FEED YOUR POTENTIAL 365

As part of our Healthy for Life initiative, Aramark and the American Heart Association are working together to proactively enable, educate and engage consumers with the goal of inspiring people to make healthier choices part of their everyday lives.

OUR ENGAGEMENT APPROACH

In support of our collaboration with the American Heart Association, Aramark's Feed Your Potential 365 health engagement campaign proactively reaches out to connect with our guests and with consumers from all walks of life – from college students to hospital staff to employees in workplace settings and parents in elementary and secondary schools. Our Feed Your Potential campaign includes nutrition news from Aramark dietitians and the American Heart Association, healthy recipes and cooking tips from Aramark chefs and culinary partners, and seasonal health and wellbeing ideas from our health and wellness team and partners in health.



PEOPLE

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 Feed Your Potential 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

More than ever before, relationships with food are anchored by the knowledge that what you eat directly impacts the energy and focus you need to achieve, succeed and thrive.

Today, consumer motivation goes far beyond clinical health: for college students, stretching boundaries and learning that eating habits fuel short term goals and longer-term wellbeing; in the workplace, as employees juggle the many demands of their work and personal lives; for moms and dads and caregivers trying to be role models and help their kids learn and grow up healthy; and for doctors, nurses and support staff throughout the healthcare system who are stretched to the limits.

Our role is to help power the healthy food discovery journey, enabling each to discover that healthy food can help them feed their potential and accomplish their goals, to help them succeed and to keep them healthy.

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 an 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.