



Dear Restaurant owner/operator,

We are pleased to invite you to submit an application for the exciting and innovative Eat Well Berkeley restaurant program.

Eat Well Berkeley is a new community health program, sponsored by the City of Berkeley Public Health Division, Chronic Disease Prevention program, and Kaiser Permanente Healthy Eating Active Living Program. This program is designed to work with restaurants to provide healthy options for their customers, and to support and promote restaurants that provide healthy food choices. Customers can use the program to identify restaurants that meet the overall criteria, as well as to identify specific menu items at that restaurant. Even if you do not consider yourself a 'healthy restaurant', we encourage you to apply. We will work with you to identify your healthy options and to make small, affordable changes to meet the criteria.

As part of this program, the Public Health Department will offer free nutrition technical assistance and free publicity to all restaurants that meet all criteria. This is a wonderful opportunity to demonstrate your commitment to the health of Berkeley residents – and to reach out to new customers! With your help, we can reduce chronic diseases such as high blood pressure and diabetes and promote healthier lifestyles.

We hope you will take this opportunity to be a show your leadership within the Berkeley restaurant community.

The enclosed fact sheet and application should provide all of the information you need to apply. If you have any additional questions, please feel free to contact the Eat Well Berkeley Coordinator at 510-981-7710 or eatwell@ci.berkeley.ca.us.

Thank you,

A handwritten signature in black ink, appearing to read 'Linda Rudolph'.

Linda Rudolph, MD, MPH
Health Officer, City of Berkeley
Public Health Division



The Eat Well Berkeley program is sponsored by the City of Berkeley
Health & Human Services Department, Public Health Division,
Chronic Disease Prevention Program
And the Kaiser Permanente Healthy Eating Active Living Program





Frequently Asked Questions

Why should my restaurant be part of the Eat Well Berkeley program?

- As a restaurant owner/operator, you have the opportunity to make a difference in the health of your customers and community!
- Similar programs in other cities have found increased customer satisfaction with participating restaurants.
- The program promotes Eat Well Berkeley restaurants to the public (for free)!
- Your restaurant's community image is enhanced.
- Your employees will enjoy a healthier workplace and will have one more reason to take pride in working for you.
- The program offers you free nutrition consultation and support.

Do I have to make big changes to become an Eat Well Berkeley restaurant?

Not necessarily. You may already fulfill many of the criteria. Additionally, if you do not currently meet enough of the criteria, an Eat Well Berkeley dietician consultant can come meet with you to help you figure out simple, affordable changes you can make.

Do I get credit for the good things I'm already doing?

Yes! In fact, your restaurant may already qualify.

Is there a fee to be part of the program?

Not currently. During this pilot period, there is no charge to join.

What is the process of joining the Eat Well Berkeley Program?

Once you complete the application, we will contact you to schedule a site visit. During the site visit, our representative will answer any additional questions and provide technical assistance. Assuming that you meet all the criteria, you will be sent your materials directly after the site visit.

What does my restaurant receive when I am part of the program?

Once you are registered with the program, you will receive:

- Eat Well Berkeley window decals
- Stickers or digital logos to use on menus to highlight "Eat Well Options"
- Table tents
- A certificate of recognition
- Listing on the Eat Well Berkeley website
- Listing in the Eat Well Berkeley brochure that is distributed by the Berkeley Public Health Department

What am I committing to do when I join the program?

Once you are accepted to the program, you commit to:

- Inform restaurant staff about your restaurant's participation in the program.
- Post window decals and/or a certificate of participation so that customers can identify you as an Eat Well Berkeley restaurant.
- Advertise specific "Eat Well Options" menu items in any way that fits with your restaurant.
- Continue to meet the criteria.

How long does the process take?

Our goal is to register you within 4-6 weeks of receiving your completed application. If we have a waiting list, we will inform you of the length of the expected delay.

How do I get started?

Fill out the application and attach all required information. Contact the Eat Well Berkeley representative at 510-981-7710 or eatwell@ci.berkeley.ca.us with any questions.

