



Four Distinct Commitments

Healthy for Life® 20 By 20, will leverage the science and research knowledge of the American Heart Association, and the culinary expertise and scale of Aramark. The AHA and Aramark are working together to improve the health of all Americans 20 percent by 2020, by focusing on four distinct commitments, over the next five years.

➤ **MENU IMPACT & INNOVATION**

- Aramark will achieve a 20 percent reduction in calories, saturated fat and sodium, as well as a 20 percent increase in fruits, vegetables and whole grains, by 2020.
- The commitment applies to the more than 2 billion meals that Aramark serves annually with an impact of 10 billion meals by 2020.
- The menu changes will be achieved through ongoing culinary and supply chain innovation featuring health and wellness inspired recipe development, ingredient sourcing and menu design.

➤ **COMMUNITY EDUCATION AND AWARENESS**

- The American Heart Association and Aramark will work together to expand their health education programs to focus on key underserved communities across the U.S., piloting in Chicago, Dallas and Philadelphia, to start, and then replicating successful solutions across the country.
- The programs will make a significant impact through culturally relevant and family-centric cooking and nutrition education and curriculum on healthier, easier, more affordable meals.

➤ **CONSUMER EDUCATION**

- Aramark will expand its ongoing consumer awareness and education programs at food service locations across the company's portfolio of businesses.
- The programs empower consumers to make healthier choices through healthy cooking demonstrations, healthy food sampling, wellness workshops, dietitian Q&A programs, on-line and mobile health and nutrition information access and on-site digital wellness centers.

➤ **THOUGHT LEADERSHIP AND BEST PRACTICES**

- The American Heart Association and Aramark will establish an annual learning agenda and health impact report that tracks and publishes the progress of the joint initiative and effectiveness of specific community programs.

Visit www.aramark.com/healthyforlife for more information.

#HFL20by20