



# Are You Ready for FDA Menu Labeling Regulations?

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# FDA Menu Labeling Regulations

Are you  
ready?

**LiveBest**  
You must be present to win

Judy Barbe  
registered dietitian nutritionist

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**Obesity costs ~\$117 billion**

**Final regs November 2014**

- ~ 900 comments for menu labeling**
- ~ 250 for vending**

**\$388 million to implement**

**Proposed rules April 2011**

***Section 4205 of the Patient Protection and  
Affordable Care Act enacted March 2010***

*Healthier  
population*

# The alarm is set clock is ticking..

- analyze menu
- reprint menus
- rebuild menu boards
- update websites
- develop information delivery points



December 1, ~~2015~~ 2016  
December 1, 2016, vending

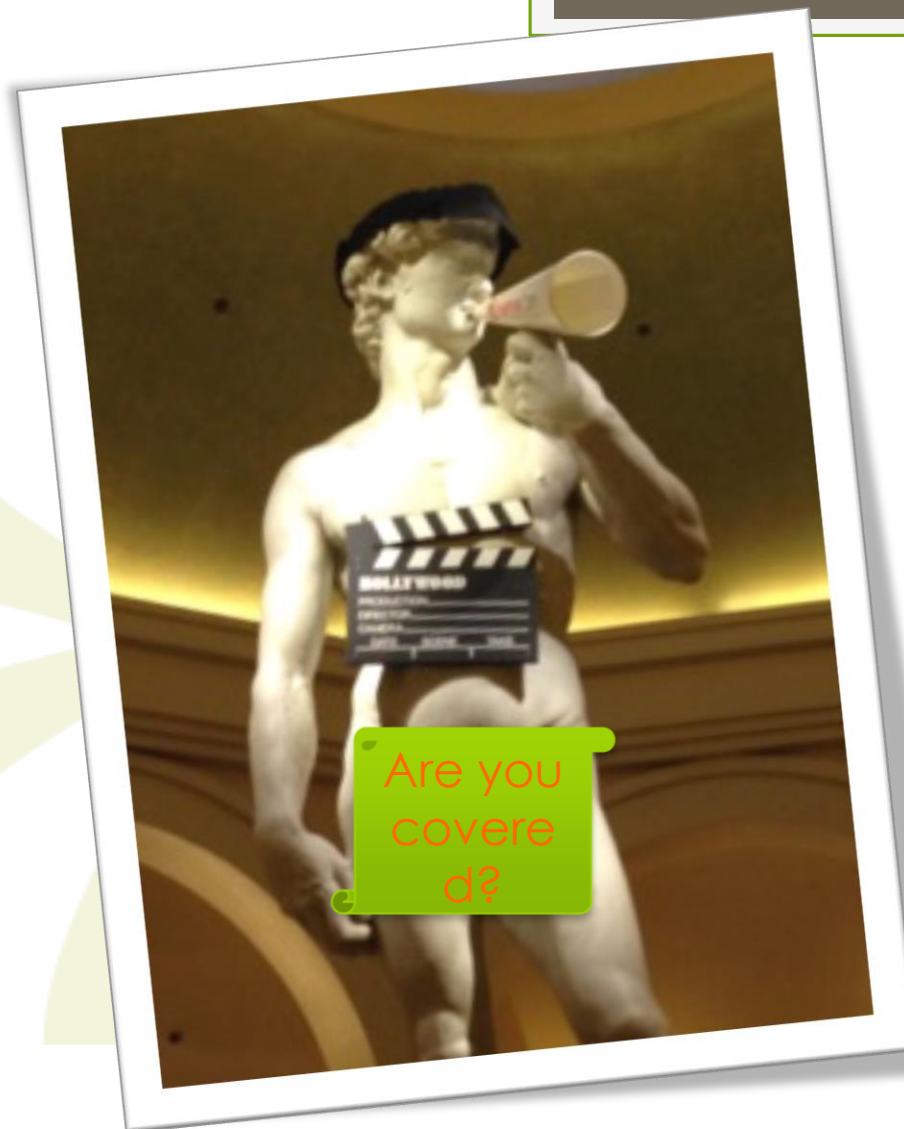
# F.D.A. pushed deadline back

- additional time is necessary to clarify and facilitate compliance
- “extensive dialogue” with businesses
- expect detailed draft guidance in August



And now...