Re-application: Your application with the Eat Well Berkeley program will be good for 1 year. You will need to submit a review form annually and you will be subject to random, unscheduled site visits. If you are found to be not in compliance, you will have 30 days to re-comply or be removed from the program.





Application

Restaurant: _____

Main Contact: _____

Title: _____

Phone Number: _____

Best Time to Call: _____

Email: _____

Type of Cuisine: _____

Address: _____

Website (if applicable): _____

Do you own/operate any additional restaurants?

No Yes - names: _____

Note: If you have additional Berkeley locations with the same menu, you can attach a list of names & addresses to apply. For restaurants with a different menu, please submit a separate application.

Maximum Occupancy of Restaurant: _____

Number of tables in restaurant: _____

Approximate Size of: Weekday Breakfast Crowd _____ Weekend Breakfast Crowd _____

Weekday Lunch Crowd _____ Weekend Lunch Crowd _____

Weekday Dinner Crowd _____ Weekend Dinner Crowd _____

Average ticket for Breakfast: _____ Lunch: _____ Dinner: _____

For internal use:	
Date submitted _____	Reviewer _____
Notes:	
Site visit date _____	Reviewer _____
Notes:	
Date processed _____	



The Eat Well Berkeley program is sponsored by the City of Berkeley Health & Human Services Department, Public Health Division, Chronic Disease Prevention Program And the Kaiser Permanente Healthy Eating Active Living Program





Restaurant Criteria

Restaurants must meet the 7 mandatory criteria below to be registered with the Eat Well Berkeley program. Please check those that you meet and provide any additional information.

Note: If you do not currently meet one or more of the criteria, we can offer technical assistance on simple, affordable changes you can make.

1) Environmental Health

- My restaurant is in good standing with Environmental Health Division regulations:
 - I have a current food handler certification
 - I have a valid and posted health permit

2) Fruits and vegetables

- My restaurant offers a fruit or vegetable side dish (e.g.: salad, fruit cup, sautéed vegetable, etc.)
My current fruit or vegetable side dish is: _____
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.

3) Healthy drinks

- My restaurant offers a drink option other than soda, at a comparable or lesser cost.
Possibilities include: unsweetened iced tea, fresh lemonade, hot tea, low-fat milk, 100% juice, etc.
My cost for soda is: _____
The healthier drink option that I offer is: _____
The cost for that healthier drink is: _____
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.

4) Lean meat or protein

- My restaurant offers a lean meat or other protein (e.g.: chicken breast, turkey, fish, tofu, etc.) prepared in a healthy way (e.g.: broiled, barbecued, roasted, steamed, poached or grilled).
A lean meat or protein dish I offer is: _____
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.

5) Trans fats

- My restaurant does not use partially hydrogenated oils / trans fats.
 - I have inspected my cooking oils and they do not have any 'partially hydrogenated' oil
 - I have inspected my baked products and they do not have any 'partially hydrogenated' oil
 - Cooking oils that I regularly use: _____
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.



The Eat Well Berkeley program is sponsored by the City of Berkeley
Health & Human Services Department, Public Health Division,
Chronic Disease Prevention Program
And the Kaiser Permanente Healthy Eating Active Living Program





6) Salad dressing

- My restaurant serves salad dressing and:
 - Offers a low-fat salad dressing (less than 3 grams of fat per serving)
 - My customers have the option to order the salad dressing on the side.
- My restaurant does not serve salad dressing*
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.

7) Kid's menu

- My restaurant offers a kids' menu and:
 - Offers a fruit or vegetable on the kids' menu: _____
 - Does not offer French fries on the kids' menu.
 - Does not offer soda on the kids' menu.
- My restaurant does not offer a kids' menu*
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.

Restaurants must also meet 3 of the 4 additional criteria below. Please check those that you meet and provide any additional information.

8) Soda

- My restaurant does not offer free refills on soda, or serve more than 20 oz. of soda as one beverage.
 - I do not offer free refills on soda. The largest serving of soda available is: _____
- My restaurant does not serve soda*
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.

