

KIDS LIVEWELL 2.0

STATE RESTAURANT ASSOCIATION
ONBOARDING OVERVIEW





WELCOME!

Have a seat at our table. In 2011, the National Restaurant Association created a first-of-its-kind initiative known as Kids LiveWell (KLW) to showcase the restaurant industry's commitment to offering better-for-you menu options for children.

Restaurants that participate in the voluntary program place a particular focus on helping to increase consumption of fruits and vegetables, lean protein, whole grains and low-fat dairy, and limiting unhealthy fats, sugars and sodium.

The Association is proud that thousands of restaurant locations offer young guests a selection of KLW choices and provide parents and caretakers with accurate information to help them make informed decisions about their children's food habits. The KLW program has benefited restaurateurs by helping them better serve their communities.

The time is right to reinvigorate, refresh, and recommit to supporting our members as they seek to identify and offer better-for-you options to their youngest guests through KLW.

To grow this program and serve the industry's youngest guests, we are asking our State Restaurant Association (SRA) partners to help.

Information on how you can partner with us on this important endeavor follows in this overview document. We look forward to your participation and are pleased you are committed to helping your local restaurants offer better-for-you options for their youngest guests.

Thank you,

National Restaurant Association



WHAT IS K LW?

Help your restaurant members deliver better-for-you meals for children based upon science!

Has your state legislature attempted to pass healthy kids' meal mandates recently? Restaurant customers complaining there are no healthy options for their children? The updated and improved K LW program is here to help!

K LW is a FREE, voluntary program that shows restaurant businesses how to create, promote, and serve better-for-you meals for kids. Originally launched in 2011, we've incorporated the latest dietary science to improve K LW. Restaurants that certify two meals, two sides, and follow the default beverage policy can display the K LW logo on their menus and earn free publicity for their restaurants.

SRA BENEFITS OF PROMOTING K LW

There are multiple benefits for promoting K LW in your state, including:

- As a voluntary program, K LW can help dissuade state legislators from regulating your restaurant industry and forcing expensive menu changes upon your members.
- It is a good business move for your members: 70% of parents want the choice of healthy kids' items on restaurant menus.
- Creates free publicity opportunities for both your members and SRAs.
- It is the right thing to do for children in your state!

SRA STEPS FOR GETTING INVOLVED

We'd love SRAs to actively engage and promote K LW to your members, similar to the ServSafe program!

- **First**, let us know about your commitment to helping your members create better-for-you meals by joining K LW and **dedicate an SRA employee to be the K LW liaison**.
- **Second**, create a webpage or section on your home page that links to our K LW website on Restaurant.org.
- **Third**, schedule a webinar with the K LW team to educate your members about K LW.
- **Fourth**, promote on social media and newsletters, send in press releases, and talk about the K LW program at your expos and meetings (leverage the K LW promotional toolkit).
- **Fifth**, create a sign-up goal for your organization! We suggest 10 restaurants in the first three months after launch and 25 within the first six months.
- **Sixth and final**, hold regular check-ins with the K LW team and your restaurant members to evaluate the program and let us know what we can do to make your jobs easier.

KLW NUTRITION CRITERIA AND REQUIREMENTS

2 MEALS

KLW requires restaurants to offer 2 meals (entrée, side, and beverage) that meet the following criteria:

- CALORIES: ≤ 550
- CALORIES FROM SATURATED FAT: $\leq 10\%^*$
- TRANS FAT: 0 g
- ADDED SUGARS: ≤ 15 g
- SODIUM: ≤ 700 mg
- FOOD GROUPS: Meals must include a serving of at least two of the following five food groups: Fruits, vegetables, dairy, meat/meat alternatives, and/or whole grains. At least one of the two food groups must be a fruit or vegetable.

- **Fruit:** $\geq 1/2$ cup (c.) (includes 100% juice)
- **Vegetable:** $\geq 1/2$ c.
- **Non/low-fat dairy:** ≥ 1 c.; $1/2$ c. yogurt
- **Meat or meat alternative:** ≥ 1 -oz. equivalent. Includes meat, poultry, seafood, eggs, pulses (beans, peas, and lentils), soy products, and nuts and seeds. Examples of 1-oz. equivalents: 1 oz. of meat, poultry or seafood; 1 egg; $1/4$ c. of cooked beans or tofu; 2 Tbsp peanut butter; or 1 oz. of nuts or seeds.
- **Whole grains:** $\geq 1/2$ serving. To provide a half-serving of whole grains, a food must provide ≥ 8 g of whole grains and meet at least one of the following: 1) First ingredient a whole grain; 2) $\geq 50\%$ whole grains by weight of product; or 3) 50% whole grains by weight of grains.

Fried foods are no longer exempted, but they're not encouraged.

