



## BLUE ZONES PROJECT®



# THE HEALTHY CHOICE CAN BE THE EASY CHOICE.

Attract Healthy Attention. Strengthen Your Community.

Blue Zones helped us create a menu that made our healthy options easier for our customers. By partnering with Blue Zones Project, it's taken us to a new level.

-Jay Coates, Owner,  
Pegaso Mexican Diner

Restaurants build reputations through daily effort, attracting and satisfying guests. When things go well, your customer community grows. Staying top of mind means anticipating preferences and connecting to what matters in your community. Blue Zones Project® is now at work in your community, linking people, places, and policy to make healthy choices easy choices.

You may have heard about the original blue zones—places where people live longer, with a higher quality of life and lower rates of disease. Blue Zones Project leverages findings about these places and other well-being research to create new Blue Zones Communities® across the U.S.

Restaurants are a vital part of Blue Zones Communities. So are grocery stores, worksites, schools, faith-based organizations, civic groups, and city governments. You can unlock healthy benefits for your business and community by taking the Blue Zones Project Restaurant Pledge.

### BENEFITS FOR RESTAURANTS

**Local visibility.** Blue Zones Project social media, web, and onsite promotions connect your restaurant to new customers and to potential catering and event opportunities with other active organizations.

- Participating Iowa communities averaged 70% public awareness, with several communities reaching nearly 90%.
- In Fort Worth, Texas, the owner of Pegaso Mexican Diner attributes 20% of his business to Blue Zones Project. The managing partner of VIVO 53® reports marketing success with participation and plans to add Blue Zones Project menu items in more locations.



**Positive attention.** Blue Zones Project has a record of generating positive media coverage, with broad benefits for business and economic health in your community.

- In the Beach Cities, California, nearly 1,000 news stories featured Blue Zones Project-related initiatives.
- Coverage in Iowa exceeded 1,500 stories.

**Customer satisfaction.** The National Restaurant Association's 2016 Culinary Forecast lists healthful kids' meals, locally grown produce, environmental sustainability, food-waste reduction, and natural ingredients among its top 20 food trends, in sync with consumer preferences. The Blue Zones Project Restaurant Pledge fits with these growing preferences and helps restaurants satisfy them in simple ways that leave room for your creativity.

#### WE MAKE IT EASY

**Free access.** Privately funded by sponsor organizations, Blue Zones Project experts, tools, and resources are available to you at no cost.

**Simple actions.** Blue Zones Project has identified proven practices for shaping a restaurant environment that make healthy choices easier for customers. It's not about taking away what's popular on your menu. It's about providing and showcasing inspired options. You'll find many no- and low-cost ideas, from talking up healthy sides to adding an all-fruit dessert.

**Flexible approach.** You decide which actions best suit your restaurant based on your brand, what you're already doing, and what you aspire to do. You can include your own best practices as part of completing the Blue Zones Project Restaurant Pledge.

**Hands-on support.** Local Blue Zones Project team members—working onsite in your community—provide resources, expertise, signage, and other collateral to help you and your staff take chosen actions. You can connect with other participating organizations and community leaders through local Blue Zones Project events.

**Clear metrics.** Blue Zones Project is committed to measuring action and results. Our team of experts will help you set relevant measures, track return on your restaurant's healthy changes, and measure impact across the community. Community-wide well-being improvement progress will be tracked annually using the Gallup Well-Being Index®.

**Collaborative strength.** With more than 200 interventions across organizations, Blue Zones Project aims to reach all the places people live, work, dine, learn, and play. Healthy behaviors spread within and outside your restaurant, connecting you, your staff, and your customers to a thriving community. In these environments, healthy and easy become one and the same.

#### MAKE THE HEALTHY CHOICE THE EASY CHOICE. AT YOUR RESTAURANT. IN YOUR COMMUNITY.

Be recognized as an active player in your community's health and well-being. Build your business in a way that shows you care. Contact your Blue Zones Project team to get started with the Blue Zones Project Restaurant Pledge.