9) Whole grains

- My restaurant offers a whole grain option (e.g.: brown rice, whole wheat pasta, whole grain bread). My whole grain option is: _____
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.

10) Complementary Items

- My restaurant routinely offers a complementary item routinely (such as bread or tortilla chips):
 - The portion size served is proportional to the number of people being served
 - It is not automatically served with a side of butter.
- My restaurant does not offer a complementary item before the meal*
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.

11) Desserts

- My restaurant serves dessert and:
 - I offer a fruit-based dessert with at least 1 serving of fruit: _____
- My restaurant does not serve dessert.*
- I do not know if my restaurant currently meets this criteria. I would like technical assistance.



The Eat Well Berkeley program is sponsored by the City of Berkeley
Health & Human Services Department, Public Health Division,
Chronic Disease Prevention Program
And the Kaiser Permanente Healthy Eating Active Living Program





Eat Well Options

Restaurants must offer specific menu items (“Eat Well Options”) that meet specific health criteria. These items must be labeled as Eat Well Options (either on the menu, on a posted board, on table tents, etc.) so that customers can identify them.

At least two entrees, and two appetizers, side dishes or desserts served at your restaurant must meet the criteria for an “Eat Well Option”.

Note: If your restaurant has a limited menu and serves less than six dishes in a particular category, you are only required to have one Eat Well Option in that category.

The criteria for an “Eat Well Option” *entrée* is:

- 1) Have **two** or more of the following three things:
 - a) a serving of fruit or vegetable
 - b) a whole grain
 - c) a lean protein source
- 2) Have less than **750** calories, 30% calories from fat & 10% from saturated fat.*

The criteria for an “Eat Well Option” *side dish, appetizer, dessert* is:

- 1) Have **one** or more of the following three things:
 - a) a serving of fruit or vegetable
 - b) a whole grain
 - c) a lean protein source
- 2) Have less than **300** calories, 30% calories from fat & 10% from saturated fat.*

Please attach recipes or nutritional analysis for your Eat Well Option menu items to your application. Your recipes will be kept confidential. If you do not know if a particular item meets the criteria, attach the recipe & we will provide the nutritional analysis and inform you if it meets the criteria.

The entrees that I serve that meet the Eat Well criteria are:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

The side dishes, appetizers and/or desserts that I serve that meet the Eat Well criteria are:

- 1) _____
- 2) _____
- 3) _____
- 4) _____



The Eat Well Berkeley program is sponsored by the City of Berkeley Health & Human Services Department, Public Health Division, Chronic Disease Prevention Program And the Kaiser Permanente Healthy Eating Active Living Program





I plan to label the Eat Well Options in my restaurant through:

- Stickers and/or printed logos on the menu
- Table tents
- Specials board
- Promotion by wait staff
- Other: _____



The Eat Well Berkeley program is sponsored by the City of Berkeley
Health & Human Services Department, Public Health Division,
Chronic Disease Prevention Program
And the Kaiser Permanente Healthy Eating Active Living Program





Summary

- I believe that I currently meet all of the 7 mandatory criteria and at least 3 of the 4 additional criteria.
- I meet ____ of the 7 mandatory criteria and ____ of the additional criteria.
- I hope to meet all the criteria in the next: 6 months 1 year 2 years.
- I have the following concerns/questions that I would like to speak about with a representative:

Thank you for your application! We will contact you soon to schedule a site visit.

Don't forget to attach:

- A copy of your current menu
- Copies of nutritional analysis or recipes for any menu items that meet Eat Well Option criteria

Send completed applications to:
 Eat Well Berkeley Program
 1947 Center St., 2nd floor
 Berkeley, CA 94704

Or Fax to: 510-981-5335
 Attn: Eat Well Berkeley



The Eat Well Berkeley program is sponsored by the City of Berkeley
 Health & Human Services Department, Public Health Division,
 Chronic Disease Prevention Program
 And the Kaiser Permanente Healthy Eating Active Living Program

