

### How to become an EatSmart Restaurant?

A participating restaurant shall hold a Business Registration Certificate and/or other permit(s) or licence(s) relating to its business as required under the Laws of Hong Kong, comply with the terms and conditions of the ESR Star+ Campaign set out in this Guidebook and provide “EatSmart Dishes” in accordance with the relevant nutritional criteria.

A newly enrolled restaurant can start as a One-star ESR by offering at least five “More Fruit and Vegetables” dishes on a daily basis.

To become a Two-star ESR, a restaurant is required to offer at least five “More Fruit and Vegetables” dishes and “3 Less” dishes on a daily basis, and nominate two staff members to attend a briefing session and pass the assessment. All ESRs enrolled before the enhancement, therefore, will automatically become Two-star ESRs. If a restaurant offers at least five “More Fruit and Vegetables” dishes as well as “EatSmart Promotion” on a daily basis, it can also become a Two-star ESR.

A restaurant can become a Three-star ESR if it offers “More Fruit and Vegetables” dishes and “3 Less” dishes as well as the “EatSmart Promotion” on a daily basis.

All ESRs shall display the “EatSmart Restaurant Star+” Decal at a prominent location, use the “EatSmart Dishes” menu jackets or put the “EatSmart Restaurant Star+” Logos on the main menu or table information cards.

### Enrolment process

Enrolment is free of charge. Please see the table below for details:

#### Newly Enrolled Restaurant

<b>Step 1</b>	<p>A pre-arranged visit by the Secretariat</p> <ul style="list-style-type: none"> <li>The restaurant provides the Business Registration Certificate and/or other permit(s) or licence(s) for checking</li> <li>The restaurant fills in the enrolment form</li> <li>The Secretariat briefs the person-in charge and staff about the Campaign and discusses ways to comply with the requirements</li> </ul>
<b>Step 2</b>	<p>Becoming a One-star/Two-star ESR ★ or ★★</p> <ul style="list-style-type: none"> <li>The restaurant immediately receives publicity materials, e.g. decals and menu jackets</li> <li>The restaurant makes optimal use of publicity materials<sup>1</sup> to facilitate customers’ selection of “EatSmart Dishes” by, for example, displaying the “EatSmart Restaurant Star+” Decal at a prominent location, using the “EatSmart Dishes” menu jackets and putting the logos of “More Fruit and Vegetables” dish and/or “EatSmart Promotion” on the main menu or table information cards</li> </ul>
<b>Step 3</b>	<p>Becoming a Three-star ESR</p> <ul style="list-style-type: none"> <li>The restaurant nominates at least two staff members to attend the briefing session and pass the assessment</li> <li>The restaurant offers at least five “More Fruit and Vegetables” dishes and “3 Less” dishes on a daily basis</li> <li>The restaurant makes a daily promotional offer available for the “More Fruit and Vegetables” or “3 Less” dish</li> </ul>





### Validity and Renewal

Biennial renewal to participate in the Campaign is required. The Secretariat will post relevant renewal notice to all participating restaurants before the expiry of the validity period.

The list of participating restaurants will be uploaded onto the DH's thematic website of the ESR Star+ Campaign.

### Ongoing Support and Quality Assurance

The DH will pay periodic and random visits to participating restaurants to provide ongoing support to operators. The purpose of the visits is to ensure that participating restaurants comply with the terms and conditions of the ESR Star+ Campaign. If participating restaurants create an "EatSmart Dish" according to the nutritional criteria set out in this Guidebook after acquiring the "EatSmart Restaurant Star+" status, they will be requested by the Secretariat to submit the recipe for ongoing quality control purpose. The Secretariat shall immediately notify the restaurants of anything faulty and request the restaurants to acknowledge in writing within two weeks that they have already taken remedial or improvement measures.

