



「有營食肆」通訊

ESR NEWSLETTER

The Kick Off Ceremony for “Joyful Fruit Month@EatSmart Restaurants”

The “Joyful Fruit Month” event (“JFM”) and “EatSmart@restaurant.hk” Campaign (“the Campaign”) under the Department of Health (“DH”), are collaborating for the first time this year to encourage members of the public to eat more fruit. School students and parents joining JFM were entitled to redeem a serving of fruit by presenting a coupon at the participating EatSmart Restaurants (“ESRs”) when ordering “EatSmart Dishes” during April 2015.



To roll out this event, we invited the Secretary for Food and Health Dr KO Wing-man officiating a grand kick off ceremony for “Joyful Fruit Month@EatSmart Restaurants” on 30 March 2015. On that day, a lively gathering was seen among representatives from the catering industry as well as the institutions and organisations promoting healthful diets for a common goal of further promotion of healthy eating culture through greater fruit consumption in communities.

In the kick off ceremony, Dr KO presented souvenirs to the chairmen and representatives of food trade associations, and thanked these associations for their enthusiastic support and promotion to the activity. The response for this event was so good that over 70 ESRs across the territory participated. The Director of Health Dr CHAN Hon-ye Constance and the Controller of Centre for Health Protection Dr T H LEUNG presented awards of commendation to all the participating ESRs in the hope that all ESRs would be encouraged to contribute to the health of the general public on an ongoing manner.



To review the photos of the event, simply click the following link now:
http://restaurant.eatsmart.gov.hk/eng/latest_events_details.asp?page_id=168

Free Promotion Activities

“The 49th Hong Kong Brands and Products Expo” and “Vegetarian Food Asia 2015” - “Less Oil” Cooking Demonstrations

To help members of the public “eat smart” and healthily when eating out, DH arranged “EatSmart Restaurant Enjoy!” cooking demonstrations in “The 49th Hong Kong Brands and Products Expo” and “Vegetarian Food Asia 2015” in December 2014 and February 2015 respectively. Dietitians were also there to offer tips on nutritional food so as to allow the audience to acquire more information on health and ESRs.

The 49th Hong Kong Brands and Products Expo

In the “The 49th Hong Kong Brands and Products Expo” activities dated 17 and 19 December 2014, we invited two ESRs named “Nasubi Japanese Restaurant” and “Minimal Gourmet” for cooking demonstrations.



The dietitians shared their tips on cooking with less oil, salt and sugar.



The representative of “Nasubi Japanese Restaurant” explained cooking steps in detail.



“Grilled Eggplant with Seafood”, the demonstrated dish of “Nasubi Japanese Restaurant”.



“Florentine Red Sweet Fish”, the demonstrated dish of “Minimal Gourmet”.



The representative of “Minimal Gourmet” explained cooking steps in detail.

To review the photos of that day, simply click the following link now: <http://restaurant.eatsmart.gov.hk>

Vegetarian Food Asia 2015

In the “Vegetarian Food Asia 2015” held on 7 February 2015, we invited the chef of another ESR “**Teppan Chiu Teppanyaki**” to perform cooking demonstration on their exquisitely designed “EatSmart Dish” named “**Ladies ‘Fingers with Broiled Fungus**”.

Dietitians’ Elaboration
on the Tips for Healthful
Vegetarian Food



The representative of “**Teppan Chiu Teppanyaki**” explained cooking steps in detail.



“**Ladies ‘Fingers with Broiled Fungus**” the demonstrated dish of “**Teppan Chiu Teppanyaki**”

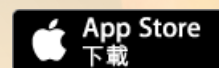


The Launching of the Brand New “EatSmart Restaurant” and “CookSmart” Magazine Mobile Apps

To further introduce ESRs to members of the public, DH launched the “EatSmart Restaurant” mobile app for download and easier ESR selection. Now, as the public visit our thematic website <http://restaurant.eatsmart.gov.hk> or use the mobile app, they can readily locate their favourite restaurants to try out healthful and delicious “EatSmart Dishes”.



Besides, CookSmart is the exclusive magazine of the Campaign that aims at providing information on healthful diets to the public. It does not only promote the “Eat Smart” culture, but also provides the public with ESR information. To expand the scope of our readership and offer new reading experience, we have already launched the CookSmart magazine mobile app for iOS device users. Watch out for our Android version that is to be released soon!



Free Newspaper Propaganda – “EatSmart Illustration”

The Campaign has always been endeavouring to upgrade the reputation and social image of ESRs by promoting the participating restaurants to the public on mass media and building up brand image. To help the public learn more about the Campaign, we made a new attempt by offering healthful tips on eating out through “EatSmart Illustration”. To facilitate the public to patronise ESRs more often and order more “EatSmart Dishes”, the back page of the illustration was printed with **the brand logos of all participating ESRs**. This illustration had already been given away to the public in a free newspaper Headline Daily on 10 February 2015.



Besides, we specially designed a “EatSmart Illustration” Quiz and gave away red packets to the participants, so that interactions with the public can be enhanced. Since the response was so good, all the red packets were given away within just a short time frame.



Visits to Restaurants

To maintain better contact and communication with frontline ESR employees, the Secretariat of the Campaign already contacted and arranged staff to visit all ESRs by appointment. During the visits, comments will be collected and assistance will be offered to any difficulties encountered in business operations.

Gentle Reminder:

To ensure the smooth run of the Campaign, our Secretariat staff will:

- * observe whether EatSmart decals are displayed in the conspicuous places of ESRs;
- * check whether ESRs offer at least five EatSmart dishes in designated business hours every day;
- * check whether the "More Fruit and Vegetables" and "3 Less" logos are displayed on the menus of ESRs ; and
- * ensure ESRs provide customers with “EatSmart Restaurant Customer Opinion Forms” to express opinions.



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