



「有營食肆」通訊

ESR NEWSLETTER

No.3

2013

The Big Launch: Two Promotional Events At One Go!

The EatSmart@restaurant.hk Campaign has been working to its best to promote the brand image of “EatSmart Restaurant” and the affiliated restaurants. Between August and October this year, the Campaign Secretariat is going to organise **two major events of promotional nature**, with a view to promoting the EatSmart Restaurants (“ESRs”) and their EatSmart dishes (“ES dishes”) to the public. It is hoped that they can promote healthy eating and boost their business all at once.



You are invited to the following events:

Event 1: Magazine Features with TV Artistes (TBC)

Between August and October, the EatSmart@restaurant.hk Campaign Secretariat will showcase **four selected ESRs** and their ES dishes with the help of TV artistes **Joey Law** and **Angel Chiang** in *Weekend Weekly* magazine in the format of feature articles.

We have invited all ESRs 2013 by writing to apply for this marketing opportunity. Selection results will be announced either by writing or by phone within August.

- Pre-requisites for entry: Only ESRs 2013 are eligible for entry. Participating ESRs must ensure that the featured ES dishes are on the menu throughout 2013
- Quota: **Four ESRs** (special interview with one ESR in each issue of the magazine)
- About the contents of feature articles:
 - 1.Participating ESRs must assign a chef as footage subject
 - 2.Participating ESRs must provide venue for footage taking (business in ESRs should preferably remain hassle-free during footage taking)
 - 3.Participating ESRs must provide all ingredients for demonstration of the featured ES dishes
- Date of publication: Sep/Oct 2013
- **No fees apply**. Interested ESRs can submit application by fax, email or mail on or before 24 July 2013.
- For any enquiries, please call Miss YUEN of the EatSmart@restaurant.hk Campaign Secretariat at 2835 1910.
- For details of the selection process, please log on to



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



Event 2: Demonstration of “Less Oil Cooking” at HKTDC Food Expo 2013

In view of the enthusiastic response from the public last year, we are coming back to the spotlight at HKTDC Food Expo 2013 for another cooking demonstration. Again, we'll promote selected ESRs and their ES dishes, and we'll also show the audience the proper way to do “less oil” cooking.

Date: 15 August 2013 (Thursday)

16 August 2013 (Friday)

Time: 1 – 2 p.m. (cooking demonstration around 15 to 20 mins)

Venue: Exhibition halls, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong

Quota: Two ESRs (each responsible for either day)

Pre-requisites for entry:

1. Only ESRs 2013 are eligible for entry
2. Entering dishes must be ES dishes in compliance with the “3 less” nutritional standards

Invitation letters were sent to all ESRs in early July. Interested ESRs are cordially asked to return the completed application forms on or before 24 July 2013, with photos and recipes of the entering ES dishes attached for selection purpose. For more details of the event, please refer to the letter, or enquire with the Campaign Secretariat. Acknowledgement of application and selection results (if applicable) will be announced in July, in writing or by phone.

“EatSmart@restaurant.hk” Campaign Secretariat:

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

Tel: 2572 147

Email: health_cheuweb@dh.gov.hk

You are invited to
the following events:





Promotional eCoupon

Would you like to market your ES dishes by offering discounts?

All ESRs are invited to be part of the “Promotional eCoupon” cause, which enables members of the public to download or print out eCoupons from the ESR website, and then enjoy ES dishes at discounted prices. This is the gold chance to expand clientele and boost business at the same time. Interested ESRs please contact the Campaign Secretariat at 2572 1476.

The latest eCoupons are now available at the ESR website.
Please download from “**Home Page > Promotion > Download eCoupon**”.



A Guide to EatSmart Restaurants

A Guide to EatSmart Restaurants was published in June 2013 by the Department of Health; it was given free of charge to the public along each purchase of the *Weekend Weekly* magazine. The *Guide* contains a lot of information about ESRs and healthy cooking tips; it was meant to be a good helping hand for those who cook at home. From mid-June, the *Guide* was also issued to the public free on production of coupons. All copies are now gone, thanks to an enthusiastic response from the public.



Read online



To read the complete *A Guide to EatSmart Restaurants* online, please log on to the ESR’s thematic website at

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

EatSmart Restaurants Briefing Sessions

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

July

Date: 18 July 2013 (Thursday)
Time: 3-5pm
Venue: Conference Room, 7/F South Centre, No. 130
Hennessy Road, Wan Chai, Hong Kong

August

Date: 22 August 2013 (Thursday)
Time: 3-5pm
Venue: Conference Room, 7/F South Centre, No.
130 Hennessy Road, Wan Chai, Hong Kong

September

Date: 26 September 2013 (Thursday)
Time: 3-5pm
Venue: Conference Room, 7/F South Centre, No.
130 Hennessy Road, Wan Chai, Hong Kong

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



To maintain contact and communication with ESRs and their frontline staff, the Campaign Secretariat officers have informed them of coming visits to the ESRs. The purpose of the visits is to collect comments and provide assistance to those ESRs who have difficulty following the campaign regulations.



A Gentle Reminder:

To ensure a smooth running of the campaign, the Secretariat staff oversee that all ESRs should:

- Ensure that their EatSmart decals are displayed in conspicuous places;
- Attach the “More Fruit and Vegetables” and “3 Less” logos to their menus;
- Offer at least five ES dishes every day within specified business hours; and
- Provide ESR Customer Opinion Forms for customers to voice out their opinions.