Back  
to our regularly scheduled program



# WHO?

Restaurants and similar food establishments that are:

- part of a chain with 20 or more locations
- doing business under the same name
- offering substantially the same menu items
- selling “restaurant-type” food
  - food that is usually eaten on site and intended for immediate consumption

# That includes...

- Sit-down, fast-food restaurants, coffee shops
- Take-out and delivered foods, such as pizza
- Foods purchased at drive-through windows
- Foods you serve yourself from a salad bar or buffet
- A muffin on display at a bakery
- A sandwich ordered from a grocery store menu
- A scoop from ice cream shop
- Popcorn purchased at movie theaters and amusement parks

# WHAT?

## Post on menu and menu boards:

- calories for standard items (includes combo meals)
- calories on signs adjacent to foods on display and self-service foods
- succinct statement suggesting daily caloric intake
- statement of availability – written nutrition information is available upon request
- nutrition info in a written form, upon request
  - pamphlet, iPad, 3-ring notebook, kiosk that links to website
  - employees should know where to direct guests to access it

# Menus and menu boards

- anywhere the name and price of the menu item is posted and can be used to place an order by the customer
  - Specialty menus, dessert, drink
  - Drive-through menu boards
  - Printed/Electronic menus

# Exempt

- ◉ custom orders
- ◉ daily specials
- ◉ consumer acceptance test up to 90 days
- ◉ temporary items, run less than 60 days
- ◉ general use condiments
- ◉ foods not on menu

# Beverages

- *not self serve*, calories based on the full volume of the cup served without ice, unless...
- you ordinarily sell a standard beverage fill or dispense a standard ice fill, then declare calories based on that standard fill
- *self-serve*: calories accompanied by "fluid ounces" and, if applicable, the description of the cup size (small, medium)

# Alcohol?

- YES, if on menu
- NO, if on display
  - wine on racks
  - bottles behind bar
  - special order



# Succinct Statement

*2,000 calories a day is used for general nutrition advice, but calorie needs vary*

- Must appear on the bottom of each page of multi-page menu and the bottom of the menu board, above, below, or beside the Statement of Availability
- Optional statements are permitted on children's menus

# Statement of Availability

*Additional nutrition information available upon request*

- ◉ required on menus and menu boards once
- ◉ must include the macronutrients currently required in the Nutrition Facts label on packaged goods
- ◉ prominent, clear, and conspicuous
- ◉ “...be posted prominently and in a clear and conspicuous manner in a type size no smaller than the smallest *type size* of *any* calorie declaration appearing on the same menu and in the same color or in a color at least as conspicuous as *that used for the caloric declarations*, and with the same contrasting background or a *background at least as contrasting as that used for the caloric declarations*.”

# Nutrient declarations

## may come from a variety of sources

- suppliers
- nutrient databases
- laboratory analysis
- Nutrition Facts labels on packaged goods
- cookbooks
- and other reasonable means

EXPECTATION “reasonable basis” for nutrient declarations

- must provide information substantiating the calorie claims upon request from the FDA



## *Food Labeling: Nutrition Labeling of Standard Menu Items in Restaurants and Similar Retail Food Establishments*

Submit questions...

Menu Labeling  
[CalorieLabeling@fda.hhs.gov](mailto:CalorieLabeling@fda.hhs.gov)

Vending Machine Labeling  
[CalorieLabelingVend@fda.hhs.gov](mailto:CalorieLabelingVend@fda.hhs.gov)

# Two you don't want to meet



David Ross, ABC




Jeff Rossen, NBC

# Don't be the headline

- Looking for a story
  - article, blog, tweet, TV expose
- The point of *all this* is healthier Americans.
- Expected story → difference between calories posted and calories found by investigator
- Most likely?
  - highest and lowest calorie items on your menu



# Top 3 communications strategies

- 
1. *Have a plan*
  2. *Choose a spokesperson*
  3. *Showcase your solutions*

# Have a plan

A strong platform helps you back up your claim

- ◉ Work with suppliers to create body of data
- ◉ Create product specs to limit variability
- ◉ Set up system to communicate changes
  - ◉ ingredients, recipes, yields, products
- ◉ Standardize recipes to minimize error
  - ◉ A few extra croutons or a heavy hand on the dressing changes the calories
- ◉ “Secret shop” your store to test products and portions
  - ◉ Use to retrain on prep and portion control

# Choose a spokesperson

- ONE VOICE yields strongest communications
- ONE VOICE means everyone speaks the same message
- WHO will speak on the company's behalf?
- If you're IT, what happens when you're out of the office?
- Prepare your spokesperson with talking points to be easily understood
  - Tell your dad
  - No jargon or gobbledegook
- Avoid a "clean up on aisle 2"
  - Damage control if employees don't follow protocol
    - Communicate policy to all employees. Then remind them!

