Aramark and the American Heart Association are working together to improve the health of Americans 20% by 2020 by empowering people to make healthy food, nutrition and lifestyle choices.

1. **MENU IMPACT & INNOVATION**

   - **GOALS**
     - **Achieve a 20% decrease in**
     - **Achieve a 20% increase in**
     - **AVERAGE OF 8% DECREASE** in calories, saturated fat, and sodium across menus served in Aramark’s workplaces, hospital cafes, and college & residential dining halls.

   - **2015-16 PROGRESS**
     - **RESULTS**
       - For offerings in Aramark’s workplaces, hospital cafes, and college & residential dining halls,
         - **OVER 30% MAIN DISHES** are now **VEGETARIAN** or **VEGAN**
         - **OVER 10%** have **WHOLE GRAINS** as a leading ingredient
         - **OVER 50%** of **ENTREES** and **SANDWICH ITEMS** on menus are **500 CALORIES OR LESS**

2. **COMMUNITY AWARENESS & EDUCATION**

   - **GOALS**
     - Develop and implement community engagement programs to change relationships with food and nutrition by inspiring families to make healthy food choices part of their everyday lives to improve health and well-being.

   - 1. **ENGAGE & EMPOWER** communities, especially for those in greatest need
   - 2. **ENABLE** community centers and other local social service organizations to offer impactful programs
   - 3. **EQUIP** individuals with new skills to make healthy changes
CONDUCTED AN EXTENSIVE HEALTH IMPACT EVALUATION STUDY TO MEASURE IMPACT ON PARTICIPANTS’ NUTRITIONAL HABITS AND BEHAVIOR.

AFTER PARTICIPATING IN THE PROGRAM, SPECIFIC HEALTHY BEHAVIORS REPORTED:

- **69%** of participants **INCREASED** their FRUIT/VEGETABLE CONSUMPTION by at least ½ a serving. Overall, the median consumption of fruits/vegetables by all participants **increased by 2 servings.**

- **48%** of participants **INCREASED** their WHOLE GRAIN CONSUMPTION by at least 1 serving. Overall, the median consumption of whole grains by all participants **increased by 1 serving.**

RESULTS VALIDATED THE PROGRAM AS AN EFFECTIVE TOOL THAT CAN BE TAILORED TO IMPROVE NUTRITION CHOICES AND ENCOURAGE HEALTHY EATING HABITS.

**GOALS**

Bring innovative health marketing, nutrition education and awareness programs to consumers and Aramark employees.

Programs reached over **1,000 U.S. FOOD SERVICE LOCATIONS** and connected with millions through social media.

Employee communications and programs through health and nutrition campaigns have shown improved employee engagement and better health risk scores.