



**HIGHLIGHTS:**

- 2010 Renewal
- Thematic website : new feature
- E-coupon
- Briefing session
- EatSmart Customer Community Programme
- Activities Snapshots

We are **Now** open for **Renewal** and **2010 Application** !

***"Less oil, please"***



"Less oil, please" is the theme of EatSmart Restaurant Campaign 2010. To address Hong Kong people's growing demand for less oily food, our activity this year will focus on promoting "3 Less" dishes through popular websites, magazines, newspaper and radio channels.

***2010 Activities :***

- **E-coupon Promotion**
- **Promotion on Fruit Day**
- **On-going support - training course & CookSmart**
- **ESR recognition scheme**
- **Cooking Competition** .....



For details, please go to <http://restaurant.eatsmart.gov.hk>

**EatSmart@restaurant.hk Secretariat**  
 7/F, Southorn Centre, 10 Hennessy Road,  
 Wan Chai, Hong Kong  
 Central Health Education Unit  
 Tel. : 2572 1476  
 Email : health\_cheweb@dh.gov.hk



**Don't miss out !**

- Submit your renewal application form before 31 December 2009, to enjoy free professional nutrition consultation and promotion opportunities.
- Call the EatSmart Secretariat at 2572 1476 if you haven't joined us yet.



## ESR website



### “Top Search”

- Click “Top Search” to view the result of Top 5 Restaurant Search.
- All EatSmart Restaurants are categorized under “District” and “Cuisine”. Patrons can easily access the information of your restaurant.

Send us the following information to promote your restaurant and Dishes :

**Act Now**

- Information on your restaurant & EatSmart Dishes (around 100 words)
- Restaurant Logo
- Restaurant photo
- Photos of EatSmart Dishes

<http://restaurant.eatsmart.gov.hk>



### E-coupon Promotion

- Advertise your EatSmart Dishes for free in the roving promotion banner!
- Send us your discount coupon so that we can disseminate them to all who are eager to eat out healthily.

Tell us more about your promotions!

**Free Promotion**

- Discount of ES Dishes
- Promotion period
- Terms and Conditions
- Photos of EatSmart Dishes

## Next Briefing Session

Arranging your staff to attend the briefing session to gain more nutrition knowledge.

Date : 16 December 2009 (Wednesday)

Venue : The Boys' & Girls' Club Association of Hong Kong

Rm 704, 7/F, 3 Lockhart Road, Wan Chai, Hong Kong

Time : 10:00am - 12 noon

\*\*\* For updated information on EatSmart Restaurant briefing session, please browse the thematic website <http://restaurant.eatsmart.gov.hk> \*\*\*  
( Please contact the EatSmart@restaurant.hk Campaign Secretariat for enrolment )



To ensure the quality of EatSmart Restaurants, EatSmart Customers visited EatSmart Restaurants to inspect the quality, provision and publicity of EatSmart Dishes and give advice. By doing this, the Department of Health can give advice to the relevant restaurants for taking timely follow-up actions.

An EatSmart Restaurant should :

- Post up the EatSmart Decal at a prominent location in the restaurant;
- Properly use the point-of purchase information for EatSmart Dishes, such as ‘Dish with More Fruit and Vegetables’ and “3 Less Dish” logos;
- Provide at least 5 EatSmart Dishes in total every day in selected business hours; and
- Provide EatSmart Restaurant Customer Opinion Forms.



Restaurants that are in compliance with all requirements after being assessed by EatSmart Customers during July to September ( in alphabetical order ) :

Big Top Restaurant (Trend Plaza)	Federal Restaurant (Tuen Mun)
Bistro Délifrance (Landmark North)	Golden City Seafood Restaurant (Sheung Shui)
Bistro Délifrance (Queensway Plaza)	Hakka Hut (Tseung Kwan O)
Cafe de Coral (Butterfly Shopping Centre)	Hong Kong Science Park Canteen
Cafe de Coral (East Point City)	Hong Kong University of Science & Technology Student Canteen (students & staff only)
Cafe de Coral (Fanling Town Centre)	La Fantasia Leisure Lounge (members only)
Cafe de Coral (Kam Wah Garden)	Madison's Restaurant & Bar
Cafe de Coral (Metrocity Plaza)	Maxim's MX (Metrocity)
Cafe de Coral (Metropolis Plaza)	New Capital Worldwide Kitchen(Tuen Mun)
Cafe de Coral (San Fung Avenue)	New Star Seafood Restaurant (Tuen Mun)
Cafe de Coral (Tsui Lam Shopping Centre)	Ocean Empire (Fanling)
Cafe de Coral (Tuen Mun Town Plaza)	Ocean Empire (Tseung Kwan O)
Cafe Fusion	Ocean Empire JP One (East Point City)
Castle Peak Hospital Centre (staff only)	Oishi House
Chao Inn (Tseunf Kwan O)	Tai Hing Roast Restaurant (Tseung Kwan O)
Chao Inn (Tuen Mun)	Tao Heung (Fanling)
Daniel's Restaurant (Tuen Mun Trend Plaza)	Tao Heung Super 88 (Tseung Kwan O)
Eryi Tower Southern China Provinces (Tuen Mun)	



Even More Opportunities Coming Next Year !

Don't miss your chance to promote your healthy yet tasty dishes ! Complete the form attached and return it to the Secretariat. For more information, visit our website <http://restaurant.eatsmart.gov.hk> or call us at 2572 1474. Enrolment is FREE.

### Highlight of EatSmart Restaurant Activities 08 – 09

EatSmart Restaurants and healthy eating messages were promoted through a TV sitcom "Off Pedder" in Jade Channel.



TV

In "Healthy Eating", a TV series produced by RTHK, EatSmart Restaurants were interviewed for their excellence in promoting healthy eating culture.



TV

The 2009 Cooking Competition was featured in 5 issues of food magazine Weekend Weekly. Public voting and the price presentation ceremony attracted thousands of readers to take part.



Magazine



Mr Dick Lee, the former Commissioner of Police, taught RTHK audiences how to "EatSmart".

Radio

EatSmart promotional leaflets and coupons were distributed in a community activity co-organized with Yau Tsim Mong District.



Press Events

Every EatSmart Restaurant get to promote their dishes in our regularly updated webpage <http://restaurant.eatsmart.gov.hk>



Thematic Website

Columns introducing EatSmart dishes and healthy cooking tips were secured in free newspaper.



Newspaper

Other promotional materials including buses and posters.



Others