



# Your Customers Want Healthy Options

## People want healthy options

- 75% of Americans are trying to **eat smaller portions**
- 60% of frequent fast food diners **cite healthy menu options among their top reasons** for choosing a limited-service restaurant
- Restaurant guests want more information at hand to help them make choices about eating

## Parents want healthy options

- 70% of **moms want healthy kids' items** on restaurant menus
- Parents chose to keep healthier sides almost 80% of the time rather than replace the default sides with french fries

## Healthier items drive growth

- Offering lower-calorie food and drinks increased customer traffic
- Restaurants that increased the number of lower-calorie servings experienced an average 5.5% **increase** in same-store sales. Stores that did not experienced a 5.5% **decrease**

## Healthy options - a lasting trend

- **French fries sales dropped** about 2 percent from 2006 to 2011 while sales of **lower-calorie beverages rose** 10 percent
- “Healthier kids’ meals” were listed as one of the **Top 5 trends** for the last three years by the National Restaurant Association
- **Major fast food establishments** like McDonalds, Chipotle, Burger King®, Subway® and Wendy’s® have **already removed soda from their kids’ meals**

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