

HEALTHY FLAVORS

DO THE *Right* THING

Take the initiative to phase out trans fats from your menu — it's the right move for you and your customers

A whopping 75 percent of consumers who are aware of the trans-fat issue believe that food consumed in restaurants contains more trans fat than foods consumed at home, according to a recent study by the NPD Group.

New regulations regarding trans-fat labeling went into effect in January 2006, requiring trans fat to be listed along with saturated fat and cholesterol on retail-packaging nutrition labels, a change the FDA gave the industry three years to implement.

Although restaurants were exempt from the ruling, pressure from health crusaders like the Center for Science in the Public Interest and Trust for America's Health began mounting in 2004, pushing the issue squarely into the public eye. With retail labeling now in place, it's the restaurants' turn.

In 2005, the New York City health department asked its restaurants to stop serving trans fats and now the city has voted to bar all restaurants from using frying oil containing artificial trans fat by July of this year.

This unprecedented step has set off a firestorm and is likely to ignite more, with the list of cities looking to ban or voluntarily phase out trans fat growing longer. Although it takes several years for such a ruling to become effective, the smart and the savvy — on both the foodservice and the manufacturing sides — have been at work since the first anti-trans-fat rumblings started. Ruby Tuesday, Au Bon Pain, Sodexho and Legal Sea Foods were among the first organizations to take steps to replace partially hydrogenated oils with zero-gram trans-fat



vegetable oils. Following suit now are many other national chains, including Wendy's, Denny's, Taco Bell, KFC, Burger King and McDonald's.

Trans fats are most often found in baked goods, breadings and frying oils, so replacing them from an entire operation is no small task. Legal Sea Foods went through its entire menu, piece by piece, finding trans fat in such unlikely products as oyster crackers. Manufacturers on the leading edge are able to offer operators replacement products without sacrificing tastes and textures of products many consumers have come to know and love. All of this has shown the industry one thing: Be proactive about making the switch to zero trans fat.

"We switched to zero gram trans fats because it was the right thing to do," said Thomas John, executive chef and senior vice president of food and beverage for Au Bon Pain, speaking at the recent Worlds of Healthy Flavors conference, cosponsored by The Culinary Institute of America and Harvard School of Health's Department of Nutrition. "But it's also clear that if the foodservice industry doesn't take the initiative itself, the government is going to tell us to."

The good news is that most early adapters report smooth transitions and better flavor in changing to zero-gram trans-fat foods. Why wait? ☺



SPONSORED BY MCCAIN FOODS
WWW.MCCAINUSA.COM/ZEROTRANS

From reformulated oils to zero-gram trans-fat breadings, new options abound.

GOOD FOR YOU

6 in 10 consumers are trying to eat healthier.

Almost half of all consumers want more foods without trans fat.¹

58% of baby boomers are looking for healthier foods, including those with zero-gram trans fat.²

63% of patrons would be very pleased with operators who switch to trans-fat-free oils.³

71.4% of operators are adding more healthful items to menus.⁴

Offering zero-gram trans-fat menu options makes good sense. Leading companies like McCain Foods USA are making the change easy with options like its 0g TFA potato and appetizer choices that deliver great taste, texture and performance without the trans fat.



Harvest Splendor Sweet Potato Fries

1) CDC, REED RESEARCH GROUP/SHOPPING FOR HEALTH, PREVENTION MAGAZINE; 2) NATURAL MKTG INSTITUTE 2005 HEALTHY AGING REPORT; 3) MCCAIN PROPRIETARY RESEARCH, NFP; 4) REED RESEARCH GROUP