# Showcase your solutions

- The better employees are in assisting guests, the better you look.
- Staff should know **where** to find nutrition information and **how** to direct guests to it.
  - Identify “lighter” menu options for guests watching their calories
  - Steer those with food allergies or intolerances to safe options
  - Know which items are vegetarian

*Solutions increase sales  
by filling the customer's need*

# Are you part of the problem or part of the solution?

- Review, reformulate, resize
  - use lower fat cheese, sour cream, or Greek yogurt
  - offer baked chips rather than fried
  - resize item or reduce container size
  - “by decreasing the size of the meal, you save X calories”

*Even a few examples on your menu points to being part of the solution*

# Words to use

- “Many people consider a movie to be a special occasion, so they may adjust their eating habits and activity throughout the week if they want to splurge on something.”
- “Thank you for pointing that out, I will add my that to my investigation of my own restaurants which I do on a regular basis. “

# Next steps

- FDA is looking for a “good faith effort”
- 2015 focused on education
- NAC, it's members, and affiliated trade groups working toward solutions
  - NATO conducted venue tours to educate FDA on how the law impacts theatre owners
  - Session at CinemaCon 2015
  - Article NAC, BoxOffice Pro, ShowTime

**NAC REPORT**



■ We often hear that the journey is part of the destination. Speed bump! Because of Section 4205 of the Patient Protection and Affordable Care Act, the journey is about menu labeling in food-service operations. The destination is to have a healthier population.

The clock is ticking to reprint menus, rebuild menu boards, update websites, and develop on-site information-delivery points. December 1, 2015, is the effective date for implementation. The seemingly short deadline balances the industry's need to make it happen with the public health need for the information. As Americans eat more food away from home, this is part of the global effort to help consumers identify the calorie-rich culprits.

At the recent CinemaCon 2015 conference in Las Vegas, slot machines weren't the only bells ringing. Food-service operators, concessionaires, and theater owners who attended the National Association of Concessionaires (NAC) and National Association of Theatre Owners (NATO) sponsored session, The How-to Guide for Compliance with the FDA Menu-Labeling Regulations, heard the alarm.

Along with other panelists, the Food and Drug Administration's (FDA) general health scientist, Claudine Kavanaugh, PhD, reviewed the FDA food-service menu-labeling requirements that are to be implemented by the end of the year.

**ARE YOU PREPARING FOR MENU LABELING?**  
**The clock is ticking**  
by Judy Barbe  
Registered Dietitian

- part of a chain with 20 or more locations
- doing business under the same name
- offering substantially the same menu items
- selling “restaurant-type food,” which means food that is usually eaten on the premises, foods that are self-serve and intended for immediate consumption

**What**

Those businesses that meet the criteria above must do the following:

- disclose calorie information on menus and menu boards for standard menu items (including combo meals)
- disclose calorie information on signs adjacent to foods on display and self-service foods that are standard menu items
- post a succinct statement concerning suggested daily caloric intake on menus and menu boards to help consumers put the information in the context of their daily diet on menus and menu boards, such as, “2,000 calories a day is used for general nutrition advice, but calorie needs vary”
- provide nutrition information, upon request, in a written form such as a pamphlet, iPad, three-ring notebook, or a kiosk that links to your website
- post on menus and menu boards a statement that written nutrition information is available upon request; employees should know where to direct

**Who**

**veBest**  
you must be present to win

# NAC Webinar

- Claudine Kavanaugh, FDA
  - NAOnline.org
  - Slides and recording



# Thank you

Submit questions...

