

DID YOU KNOW...

if you are a small business you may be eligible for assistance with menu analysis, recipe formulation and graphic design

How does a restaurant determine the calorie and nutrient content of their menu items?

Restaurants may determine calorie and nutrient content of standard menu items using any reliable and verifiable nutrient analysis. It is the restaurant's responsibility to ensure that the nutrient values presented are accurate. There are different ways to generate these values including the use of validated analytical methods by in-house or accredited laboratories or calculation by using credible databases or software. For more information, please see the Guide for Nutrient Analysis.

What mechanisms are in place for quality assurance?

Environmental Health Officers (EHOs) will verify program standards for quality assurance purposes only. EHOs play an important role in ensuring a level playing field for all restaurants that receive program status, as well as raising awareness and educating restaurant operators about the program. Program staff will provide support in troubleshooting any issues that arise during the monitoring.

How is the Informed Dining program different from the HealthCheck™ BC Dining Program?

The HealthCheck™ BC Dining Program helps consumers identify healthy menu choices that meet specific nutrient criteria as set out by the Heart and Stroke Foundation's registered dietitians. For more information, visit HealthCheck™.

How is the Informed Dining program different from the CRFA Nutrition Information Program?

The Informed Dining program builds upon CRFA's voluntary Nutrition Information Program which was launched in 2005. The Informed Dining program highlights calorie and sodium content of menu items and provides information regarding daily requirements for calories and sodium to help customers make informed choices. Nutrition information with the Informed Dining program is available before or at the point of ordering in the restaurant.

I want to participate, but can't afford the cost of menu analysis.

Good news! If you are a small business you may be eligible for assistance with menu analysis, recipe formulation and graphic design. The BCRFA has a dedicated resource to guide you through the process. Interested businesses should contact Kelsey Klassen at the BCRFA. kklassen@bcdfa.com or 604-669-2239

If I participate how will my restaurant be promoted?

Participating restaurants will be recognized through government promotions and marketing opportunities in all sorts of mediums including: print, radio, television, and interactive concepts.

How do restaurants participate?

Small businesses (classified as those with less than 5 outlets and less than 50 employees) should contact Kelsey Klassen at the BCRFA to determine if they qualify for assistance. Non-small business should visit the informed dining website, complete and submit an Expression of Interest form

Upon review of the Expression of Interest, a representative from the Ministry of Health will contact you within five business days to set up an appointment to discuss the program details further.