

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 by the end of 2020

Achieve a
20%
decrease in

Nutrition Facts	
Serving Size 3 oz. (85g)	
Serving Per Container 2	
Amount Per Serving	
Calories 200	Calories from Fat 120
% Daily Value*	
Total Fat 10g	20 %
Saturated Fat 5g	28 %
Trans Fat 0g	
Cholesterol 30mg	10 %
Sodium 20mg	28 %
Total Carbohydrate 30g	10 %

&

Achieve a
20%
increase in



CALORIES, SATURATED FAT & SODIUM

FRUITS, VEGETABLES AND WHOLE GRAINS

► 2015-16 PROGRESS

AVERAGE OF

8% **DECREASE** IN CALORIES, SATURATED FAT, AND SODIUM across menus served in Aramark's **workplaces**, **hospital cafes**, and **college & residential dining halls**

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**

- **MENU MIX REDESIGN:** Changing the assortment of recipes on the menu and featuring Aramark's 'Eat Well' selections that have at least a full serving of leafy greens, vegetables, whole grains or other good-for-you ingredients.
- **NEW RECIPE DEVELOPMENT:** Developing new recipes and improving existing recipes in ways that combine fresh, wholesome, high quality ingredients to create lighter classics, better for you comfort food, and contemporary international cuisine.
- **INGREDIENT SOURCING:** Finding ways to improve existing ingredients while discovering new high quality products for a healthier menu.



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

5 COMMUNITY CENTERS



Chicago | Houston | Philadelphia

IMPLEMENTED
a
12-WEEK PILOT
of the
Healthy For Life®
Community Engagement
Program

4 Focus Areas



OVERALL
WELLBEING



COOKING
SKILLS AND
FOOD



GROCERY
SHOPPING



GARDENING

► **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% **INCREASED** their
FRUIT/VEGETABLE CONSUMPTION
of participants **by at least ½ a serving.**



Overall, the median consumption of fruits/vegetables by all participants **increased by 2 servings.**

48% **INCREASED** their
WHOLE GRAIN CONSUMPTION
of participants **by at least 1 serving.**



Overall, the median consumption of whole grains by all participants **increased by 1 serving.**

TEACHING METHODS INCLUDED LESSON PLANS, HANDS-ON ACTIVITIES, TAKE HOME RESOURCES, GROUP DISCUSSIONS AND PROGRESS REPORTS CENTERED ON SUCCESSES AND STRUGGLES.

"What I learned in this program is how to cook healthier, how many meals to eat per day, portion sizes and most importantly exercise."

– Maria, HFL Participant
at Neighborhood Centers Inc in Houston



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

3) CONSUMER & EMPLOYEE ENGAGEMENT, AWARENESS & EDUCATION

► **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



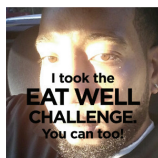
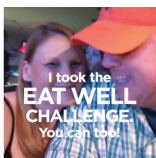
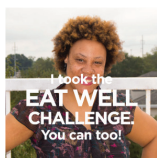
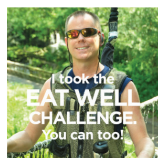
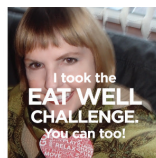
Colleges & Universities



Workplaces



Hospitals



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