Menu Labeling  
[CalorieLabeling@fda.hhs.gov](mailto:CalorieLabeling@fda.hhs.gov)

Vending Machine Labeling  
[CalorieLabelingVend@fda.hhs.gov](mailto:CalorieLabelingVend@fda.hhs.gov)



[www.LiveBest.info](http://www.LiveBest.info)

\*EMAIL [Judy@LiveBest.info](mailto:Judy@LiveBest.info)

# AMC & Menu Labeling

NAC Concession &  
Hospitality Expo - 2015



# AMC FAQs

- AMC operates 347 theatres with 4,972 screens across the United States
- We serve approximately 200 million guests each year with industry-leading guest satisfaction ratings
- AMC's food & beverage operations, including our dine-in theatres, represent a Top 60 U.S. restaurant chain
- AMC is headquartered in the metropolitan Kansas City area, where it has been since its founding in 1920




# Menu board transformation



<p><b>1</b></p> <p>Large Popcorn Large Drink 950 - 2030 Cal 13.49</p>	<p><b>2</b></p> <p>Large Popcorn 2 Large Drinks 950 - 3110 Cal 19.29</p>	<p><b>3</b></p> <p>Two Hot Dogs Large Drink 1258 - 2338 Cal 14.49</p>	<p><b>4</b></p> <p>MovieNachos Large Drink 1390 - 2470 Cal 12.49</p>	<p><b>5</b></p> <p>Pizza (Cheese or Pepperoni) Large Drink 740 - 1860 Cal 12.99</p>	<p><b>6</b></p> <p>Chicken Tenders, Fries, Large Drink 1010 - 2090 Cal 17.79</p>														
<p><b>Kids Pack</b></p> <p>Pick One Popcorn, Fruit Snack, Drink 335-557 Cal \$6.49</p>		<p><b>POPCORN</b></p> <table border="0"> <tr> <td>Large 838 Cal</td> <td>7.79</td> </tr> <tr> <td>Medium 587 Cal</td> <td>6.79</td> </tr> <tr> <td>Small 358 Cal</td> <td>5.79</td> </tr> </table>	Large 838 Cal	7.79	Medium 587 Cal	6.79	Small 358 Cal	5.79	<p><b>TREATS</b></p> <table border="0"> <tr> <td>Premium Candy 340-1140 Cal</td> <td>4.49</td> </tr> <tr> <td>Large Candy 340-1140 Cal</td> <td>3.99</td> </tr> <tr> <td>Medium Candy 340-1140 Cal</td> <td>3.49</td> </tr> <tr> <td>Ice Cream 120-500 Cal</td> <td>3.79</td> </tr> </table>	Premium Candy 340-1140 Cal	4.49	Large Candy 340-1140 Cal	3.99	Medium Candy 340-1140 Cal	3.49	Ice Cream 120-500 Cal	3.79	<p><b>Flavor Add-ons</b></p> <p>Add a little extra flavor to your popcorn for just 50¢</p> <ul style="list-style-type: none"> <li>white</li> <li>cinnamon SUGAR</li> <li>parmesan GARLIC</li> <li>nacho CHEESE</li> </ul>	
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## In order to comply with FDA rulings . . .



**Pizza**  
740 - 780 Cal

7.75

**make it a combo!**  
add a large drink



**HOT FOODS**

Pizza / 740-780 Cal	7.75
Chicken Tenders / 530 Cal	7.75
Chicken Sliders / 915 Cal	9.75
Mozzarella Sticks / 490 Cal	6.75
Jalapeno Poppers / 600 Cal	6.75
All-Beef Hot Dog / 629 Cal	4.75


**SNACKS**

MovieNachos / 1390 Cal	7.00
Gourmet Pretzel / 480 Cal	5.00
Fries / 480 Cal	5.00
Extra Cheese / 760 Cal	1.75
Kid's Pack / 335-557 Cal	6.75

**1**

Large Popcorn,  
Large Drink


905-2030 Cal \$13.49



**2**

Large Popcorn,  
2 Large Drinks


950-3110 Cal \$19.29



**3**

Large Popcorn, 2 Large  
Drinks, 2 Large Candy


950-3110 Cal \$19.99



**4**

Two Hot Dogs, Large Drink


629-1710 Cal \$10.24



**5**

MovieNachos, Large Drink


1390-2470 Cal \$12.54



**6**

Pizza, Large Drink

740-1820 Cal \$13.08



A 2000 calories a day is used for general nutrition advice, but individual needs vary. Additional nutrition information available upon request.

