



## FOOD TREND:

Foods customers can feel good about eating

## Feel **Good** Foods

**Consumers want foods that they can feel good about eating.**

Nutrition is of course a huge part of it, but so is social and environmental responsibility.

**Here is how restaurants are tapping into this desire based on their target customers:**

- **SERVING SMALLER PORTIONS**  
the right size, at the right price = good value
- **FEEDING THE PERCEPTION**  
healthier ingredients or absence of “negative” ingredients
- **OFFERING FRESH, MADE-TO-ORDER FOODS**
- **TOUTING SUSTAINABILITY**  
Customers want to know where the food is coming from, participate in local sourcing, and support companies who are socially and environmentally responsible.

## FACTS:

### Nutrition Makes a Difference

Consumers take notice of healthful menu options

	All Adults	Men	Women
More healthy options available compared to 2 years ago	81%	79%	84%
More likely to visit a restaurant that offers healthy options	72%	67%	76%

Source: National Restaurant Association, National Household Survey, 2013.

### Examples on Menus

**Chipotle** They were the forerunners of the sustainable movement on large scale and boast the tagline “Food with integrity”.

**Olive Garden** Introduced small plates to attract Millennials including parmesan asparagus and grilled-chicken tapas. It’s also testing out small plates of garlic hummus, chicken meatballs and tortelloni stuffed with cheese before rolling out nationwide.

**IHOP** Items that are less than 600 calories are marked with a special “Simple & Fit” logo.

**Chili’s** “Lighter Choices” brand

**Denny’s** “Fit Fare” menu boasts colored icons designating items that are higher in protein and fiber, and lower in fat and calories.



## FLAVORS:



### Cranberry Mint Spritzer

2 sprigs Fresh mint, washed  
4 oz

**Ocean Spray Cranberry Juice Cocktail** (Item #4562)  
(or use Lyons Ready to Serve Cranberry Juice Item #1148)

4 oz Lemon-lime soda

Remove mint leaves from 2 stems; place in bottom of tall glass. Add Cranberry Cocktail. Crush the mint leaves against the side and bottom of the container with the handle of a wooden spoon. Add ice. Pour in Lemon-lime soda.

### Strawberry Balsamic Vinaigrette

16 oz **Lyons Strawberry Fruit Infusion**

(Item #2390)

4 oz Balsamic vinegar  
2 oz Lemon juice  
6 oz Olive oil  
to taste Salt and pepper



Emulsify all ingredients in a blender. Makes 24 oz.

# LYONS

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