### ESRs Enrolled before Enhancement

<b>Step 1</b>	<ul style="list-style-type: none"> <li>The restaurant provides at least five "More Fruit and Vegetables" dishes and "3 Less" dishes on a daily basis</li> <li>The restaurant automatically becomes a Two-star ESR ★ ★</li> </ul>
<b>Step 2</b>	<p>A pre-arranged visit by the Secretariat</p> <ul style="list-style-type: none"> <li>The restaurant provides the Business Registration Certificate and/or other permit(s) or licence(s) for checking</li> <li>The Secretariat briefs the person-in charge and staff about the Campaign and discusses how to provide "EatSmart Promotion"</li> </ul>
<b>Step 3</b>	<p>Becoming a Three-star ESR</p> <ul style="list-style-type: none"> <li>The restaurant makes a daily promotional offer available for a "More Fruit and Vegetables" dish or "3 Less" dish</li> <li>The restaurant makes optimal use of publicity materials<sup>1</sup> to facilitate customers' selection of "EatSmart Dishes" by, for example, displaying the "EatSmart Restaurant Star+" Decal at a prominent location, using the "EatSmart Dishes" menu jackets and putting the logos of "More Fruit and Vegetables" dish, "3 Less" dish and "EatSmart Promotion" on the main menu or table information cards</li> </ul>

<sup>1</sup> Please refer to Chapter 8 - Conditions for Use and Display of "EatSmart Restaurant Star+" Decal / Publicity Materials and Chapter 9 - Conditions for Use of "EatSmart Restaurant Star+" Logos.





### Termination

The DH may consider terminating the eligibility of a participating restaurant to take part in the Campaign if it-

- fails to possess a Business Registration Certificate and / or other permit(s) or license(s) relating to its business that is / are required under the Laws of Hong Kong; or
- fails to meet the requirement(s) of its “EatSmart Restaurant Star+” status, i.e. providing at least five “More Fruit & Vegetables” dishes and/or “3 Less” dishes on a daily basis and/or offering “EatSmart Promotion” on a daily basis; or
- fails to make optimal use of the publicity materials provided by the Campaign to facilitate customers’ selection of healthier dishes; or
- fails to comply with this Guidebook serving to facilitate effective and smooth implementation of the Campaign; or
- behaves in a manner which jeopardizes or damages the reputation or interests of the Campaign, the DH, the Task Force or associated activities; or
- provides inaccurate, incomplete or misleading information deliberately in the context of implementation of the Campaign.

Under any of the above conditions, the DH will seek advice from the Task Force. If the Task Force determines that the situation warrants terminating the participating restaurant’s eligibility to take part in the Campaign, a notice of termination will be sent by registered mail. Persons objecting to this decision may indicate disagreement, with reasons and detailed information, in writing to the DH within two weeks from the date the notice of termination is issued. Information submitted otherwise will not be considered. Applications to re-join the Campaign will not normally be considered in the six months following termination. Re-application thereafter will be treated as a new application.





### Withdrawal

Any participating restaurant that wishes to withdraw from the ESR Star+ Campaign must notify the Secretariat in writing.

### Consequences of Termination or Withdrawal

Upon termination or withdrawal from the Campaign, the participating restaurant concerned must immediately and unconditionally:

- cease to hold itself out in any way as an ESR;
- cease to use the “EatSmart Restaurant Star+” Decal, logos and publicity materials and other benefits of the Campaign in any matter; and
- return to the DH via the Secretariat all “EatSmart Restaurant Star+” Decals, logos and publicity materials within ten working days.

The DH will remove the name of the participating restaurant from all publicity channels of the ESR Star+ Campaign.

### Decision

The decision of the Task Force shall be final in all matters pertaining to the ESR Star+ Campaign.

### Customer Feedback

Feedback from customers is an important indicator of the nutritional quality of dishes served. All participating restaurants should endeavour to communicate proactively with their patrons regarding their intention and efforts in support of healthy eating. Where customer feedback is received by the Secretariat, it will be passed promptly to the participating restaurants for action. All participating restaurants should undertake to co-operate with and work closely with the Secretariat to make improvement within two weeks of notification.