## Match font type & size

Ensure all candy is self serve

## Match font color

## Compile full nutritional information

## Round off calorie counts

# Contact Information

Denise de Zutter  
ddezutter@amctheatres.com  
816-215-4855

MenuTrinfo, LLC  
Claire Willis  
Director of Culinary Nutritionists  
Claire@MenuTrinfo.com  
888-767-6368



# Are You Ready for FDA Menu Labeling Regulations?

Rob Warnes, Show Biz Cinemas



# Are You Ready for FDA Menu Labeling Regulations?

Jon Muscalo, Legends Hospitality



# *The How-To Overview for Compliance with the FDA Menu Labeling Regulations*



# Agenda



- ⊕ Quick Allure Global Intro
- ⊕ FDA Regulation
- ⊕ Allure Global Service Offering
- ⊕ Updated Menu Board Examples



# Allure Global...Exposure to Menu Labeling



## Theaters & Exhibition

30+ Customers

Including



## Stadiums, Ballparks, Arenas

40+ Customers

Including



## Amusement Parks and Attractions

20+ Customers

Including



## QSR, Restaurants

25+ Customers

Including



## Emerging Business

25+ Customers

Including



# Digital vs. Static



- ⊕ Allows Flexibility
  - ⊕ Beneficial as regulatory requirements change over time
- ⊕ Reduced costs in changing menus (i.e. no re-printing static menus)
  - ⊕ Day-part ability (i.e. LTOs)
  - ⊕ Easily test menu variations for optimization
- ⊕ Integration to POS and Databases (assured accuracy)
- ⊕ Updating detailed caloric information via web



# Who Must Comply



- ⊕ Establishments must adhere to the regulations if they meet the criteria listed below:
  - ⊕ Establishment serving ***'restaurant type food'*** - (grocery stores, restaurants, theaters, bowling alleys, etc.) that are part of a **chain of 20 or more** locations (applies to US locations only)
  - ⊕ Doing business under the same name (regardless of ownership)
  - ⊕ *'Offering substantially the same menu items'*
  - ⊕ Selling food intended for immediate consumption
  
- ⊕ Adherence to the rule is required by **December 31, 2016**



# Menu Board Guidelines



- ⊕ Menu copy must be treated as follows:
  - ⊕ Calories must be adjacent to the food name or price
  - ⊕ No smaller than the price or name (whichever is smallest)
  - ⊕ *“Same color, or a color at least as conspicuous as the name” – same contrasting background*
- ⊕ Must include the following disclaimers
  - ⊕ *“A 2000 calorie daily diet is used as the basis for general nutrition advice, however, individual calorie needs may vary. Additional nutrition information is available upon request”*

# Exemptions From Regulations



- ⊕ Menu items exempt from permanent caloric listing:
  - ⊕ **Custom orders** – if the customer requests a unique, off-the-menu order, compliance is not required. (Example – Turkey and Cheddar Cheese on menu, but customer orders Turkey, Swiss, and Ham)
  - ⊕ **Daily specials** – Items that are not regularly on the menu, but are featured for less than 60 days per year.
  - ⊕ **Market Test** – A newly introduced item that is featured for less than 90 days to determine if it will become part of the regularly offered menu.

# Allure Menu Labeling Service Offerings



- ⊕ Assistance with interpretation and application of FDA regulations to current and future menus board
- ⊕ Consultation and planning to maintain adherence to regulations
- ⊕ Addition of caloric values to existing menus
- ⊕ Complete menu redesign to allow for adherence with FDA regulations when required
- ⊕ Menu optimization, testing, and deployment services
- ⊕ Strategic partnerships to provide content certification and food caloric value verification

# Food Caloric Content & Value Verification



- ⊕ Partnership with nationally recognized nutritional specialist to offer customizable needs-based packages
  - ⊕ Menu labeling regulation compliance
  - ⊕ Review and verification of nutritional information
  - ⊕ Nutritional information built ground up for every menu board item
  - ⊕ A la cart services for client specific needs

<b>Nutrition Facts</b>	
<b>Calories</b>	<b>630</b>

Before

allure<sup>+</sup>  
global

1 popcorn & fountain drink	2 popcorn & 2 fountain drinks	3 popcorn, candy, & fountain drink	4 hot dog & fountain drink	5 nachos & bottled drink	6 soft pretzel & frozen drink	fountain drinks	bottled drinks
8.00 You Save .25	10.00 You Save .50	12.00 You Save 1.00	8.00 You Save .25	10.00 You Save .50	12.00 You Save 1.00		
Candy	Large	4.00	Popcorn	Large	4.00		
	Medium	3.00		Medium	3.00		
	Small	2.50		Small	2.50		

