



HEALTHY EATING HAS NEVER BEEN SO EASY! STAND AT THE ENTRANCE OF A CHARTWELLS CAFE AND FOLLOW THE BALANCED CHOICE SYMBOL TO A VARIETY OF HEALTHY FOOD CHOICES. IT'S THAT EASY!

What is Balanced Choices?

Balanced Choices is our corporate nutrition program for our customers. We not only offer healthy food choices but we provide the direction and education regarding these choices.

At Chartwells we believe it is our responsibility to assist our customers who want to make healthier food choices more often as part of a healthy lifestyle. We ensure our customers have access to healthier food and beverage choices every day.

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Balanced Choices clearly guides customers to the healthy choices

provided in our cafes. This is NOT just a signage program. Healthy food choices are attractively packaged and displayed to entice customers to make healthy choices more often as recommended by Canada's Food Guide (www.healthcanada.gc.ca/foodguide).

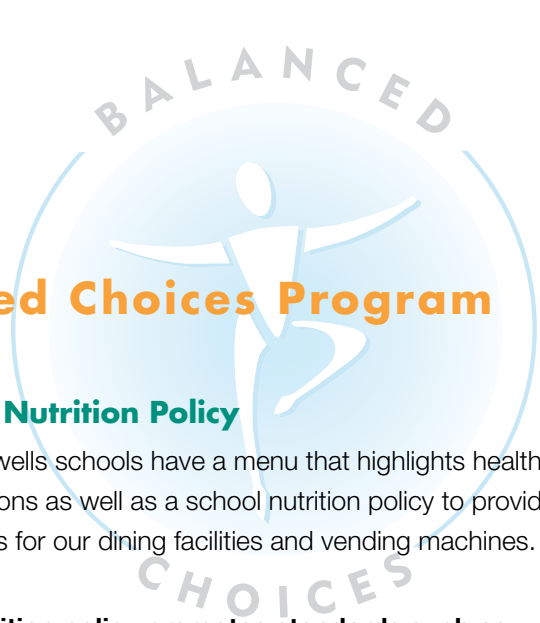
The Balanced Choices program provides a healthy backdrop to our sponsorship of the National Nutrition Month campaign in March, brought to Canadians by Dietitians of Canada.

- Look for:**
- The Balanced Choice food symbol used on stickers and danglers that identify healthy On The Go salads, sandwiches and snacks.
 - The Balanced Choice food symbol in snack vending machines that identify healthier snack choices.
 - Balanced Choice flyers that identify healthier featured meals or combos.
 - Healthy eating educational messages found on signage throughout the cafe.





KEY ELEMENTS of the Balanced Choices Program



Primary Food Identification Symbol

BALANCED CHOICE

Includes foods:

- Containing healthy grains, vegetables, fruit, lower fat dairy products and/or leaner meat or alternatives from Canada's Food Guide
- Containing a minimum of 1 food group serving for a single food and a minimum of 3 food groups when offered as a combo
- Prepared in a healthier way, limiting the amount of added fat, salt (sodium) and sugar



Optional Food Identification Symbol

VEGETARIAN CHOICE

Includes foods that:

- Contain no meat, fish, poultry or shellfish
- May contain dairy or eggs

These symbols will be found on flyers, food packaging, danglers and posted menus to ensure customers can easily find the healthier selections offered everyday.

School Nutrition Policy

All Chartwells schools have a menu that highlights healthy food options as well as a school nutrition policy to provide guidelines for our dining facilities and vending machines.

The nutrition policy promotes standards such as:

- A value priced Balanced Choices combo feature containing a minimum of three food groups found in Canada's Food Guide
- Menu items that are prepared in a healthier way. For example, if fat is added to a recipe it will be the smallest amount possible of canola or olive oil or non-hydrogenated margarine to limit the amounts of saturated and trans fat
- Products and recipes that meet the recommendations of the Canadian Trans Fat Task Force which means they contain the least amount of trans fat possible
- Healthy sides and beverages in combos for the same price as less healthy options
- 50% or more sandwiches made using whole grain products and lower-fat fillings
- Freshly prepared salads and vegetables served with reduced fat salad dressing or dips
- Bagel and reduced fat muffin selections
- Healthier packaged snacks in vending machines

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Training:

Training is a key focus for the Balanced Choices program. We recognize that where our associates have a better knowledge of nutrition it is easier to keep our program going strong. A Healthy Cooking/Balanced Choices Program training seminar is offered regionally to all operations managers across Canada. An information session is provided to all cafes to assist in training all associates regarding the Balanced Choices program.

