

**EATSMART RESTAURANT  
NEWSLETTER**

EatSmart@restaurant.hk Campaign Secretariat :  
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## Free Publicity Opportunities

In order to publicise the brand image of “EatSmart Restaurant” and to promote the affiliated restaurants, the EatSmart@restaurant.hk Campaign Secretariat will sponsor a celebrity column to be placed in *Sudden Weekly* magazine for eight continuous issues in a period between May and June 2012. The column, written in a casual and fashionable style, aims to introduce to readers a number of special EatSmart Restaurants, each in a different style, in the hope of promoting healthy eating among members of the public; at the same time, the column is expected to help the restaurants boost their sales further. In short, the restaurants may have the opportunity to be interviewed and publicised free of charge. For this purpose, we have already written to all EatSmart Restaurants for the year 2012 to invite them to sign up for this event. The selection result will be announced to the candidates in April by writing or by phone.

- **Eligibility:** Applicants must be members of 2011 EatSmart@restaurant.hk Campaign
- **Maximum places:** Eight
- **Contents of the advertisement column:**
  - Presentation of featured EatSmart Restaurants
  - Presentation of EatSmart Dishes from featured restaurants
  - Celebrities’ comments and endorsements of the EatSmart Dishes
  - Coupons for readers (provided by featured restaurants)
- **Date of publishing:** May and June 2012

Because of limited places, we cannot arrange for all signed-up restaurants to participate in this promotion event, but we thank them all for their devotion and support. We hope that their gourmet EatSmart Dishes will remain in constant demand as healthy choices for the public.

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

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

## eCoupons

- The latest eCoupon has been uploaded to “**Home Page > Promotion > Download eCoupon**” at the EatSmart@restaurant.hk Campaign website. You can access the above location, browse and print. Enjoy the different styles of healthy gourmet food at discounted prices!

For EatSmart Restaurants, this is a golden opportunity for you to market your EatSmart Dishes online free of charge! We hope that your products of sophisticated research and development will reach out effectively to customers from all walks of life, and that more members of the public can enjoy the discounts you offer.



## CookSmart

The latest issue of *CookSmart* is now published and uploaded to the EatSmart@restaurant.hk Campaign website. Highlights include:

- Singer Vangie Tang tells you how she “enjoys a hot pot and the company of friends”...
- Chef Christian Yang shares with you his views towards kitchen basics and the idea of “cooking from the heart”...
- Dietitian Sylvia Lam tells you the healthy way to eat hot pot...
- Dietitian Sally Poon analyses the nutritional values of different soup bases and ingredients for hot pot meals...





## “Eat Smart · Try Our Healthy Dishes”

Apart from using tram bodies for promotions, we placed advertising materials in four consecutive issues of the *U Magazine* weekly. In the period between February and March, we also displayed billboards in busy districts (including Mongkok, Causeway Bay and Central) to make it known to the public that the “EatSmart@ restaurant. hk” Campaign is devoted to the cause of providing diners with delicious and yet nutritious choices to be marketed as “EatSmart Dishes”.



Moreover, we have arranged for promotional posters to be displayed along the escalators in the extremely busy MTR stations in Tsim Sha Tsui, Causeway Bay and Mongkok. It is hoped that the eye-catching postures of the chefs as shown on the graphics, together with the colourful design and the catchy slogans, will impress the passers-by about EatSmart Restaurants; it is hoped that more and more members of the public are able to choose healthy dishes, thus making the right choice for their health.



## U Magazine



## EatSmart Restaurant Briefing Sessions

All restaurant staff responsible for recipe design should be well versed in nutrition, or they may consider attending the briefing session for this purpose. Please contact the EatSmart@restaurant.hk Campaign Secretariat on 2572 1476 for enrolment.

### April

Date: 11 April 2012 ( Wednesday )  
Time: 3:00 pm—5:00 pm  
Venue : Rm AC1, 4/F,  
Hong Kong Cultural Centre,  
10 Salisbury Road,  
Tsimshatsui, Kowloon

### May

Date: 9 May 2012 ( Wednesday )  
Time: 3:00 pm—5:00 pm  
Venue : Activity Room 1,  
Hong Kong Central Library,  
66 Causeway Road,  
Causeway Bay, Hong Kong

### June

Date: 18 June 2012 ( Monday )  
Time: 3:00 pm—5:00 pm  
Venue : Activity Room 1,  
Hong Kong Central Library,  
66 Causeway Road,  
Causeway Bay, Hong Kong

Please visit EatSmart Restaurant homepage

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

for updates of briefing sessions



## Friendly Reminder

- An EatSmart Restaurant should ensure that their EatSmart decals are displayed in conspicuous places
- An EatSmart Restaurant should provide at least five EatSmart dishes as indicated by the menu logos on a regular basis
- Should there be any change in the name of the EatSmart Restaurant or of the contact person, or if the restaurant's particulars have been amended, please contact the Secretariat by writing or email as soon as possible.