After

1 lrg. popcorn & fountain drink	2 lrg. popcorn & 2 fountain drinks	3 lrg. popcorn, med. candy, fountain drink	4 hot dog & fountain drink	5 nachos & bottled drink	6 soft pretzel & fountain drink	fountain drinks 5.00	bottled drinks 4.25
10.00 1200-1740 Cal	15.00 1200-2260 Cal	14.00 1600-2140 Cal	10.00 270-810 Cal	15.00 550-670 Cal	16.00 340-600 Cal	540 Cal 0 Cal 0 Cal 540 Cal	70 Cal 0 Cal 120 Cal
Candy	Large ( 650-800 Cal )	4.00	hotdog 270 Cal	Large ( 1200 Cal )	5.00	A 2000 calories a day is used for general nutrition advice, but individual needs vary. Additional nutrition information available upon request.	
	Medium ( 400-580 Cal )	3.00		Medium ( 750 Cal )	4.00		
	Small ( 170-300 Cal )	2.50		Small ( 300 Cal )	3.50		

Addition of calories

Calories for each item

Font size and color matching

FDA disclaimer added

Before

allure  
global



The 'Before' menu layout features a purple and orange color scheme. It includes sections for Smoothies, Crêpes, Breakfast Crêpes, and Salads. The text is in a standard sans-serif font. A disclaimer is present at the bottom of the Smoothies section.

### Smoothies

SM 3.65 RG 3.99 LG 4.99  
Includes One Free Booster

**Caribbean Craze™** 230-430 cal  
Strawberries, bananas, juice blend & booster

**Strawberry Kiwi™** 230-440 cal  
Strawberries, kiwi-lime, juice blend & booster

**Citrus Mango™** 330-550 cal  
Orange juice & sherbet, mango, pineapple, kiwi-lime, coconut & booster

**Jamaican Jammer™** 260-450 cal  
Fat free yogurt, strawberries, bananas & booster

**Maui Mango™** 230-390 cal  
Mango, strawberries, bananas, passion fruit, juice blend & booster

**Tropical Pineapple™** 320-540 cal  
Pineapple, kiwi-lime, juice blend

**Strawberry Squeeze™** 230-390 cal  
Fat free yogurt, strawberries & booster

**Peach Sunset™** 200-340 cal  
Peaches, bananas, strawberries, juice blend & booster

**Orange Sunrise™** 230-420 cal  
Orange juice & sherbet, bananas, pineapple, strawberries & booster

**Berry Breeze™** 230-430 cal  
Blueberries, raspberries, strawberries, kiwi-lime, juice blend & booster

### High Protein

**Strawberries & Cream** 290-520 cal  
Yogurt, strawberries & Met-Rx protein (19g protein)

**Peanut Butter Protein** 440-790 cal  
Yogurt, peanut butter, bananas, chocolate syrup & Met-Rx protein (24g protein)

### Low Cal NO SUGAR ADDED

**Strawberry Oasis™** 70-120 cal  
Strawberries, juice blend & booster

**Mango Beach™** 60-120 cal  
Mango, peaches, passion fruit, juice blend & booster

**Peach Breeze™** 60-110 cal  
Peaches, pineapple, juice blend & booster

**MET-Rx Boosters** 0.59  
• Protein • Mega Energy • Green Tea • Focus • Extreme Lean

### Crêpes

Choose Golden or Multi-Grain Crêpe

#### Savory Crêpes 5.99

**Southwest** 520-530 cal  
Chicken, black beans, cheddarjack, romaine, salsa, tomatoes, chipotle ranch dressing

**Pesto Chicken** 350-360 cal  
Chicken, provolone, roasted red peppers, tomatoes, spinach, pesto

**Tuscan Turkey** 440-450 cal  
Turkey, provolone, spinach, tomatoes, roasted red peppers, light Tuscan dressing

**Fajita** 390-400 cal  
Chicken, onions and peppers, cheddarjack, romaine, tomatoes, salsa, sour cream

#### Featured Crêpe

**Old-Fashioned Turkey Melt**  
Oven roasted turkey breast with provolone cheese & Chipotle Ranch dressing, topped with Romaine lettuce, diced tomatoes and wrapped in a warm golden or multi-grain crêpe.

