

What's in it for me?

The Eat Out Eat Well Award is good for your business and your customers.

You could make a huge contribution to improving your customers' diet and health by providing healthier food choices.

You'll have public recognition for achieving the award and could enhance your image as a responsible business.

It could give you a competitive edge and increase customer satisfaction as the demand for healthier choices continues to grow – many manufacturers and retailers who have introduced healthier options are seeing a growth in sales.

What will I need to do?

To achieve an award your business will be assessed against certain criteria that are based on the principles of a healthy balanced diet, such as keeping fat, sugar and salt to a minimum, making fruit and vegetables widely available and basing main meals on starchy carbohydrates.

You will also be assessed on marketing and promotion of healthier options. The award is free for businesses to enter.

How do I get involved?

To find out more or if you are interested in achieving an Eat Out Eat Well Award, visit www.eatouteatwell.org



Eat Out Eat Well Caterers Leaflet



Health and Wellbeing
SUFFOLK

www.healthysuffolk.org.uk



What is it?

The Eat Out Eat Well Award has been developed to reward food outlets that provide their customers with healthier choices.

It has three levels – Bronze, Silver, and Gold, and is symbolised by an apple logo in the shape of a heart.



The level of award is based on a scoring system that takes into account the type of food on offer, cooking methods, and how you promote healthier choices to your customers. The higher the score the higher the level of award.

To obtain a Gold Award, key members of your staff will usually need to undertake accredited training in nutrition.

What are the aims?

The award scheme aims to encourage food businesses to provide healthier options to customers, through the use of healthier catering practices, increasing fruit, vegetables, and starchy carbohydrates used, and decreasing fat, sugar and salt level.

It also recognises provision of healthier options for children, portion size and rewards staff training and promotion of healthier choices.

Why is it important?

It's more important than ever for food outlets to help consumers make the right choices.

The average person eats one in every six meals out of the home.

Diet plays a major role in heart disease and has been linked to some cancers with obesity as a growing epidemic in the UK causing more than 30,000 deaths a year in England alone.

Research by the Food Standards Agency suggested that consumers felt that healthy eating was an important influencing factor when deciding what food to eat both inside and outside the home.

Who can apply?

The FREE award scheme is open to all types of food outlets that cater for the general public. This could include restaurants, cafes, canteens, catering businesses and more.

Premises will usually be considered for an award at the time of a satisfactory food hygiene inspection by Environmental Health or a Food Standards inspection by Trading Standards. In addition, premises may also be assessed if requested by the owner or nominated by a customer.

Who runs the award?

The award is assessed and managed by your local authority in partnership with your local Environmental Health Service from district and borough councils.