*Meals with 1% milk as the beverage are exempt from the 10% of calories from saturated fat criteria. Instead, these meals have a separate criteria and cannot contain more than 6 g of saturated fat.



2 SIDES

KLW requires restaurants to offer 2 sides that meet the following nutrition criteria:

- **CALORIES:** ≤ 200
- **CALORIES FROM SATURATED FAT:** $\leq 10\%$
- **TRANS FAT:** 0 g
- **ADDED SUGARS:** ≤ 5 g
- **SODIUM:** ≤ 225 mg
- **FOOD GROUPS:** Sides must include a serving of at least one of the following five food groups: Fruits, vegetables, dairy, meat/meat alternatives, and/or whole grains.



- **Fruit:** $\geq 1/2$ c. (includes 100% juice)
- **Vegetable:** $\geq 1/2$ c.
- **Non/low-fat dairy:** ≥ 1 c.; $1/2$ c. yogurt
- **Meat or meat alternative:** ≥ 1 -oz. equivalent. Includes meat, poultry, seafood, eggs, pulses (beans, peas, and lentils), soy products, and nuts and seeds. Examples of 1-oz. equivalents: 1 oz. of meat, poultry or seafood; 1 egg; $1/4$ c. of cooked beans or tofu; 2 Tbsp peanut butter; or 1 oz. of nuts or seeds.
- **Whole grains:** $\geq 1/2$ serving
To provide a half-serving of whole grains, a food must provide ≥ 8 g of whole grains and meet at least one of the following: 1) First ingredient a whole grain; 2) $\geq 50\%$ whole grains by weight of product; or 3) 50% whole grains by weight of grains.

BEVERAGES

KLW participants must adhere to a default beverage policy for kids menus.

“Default beverage” means the beverage that is automatically included or offered as part of a children’s meal, absent a specific request by the purchaser for an alternative beverage. A restaurant that sells a children’s meal must make the default beverage offering one of the following:

- **Water:** Options include water, sparkling water or flavored water, with no added natural or artificial sweeteners.
- **Milk:** Options include flavored or unflavored nonfat or low-fat (1%) dairy milk or non-dairy beverage that is nutritionally equivalent to fluid milk (e.g., fortified soymilk) in a serving size of 8 oz. or less.
- **Juice:** Options include 100% fruit or vegetable juice, or fruit and/or vegetable juice combined with water or carbonated water, with no added natural or artificial sweeteners, in a serving size of 8 oz. or less.

Restaurants shall list the available default beverages on the in-store, drive-thru, takeout, or website menu or menu board, app, or in-store signage from which people order a children’s meal (for example, poster or register cling). Specifically listing the healthy default beverages lets families know which better-for-you options are available. Vague language such as “kid-size drink” or “includes drink” does not qualify as a healthy default, as that could include soda or other sugary drinks.



RESTAURANT CERTIFICATION PROCESS

Once a restaurant expresses interest in joining KLV, they take the following steps:

- **Step one:** commit to joining KLV by emailing KidsLiveWell@restaurant.org to get started.
- **Step two:** gather nutrition information for menu items from suppliers ((e.g., calories, saturated fat, sodium, added sugar) and submit via an Excel spreadsheet.
- **Step three:** work with the certification company to: 1) tweak menu items as needed and get two meals and two sides certified; and 2) adhere to the default beverage policy. This step can take a month to six weeks depending on menu items.
- **Step four:** post KLV logos on menu, promote on social media, and let customers know about the restaurant's commitment to kids' nutrition. Make sure nutrition information is available upon request.

COST TO RESTAURANT? FREE!

The National Restaurant Association has made KLV free for all participating restaurants.





CREATIVE

LOGOS

While not required, we recommend restaurants identify KLW menu items in restaurants and online with the KLW logo and/or carrot icon.

KLW logo:



KLW icon:



The carrot icon is used to signify which meals or meal combinations have earned KLW certification.

KLW description:

To explain what KLW is all about, participating restaurants are encouraged to use the following description:

This menu item is part of the KLW program and has been verified by the National Restaurant Association to meet specific nutrition criteria established by leading health organizations' scientific guidelines.

CREATIVE

SOCIAL MEDIA

Tag us:

When promoting KLW on your social media pages, tag us at @werrestaurants.

Hash tag:

When promoting KLW use the hashtag #KidsLiveWell.



Sample Facebook Posts:

Consider using these graphics:





Sample Instagram posts:

Consider using these graphics.



Sample tweets:

- 👉 What's Hot Survey asks chefs to predict trends + shows healthful kids meals in the top 10 since 2012. Join kidslivewell.com to tap into this trend!
- 👉 Looking for healthy menu items for children? Visit kidslivewell.com for participating restaurants.
- 👉 Seeking healthy options for kids? Look for the KLW logo to identify menu items at your fave restaurants or visit kidslivewell.com.