### Breakfast Crêpes 4.59

**Denver** 480-540 cal  
Scrambled eggs, cheddarjack, onions & peppers, salsa, choice of sausage, turkey or bacon

**Egg White Florentine** 280-290 cal  
Egg whites, spinach, bacon, tomatoes, feta

**Sausage and Egg** 500-510 cal  
Scrambled eggs, sausage, cheddarjack

### Dessert Crêpes

**Cheesecake Supreme** 370-460 cal  
Cheesecake, strawberries, Nutella®, whipped cream

**Nutella® Supreme** 310-530 cal  
Nutella®, bananas, strawberries, whipped cream

**PB Banana Crunch** 420-750 cal  
Peanut butter, bananas, strawberries, honey, granola, whipped cream

### Salads

Served in a Fresh Baked Crispy Flat Bread

#### Fresh Salads 6.69

**Chopped Turkey Cobb** 520 cal  
Field greens, turkey, tomatoes, egg, bacon, Gorgonzola with blue cheese dressing

**Roadhouse BBQ Chicken** 430 cal  
Field greens, chicken, corn, tomatoes, onions, cheddarjack with Roadhouse BBQ Ranch dressing

**Southwest Chipotle Chicken** 510 cal  
Field greens, chicken, black beans, onions, corn, tomatoes, cheddarjack, salsa, crisps with chipotle ranch dressing

**The Greek** 440 cal  
Field greens, roasted red peppers, olives, tomatoes, cucumber, feta, onions, Athenian Greek dressing

**Buffalo Chicken** 360 cal  
Field greens, chicken, bacon, carrots, tomatoes, parmesan, buffalo ranch dressing

**Grilled Chicken Caesar** 610 cal  
Romaine, chicken, tomatoes, parmesan, Caesar dressing

**Market Strawberry Turkey** 380 cal  
Field greens, turkey, strawberries, oranges, dried cranberries, feta, pecans, fat free raspberry vinaigrette

### Create your own Salad 5.69 380-610

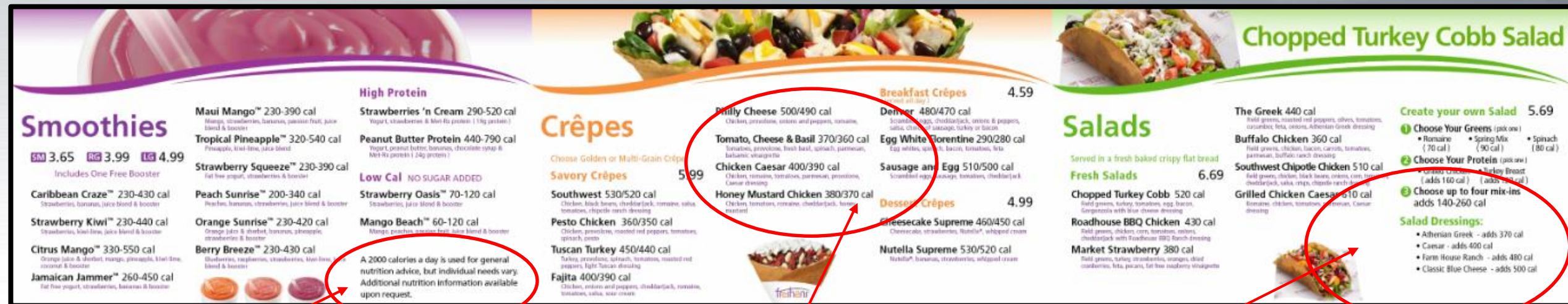
1 Choose Your Greens (pick one)  
• Romaine • Spring Mix • Spinach

2 Choose Your Protein (pick one)  
• Grilled Chicken • Turkey Breast

3 Choose up to four mix-ins (each add'l)  
• Adherian Greek • Buffalo Ranch • Caesar • Roadhouse BBQ Ranch • Farm House Ranch • Chipotle Ranch • Classic Blue Cheese • Balsamic Vinaigrette

Lighter Options: 50-130 cal  
• Light Ranch • Fat Free Raspberry Vinaigrette • Light Italian • Light Honey Mustard

After



The 'After' menu layout features a purple and orange color scheme. It includes sections for Smoothies, Crêpes, Breakfast Crêpes, and Salads. The text is in a standard sans-serif font. A disclaimer is present at the bottom of the Smoothies section.

