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Introduction of “EatSmart Restaurant Star+” Campaign

Aims

- Educate, empower and enable the community to have easier access to healthier dishes when eating out; and
- Encourage, empower and enable food premises operators to provide a wider choice of healthier dishes.

What are EatSmart Restaurants?

Under the ESR Star+ Campaign, the features of a restaurant are indicated by stars of different colours. Details are as follows:

- Green Star means that the restaurant offers at least five “More Fruit and Vegetables” dishes on a daily basis;
- Red Star means that the restaurant offers at least five “EatSmart Dishes” which include at least one “3 Less” dish on a daily basis and that at least two staff members have passed the assessment after being nominated to attend a briefing session; and
- Yellow Star means that the restaurant has a daily promotional offer (“EatSmart Promotion”) for the “More Fruit and Vegetables” or “3 Less” dish.



means that either fruit or vegetables are the sole ingredients of the dish or they occupy at least twice as much the amount of meat and its alternatives present in the dish.








means that the dish has less fat or oil, salt and sugar, meeting the “3 Less” requirement.



means that a daily promotional offer is available for the “More Fruit and Vegetables” or “3 Less” dish.

Benefits to Participating Restaurants

- Establish the image of a customer-centric and socially responsible business operator that responds positively to the health needs of the customers;
- Staff can improve cookery techniques and dish quality by participating in briefing sessions held by the DH;
- Staff can broaden their nutritional knowledge, become more health-conscious about eating and develop healthier eating habits; and
- Receive free publicity materials and resources as well as professional support from the DH.

One-star ESRs		Offer at least five “More Fruit and Vegetables” dishes on a daily basis
Two-star ESRs	  or  	Offer at least five “More Fruit and Vegetables” dishes and “3 Less” dishes on a daily basis Offer at least five “More Fruit and Vegetables” dishes as well as “EatSmart Promotion” on a daily basis
Three-star ESRs	  	Offer at least five “More Fruit and Vegetables” dishes and “3 Less” dishes as well as the “EatSmart Promotion” on a daily basis

Please refer to Chapter 6 - Nutritional Criteria for details of requirements for “More Fruit and Vegetables” dishes and “3 Less” dishes.

Please refer to Chapter 7 - Examples of “EatSmart Promotion” for suggestions of daily promotional offer.