



# HEALTHY FOR LIFE® 20 BY 20

Empowering Americans to make healthy food, nutrition and lifestyle choices

**Bold Goal**



## Improve Health 20% by 2020:

The 5-year initiative is committed to the shared goal of improving the health of Americans 20% by 2020.

**Innovative Model**

## A New Health Impact Model:

A preeminent health advocacy organization and a leading food company working together to help millions lead healthier lives.

**MULTIDIMENSIONAL IMPACT AREAS**

MENU

CONSUMER

COMMUNITY

EMPLOYEE

**Strong Commitments**



## Raising the Bar on What Can Be Accomplished:



- Decreasing calories, saturated fat and sodium 20% by 2020
- Increasing fruits, vegetables and whole grains 20% by 2020
- Inspiring consumers to make healthier choices
- Improving health and wellbeing in underserved communities
- Supporting 175,000 Aramark employees and their families

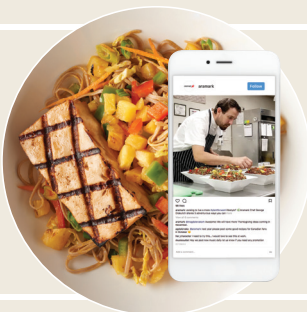
**National Outreach**

## A Coast to Coast Initiative:

- Reaching millions of consumers in 1,000+ dining locations, and through digital & social media.
- Supporting underserved communities in more than 25 cities
- Engaging Aramark employees and AHA volunteers nationwide



**New Approaches**



## Innovation and Collaboration:

- Menu, culinary and supply chain innovation
- Curriculum development and educational toolkits
- Health marketing and awareness campaigns
- Employee health and wellbeing initiatives

**Delivering Results**

## Health Impact Accomplishments to Date:

- Menu** 13% decrease in calories, fat & sodium; 30% menu vegetarian/vegan
- Consumer** Millions reached through awareness and marketing programs
- Community** 28% increase in fruit and vegetable consumption
- Employee** 5 - 12% improvement in overall health & biometric scores\*

\*Independently measured by Aramark

Learn More



[Aramark.com/HealthyForLife](https://Aramark.com/HealthyForLife)