



Blue Zones Project Approved Restaurant Overview

Optimize your restaurant for better health and business:

- Promotion through Blue Zones Project® social media and website to drive new customers to your store.
- Attraction of new diners by offering healthier food and beverage options.
- Increased sales of healthy foods and beverages through implementation of best practices.
- Opportunities to cater community events, which will increase community awareness of your restaurant.
- Opportunities to cater meetings and events at Blue Zones Project Approved™ worksites, creating new, on-going business.
- Access to Blue Zones Project resources, support, and marketing collateral to implement best practices.
- Recognition for being part of an important community-wide project to improve well-being.

FIVE STEPS TO BECOMING BLUE ZONES PROJECT APPROVED™

- 1. Strategize:** Discuss the current state and importance of well-being for your restaurant. Identify which best practices and metrics of success your store has in place and which ones you would like to pursue. Keep in mind how these practices align with your organizational goals.
- 2. Implement:** Complete chosen best practices and track metrics of success.
- 3. Validate:** When implementation efforts are completed, contact a Blue Zones Project team member to review the work you've done.
- 4. Celebrate:** Acknowledge and celebrate your restaurant's status as a Blue Zones Project Approved Restaurant!
- 5. Sustain:** Maintain your Blue Zones Project Approved status by establishing a sustainability plan.

REQUIREMENTS

- Earn at least 44 out of 66 possible points by implementing best practices.

BEST-PRACTICE EXAMPLES

- Entrée Offering:** Offer half-size portions of top-selling entrées. Promote this choice on your menu.
- Side Dishes & Ingredients:** Offer whole-grain alternatives to all refined-grain options. Promote this option on your menu.
- Education & Awareness:** Let customers know before they order that to-go boxes can be brought at any time during the meal (before, during, or after). Promote this on your menu or with a table tent.
- Environment:** Don't place a saltshaker on the table unless requested. Remove the shaker when using the table.
- Preparation & Presentation:** Allow customers to request any entrée grilled, baked, or broiled rather than fried. Promote this option on your menu.

The Blue Zones Project team is here to partner with your organization by offering resources and expertise to help you achieve Blue Zones Project Approved status.