



Health, wealth and good luck to all bosses and employees in a new Chinese year!

With the compliments of
the "EatSmart@restaurant.hk" Campaign Secretariat

EatSmart Restaurants Newsletter

No. 1 2013



Free promotional coverage

In order to promote the brand image of "EatSmart Restaurants" among the public, and to enhance the popularity of member restaurants, the "EatSmart@restaurant.hk" Campaign Secretariat will partner **Weekend Weekly** magazine to compile a restaurant guide that showcases all EatSmart restaurants in the territory. The restaurant guide, to be given free to readers of the magazine in May or June, aims to promote healthy eating among the public; it will also promote EatSmart restaurants in a lively and fashionable style so as to further their business.

Weekend Weekly will contact all 2013 EatSmart restaurants between January and April 2013, and then crew will be arranged to drop by at each member restaurant for interview and photography.

- Entry requirement: Must be EatSmart restaurants 2013.
- Contents of the guide: brief description of each EatSmart restaurant and its EatSmart dishes.

We thank all the restaurants for their support. We hope that their EatSmart dishes will become long-running best-sellers and healthy choices for the general public.

For enquiries, please call the "EatSmart@restaurant.hk" Campaign Secretariat on 2835 1826.



"EatSmart@restaurant.hk" Campaign Secretariat:
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Wan Chai, Hong Kong

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Fruity Recipe Competition

In April 2013, the Department of Health will launch “Fruit Month”, a major event to promote healthy eating among the general public. To show its support to the cause, the “EatSmart@restaurant.hk” Campaign is also launching the “Fruity Recipe Competition”. The competition aims to promote delicious fruit and vegetables as part of your dining-out experience. For further details, please visit:

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



Winners will be awarded certificates and free promotional coverage of their winning recipes in best-selling magazines .

For matters about the competition, please contact Miss Yuen of the “EatSmart@restaurant.hk Campaign” Secretariat.



Demonstration of EatSmart Dishes at the 47th Brands and Products Expo

Further to its success at Food Expo 2012, the Department of Health made a reappearance at the 47th Brands and Products Expo (organised by the Chinese Manufacturers' Association of Hong Kong), where it hosted a cooking demonstration on 3 January this year. This time the demonstration was performed by **Fukuoka Restaurant**, an EatSmart restaurant, which cooked several healthy and delicious dishes with “less oil, less sugar, less salt” on site and presented them to the public. As usual, there was a tasting session, where audience members had the chance to taste the critically acclaimed “**Rainbow Salmon Rolls**” dish.



Healthy eating information with audience members. A quiz was even given to them to broaden their nutritional knowledge in an interactive way. It's hoped that from now on they will be able to request “less oil, less sugar, less salt” when dining out.

Here we thank all the EatSmart restaurants that have applied for participation in this event. It is hoped that they will continue to support our future activities.



Rainbow Salmon Rolls

EatSmart Seminar for Catering Industry

Theme: How to Meet Challenges and Seize Business Opportunities

The Department of Health is going to organise a seminar with the Association of Restaurant Managers, the Association for Hong Kong Catering Services Management Ltd., the Hong Kong Federation of Restaurants and Related Trades and the Institution of Dining Art. The seminar will target catering industry professionals. Guest speakers on the occasion are all successful examples in the industry; they will speak about how to overcome challenges from the changing times and seize business opportunities, all with consideration for customers' constant demand for healthy dishes. It is hoped that participants will get new ideas, keep abreast of the market, and continue to contribute to the long-term development of the local catering industry.



Date: 14 March 2013 (Thursday)

Time: 3 – 5 p.m.

Venue: Conference Hall, 4/F, Hong Kong Productivity Council Building

Details and application matters will be announced later. Please log on to the website of “EatSmart@restaurant.hk” Campaign of the Department of Health.

EatSmart Restaurants Briefing Session

To enhance the nutritional knowledge of menu-design staff, operators and persons in charge of restaurants can arrange for them to attend our briefing session. Please contact the EatSmart@restaurant.hk Campaign Secretariat at 2572 1476 for enrolment.

For updates on the latest briefing sessions, please visit <http://restaurant.eatsmart.gov.hk>.

February

Date: 21 February 2013 (Thursday)

Time: 3 – 5 p.m.

Place: Conference Room, 7/F Southorn Centre, No. 130
Hennessy Road, Wan Chai, Hong Kong

March

Date: 21 March 2013 (Thursday)

Time: 3 – 5 p.m.

Place: Conference Room, 7/F Southorn Centre, No. 130
Hennessy Road, Wan Chai, Hong Kong

