

**NEMS**  
**Rationale for Restaurant Measures Criteria**

Listed below is an explanation as to the rationale for each of the categories on the restaurant survey.

Topic	Basis for Criteria
Restaurant Classification	<p>In the original study, restaurants were classified as either “fast-food” or “sit-down” based, in part, on definitions from the following sources:  <a href="http://encyclopedia.thefreedictionary.com/Fast-food%20restaurant">http://encyclopedia.thefreedictionary.com/Fast-food%20restaurant</a>            and <a href="http://en.wikipedi.org/wiki/Fast_casual_restaurant">http://en.wikipedi.org/wiki/Fast_casual_restaurant</a></p> <p>Since the study, we have created a separate category for “Fast casual” restaurants because they are a growing trend in the restaurant industry. However, if you prefer, they can be classified again with sit-down restaurants.</p>
Main Dishes—Healthy	<p>We identified healthful entrée choices on the menu in one of two ways:</p> <ol style="list-style-type: none"> <li>1. The menu identified the entrée as a healthful choice. We asked the question, “Would a restaurant patron with an ‘untrained eye’ be able to spot these choices?” Note: Since 1997, restaurants are required to adhere to the same FDA standards as those used on packaged foods. For example, if they use the word “low-fat” or “light” on the menu, the food must meet the FDA definition.</li> <li>2. If the restaurant provided nutrient analysis, an entrée must meet all three of the following criteria               <ul style="list-style-type: none"> <li>• Entrees = <math>\leq</math> 800 calories</li> <li>• Burgers/sandwiches = <math>\leq</math> 650 calories</li> <li>• <math>\leq</math> 30% calories from fat</li> <li>• <math>\leq</math> 10% calories from saturated fat (if information is available)</li> </ul> </li> </ol> <p>Rationale for criteria:</p> <ul style="list-style-type: none"> <li>• Calorie limit for an entrée was based on the Daily Value of 2000 calories (FDA food label standard). If breakfast = 1/5 of calories, lunch = 2/5, and 2/5 = dinner, dinner is approximately 800 calories. Since a sandwich or burger is typically accompanied by a side dish (e.g., chips or fries), the maximum calories for these items was reduced by 150 calories, yielding 650 calories.</li> <li>• The criteria for % calories from fat and saturated fat are based on the Dietary Guidelines for Americans.</li> </ul> <p>Sources:</p> <ul style="list-style-type: none"> <li>• <i>Jacobson MF, Hurley J, Center for Science in the Public Interest, Restaurant Confidential, 2002.</i></li> <li>• <i>Cassady D, Housemann R, Dagher C, Measuring Cues for Healthy Choices on Restaurant Menus: Development and Testing of a Measurement Instrument, Am J of Health</i></li> </ul>

	<p><i>Promotion. 2004;6:444-449</i></p> <ul style="list-style-type: none"> <li>• <i>Dietary Guidelines for Americans, USDA Center for Nutrition Policy and Promotion.</i></li> <li>• <i>Food &amp; Drug Administration, A Food Labeling Guide: Reference Values for Food Labeling, <a href="http://www.cfsan.fda.gov/~dms/flg-7a.html">http://www.cfsan.fda.gov/~dms/flg-7a.html</a>, accessed December 2004.</i></li> </ul>
Main Dish Salads	<p>If nutrient information is available, healthy main dish salads must meet the same criteria as Main Dishes (see above). If no nutrient information is available and ingredients are known, the salad must meet the following criteria:</p> <ul style="list-style-type: none"> <li>• Low-fat or fat-free dressing must be available</li> <li>• No more than two of the salad's ingredients are high fat (items containing <math>\geq 50\%</math> of calories from fat)</li> </ul> <p>Rationale: A large proportion of the calories in a salad come from the dressing. Other high-fat ingredients can drive up the calories of naturally low-calorie fruits and vegetables, which are the basis of most salads.</p>
Fruits	<p>The Dietary Guidelines encourage the consumption of fresh or canned fruit without added sugar. Fruits are naturally fat-free and low in sodium. They also contain naturally-occurring sugars. Added sugar and/or dressing increases the calories without increasing the nutrient value; therefore, we only measured fruits that did not contain these added ingredients.</p> <p><i>Source: Dietary Guidelines for Americans, USDA Center for Nutrition Policy and Promotion (Choose a diet with plenty of grain products, vegetables, and fruits)</i></p>
Non-fried Vegetables	<p>The Dietary Guidelines encourage the consumption of vegetables without added fat. Frying and adding sauces greatly increases the calorie content of vegetables.</p> <p><i>Source: Dietary Guidelines for Americans, USDA Center for Nutrition Policy and Promotion (Choose a diet with plenty of grain products, vegetables, and fruits)</i></p>
Whole Grain Bread	<p>Because restaurant breads are not in a package, in most cases we were not able to tell whether they were 100% whole grain. We gave the restaurants credit for serving whole wheat, cracked wheat, and/or rye breads, which may represent an improvement over white breads.</p> <p><i>Source: Dietary Guidelines for Americans, USDA Center for Nutrition Policy and Promotion (Include several servings of whole grain foods daily—such as whole wheat...)</i></p>
Healthful or Low-Calorie Beverages	<p>We gave the restaurants credit for 100% fruit juice, low-fat or non-fat milk (both sources of desirable nutrients) diet soda (adds no calories), and low calorie beverages (<math>\leq 40</math> calories per stated serving).</p>

	<p><i>Source: Dietary Guidelines for Americans, USDA Center for Nutrition Policy and Promotion (Limit your intake of beverages...high in added sugars.) and the FDA.</i></p>
<p>Kids' Menu</p>	<p>We gave credit for kids' menu items that were based on non-fried foods such as baked or grilled chicken, seafood, or turkey and spaghetti and meat sauce. We also noted when fruit or vegetable side dishes were offered (quite rare). Our analysis of the calorie and fat content of kids' menu items for four restaurants that provide nutrition information (Burger King, Wendy's, McDonald's, and Denny's) revealed only two items that met the <math>\leq 35\%</math> fat criteria (standard for children), and one of these was a Happy Meal® that included the milk in the analysis. Likewise, the Center for Science in the Public Interest found that healthful selections on kids' menus were rare. Because the age range (and varying caloric needs) of children consuming foods from kids' menus made setting nutrient criteria unrealistic, we opted to concentrate our measurement on the foods listed above that would provide fewer calories and less fat. These would clearly distinguish a restaurant from the majority that limit kids' menu items to fried foods and burgers.</p> <p><i>Sources:</i></p> <ul style="list-style-type: none"> <li>• <i>Hurley J and Liebman B, Kids' Cuisine: "What would you like with your fries?" Nutrition Action Healthletter, March 2004: 12-15.</i></li> <li>• <i>Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids, Institute of Medicine, National Academies Press, September 2002.</i></li> </ul>
<p>Facilitators, Supports, Barriers, Pricing, Signage and Promotions</p>	<p>We assessed the many cues and impediments that encourage or discourage the selection of healthful foods in restaurants. Other studies have examined similar factors and have found differences among restaurants.</p> <p><i>Sources:</i></p> <ul style="list-style-type: none"> <li>• <i>Cassady D, Housemann R, Dagher C, Measuring Cues for Healthy Choices on Restaurant Menus: Development and Testing of a Measurement Instrument, Am J of Health Promotion. 2004;6:444-449.</i></li> <li>• <i>Warshaw H, Guide to Healthier Restaurant Eating, American Diabetes Association, 2002.</i></li> <li>• <i>Jacobson MF, Hurley J, Center for Science in the Public Interest, Restaurant Confidential, 2002.</i></li> </ul>