

Informed Dining

The Informed Dining Small Business Program

By participating in the Informed Dining program, your restaurant will be responding to the growing trend and interest in nutrition. This gives your restaurant the opportunity to be seen as a leader in customer service, providing guests with nutrition information to help them make informed menu choices. In addition, your restaurant will be recognized through significant government promotions and advertising opportunities.

Should your restaurant choose to partake in the Informed Dining Small Business program before December 31, 2011, you are provided with an exclusive, limit-timed opportunity to capitalize on growing market trends and government funding.

As an early adopter of the Small Business program, the benefits include:

- **Widespread government promotion and marketing campaigns, showcasing your restaurant across a multitude of media platforms (approximate value: \$5,000.00)**
- **A free nutrient analysis, provided by Health-Link BC (approximate value: \$5,000.00*)**
- **Graphic design support for brochures and other program material**
- **A government grant to cover printing costs for new menus with the Informed Dining logo (approximate value: \$300.00)**
- **Develop a business model to capitalize on growing market trends**
- **Total approximate value: \$10,300.00**

For more information contact:

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Don't forget

You can always call the BCRFA at 604-669-2239 for further assistance.

By becoming involved with the Informed Dining program through the BC Restaurant and Foodservices Association, you will also receive the added benefit of having access to an Informed Dining Program Advisor. This service will help to facilitate your registration, saving you time and ensuring your success with this program.