### Smoothies

SM 3.65 RG 3.99 LG 4.99  
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Fat free yogurt, strawberries & booster

**Peach Sunrise™** 200-340 cal  
Peaches, bananas, strawberries, juice blend & booster

**Orange Sunrise™** 230-420 cal  
Orange juice & sherbet, bananas, pineapple, strawberries & booster

**Berry Breeze™** 230-430 cal  
Blueberries, raspberries, strawberries, kiwi-lime, juice blend & booster

### High Protein

**Strawberries 'n Cream** 290-520 cal  
Yogurt, strawberries & Met-Rx protein (19g protein)

**Peanut Butter Protein** 440-790 cal  
Yogurt, peanut butter, bananas, chocolate syrup & Met-Rx protein (24g protein)

### Low Cal NO SUGAR ADDED

**Strawberry Oasis™** 70-120 cal  
Strawberries, juice blend & booster

**Mango Beach™** 60-120 cal  
Mango, peaches, passion fruit, juice blend & booster

**A 2000 calories a day is used for general nutrition advice, but individual needs vary. Additional nutrition information available upon request.**

### Crêpes

Choose Golden or Multi-Grain Crêpe

#### Savory Crêpes 5.99

**Southwest** 530/520 cal  
Chicken, black beans, cheddarjack, romaine, salsa, tomatoes, chipotle ranch dressing

**Pesto Chicken** 360/350 cal  
Chicken, provolone, roasted red peppers, tomatoes, spinach, pesto

**Tuscan Turkey** 450/440 cal  
Turkey, provolone, spinach, tomatoes, roasted red peppers, light Tuscan dressing

**Fajita** 400/390 cal  
Chicken, onions and peppers, cheddarjack, romaine, tomatoes, salsa, sour cream

#### Featured Crêpe

**Old-Fashioned Turkey Melt**  
Oven roasted turkey breast with provolone cheese & Chipotle Ranch dressing, topped with Romaine lettuce, diced tomatoes and wrapped in a warm golden or multi-grain crêpe.

### Breakfast Crêpes 4.59

**Denver** 480/470 cal  
Scrambled eggs, cheddarjack, onions & peppers, salsa, choice of sausage, turkey or bacon

**Egg White Florentine** 290/280 cal  
Egg whites, spinach, bacon, tomatoes, feta

**Sausage and Egg** 510/500 cal  
Scrambled eggs, sausage, cheddarjack

### Dessert Crêpes 4.99

**Cheesecake Supreme** 460/450 cal  
Cheesecake, strawberries, Nutella®, whipped cream

**Nutella Supreme** 530/520 cal  
Nutella®, bananas, strawberries, whipped cream

### Salads

Served in a fresh baked crispy flat bread

#### Fresh Salads 6.69

**Chopped Turkey Cobb** 520 cal  
Field greens, turkey, tomatoes, egg, bacon, Gorgonzola with blue cheese dressing

**Roadhouse BBQ Chicken** 430 cal  
Field greens, chicken, corn, tomatoes, onions, cheddarjack with Roadhouse BBQ Ranch dressing

**Market Strawberry Turkey** 380 cal  
Field greens, turkey, strawberries, oranges, dried cranberries, feta, pecans, fat free raspberry vinaigrette

**The Greek** 440 cal  
Field greens, roasted red peppers, olives, tomatoes, cucumber, feta, onions, Athenian Greek dressing

**Buffalo Chicken** 360 cal  
Field greens, chicken, bacon, carrots, tomatoes, parmesan, buffalo ranch dressing

**Grilled Chicken Caesar** 610 cal  
Romaine, chicken, tomatoes, parmesan, Caesar dressing

### Create your own Salad 5.69

1 Choose Your Greens (pick one)  
• Romaine (70 cal) • Spring Mix (90 cal) • Spinach (80 cal)

2 Choose Your Protein (pick one)  
• Grilled Chicken (adds 160 cal) • Turkey Breast (adds 160 cal)

3 Choose up to four mix-ins (each add'l)  
• Adherian Greek - adds 370 cal • Caesar - adds 400 cal • Farm House Ranch - adds 480 cal • Classic Blue Cheese - adds 500 cal

FDA disclaimer added

Font size and color matching

Modifications to accommodate calories



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# Questions & Answers