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FOR IMMEDIATE RELEASE

Restaurant Chains Honored for Healthy Menu Innovations

Winners of Inaugural HALO Awards Announced

CHAPEL HILL, NC – Food News Media, publisher of *QSR* and *FSR* magazines, has announced the winners of the inaugural HALO Awards, which honor restaurant chains that have made meaningful contributions to a healthy, active lifestyle for consumers.

Both *QSR* and *FSR* have regularly covered the healthy, active lifestyle and how restaurant chains are addressing it. In 2014 Food News Media took that coverage to the next level by launching the HALO Awards and began accepting entries in February. The stated purpose of the awards initiative was two-fold: to give chain restaurants that have made health-related contributions the widespread recognition they deserve, and to spur further health-related innovations among restaurant chains.

The 2014 winning chains and their entries are:

- **Bean Sprouts:** Imaginnibles kids' menu
- **Boston Market:** "Good Food Meets Fresh Thinking" initiative
- **Chick-fil-A:** New grilled chicken entrees
- **LYFE Kitchen:** "Love Your Food Everyday" credo
- **Silver Diner:** Revamped adult & kids' menu

Honorable mentions have also been awarded to:

- **Applebee's:** Kids' menu revamp
- **Fresh To Order:** "Better for You Burgers"
- **Larkburger:** Responsible portion sizes at a burger restaurant
- **Red Mango:** Raw, cold-squeezed juices

The winners and honorable mentions were recognized during a ceremony held on October 14 at the Georgia World Congress Center as part of the Atlanta Foodservice Expo. "It was great to see the passion exhibited not only by the restaurant chains when they accepted their awards, but also the enthusiasm of those in attendance," says Greg Sanders, group publisher of Food News Media. "There is real, concrete interest in pursuing this line of business in the chain restaurant industry."

Honorees were chosen by a panel of restaurant, nutrition, and public health experts, including Dr. David Katz, MD, MPH, FACPM, FACP, director of Yale University's Prevention Research Center; Anita Jones-Mueller, founder and president of Healthy Dining; Sam Oches, editor of *QSR* magazine; Connie Gentry, editor of *FSR* magazine; and Sanders.

“We’re very encouraged by what the industry has accomplished thus far,” Sanders says, “and we can’t wait to see where we are in the next five years.”

Tyson Food Service served as the sponsoring partner for the inaugural HALO Awards. “We are proud to sponsor the HALO Awards,” says Tiffany Jetter, communications senior brand manager at Tyson Food Service. “It is operators like the ones involved in this initiative that will begin to shift the health and well-being of our nation. It’s proven time and time again that healthy might not always be the most cost-efficient, but one thing continues to ring true: consumers demand flavor and variety. If restaurants are able to achieve those two things with a healthy menu, they have the opportunity to not only steal share but to change behavior.”

About Food News Media

Food News Media, the parent company of *FSR* and *QSR* magazines, offers a full suite of media products to help operators and marketers connect with the entire \$600 billion-plus U.S. restaurant industry. For more than two decades, the Chapel Hill, North Carolina–based publishing company has built a reputation for thought leadership and reporting on trends in dining for the American consumer.

About Tyson Food Service

Tyson Food Service is a division of Tyson Foods, Inc. Plenty of companies specialize in one type of food. But only Tyson Food Service has the expertise, insights, and production capabilities to give restaurants so much more. More quality, more price points, and more menu options—all from one trusted place. The 2,500+ products from Tyson Food Service cover all dayparts, menu parts, and price points across six core brands: Tyson®, BONICI®, Wright® Brand, Mexican Original®, IBP Trusted Excellence®, and Lady Aster®. Visit www.TysonFoodService.com for more information on any of our products and business building tools that can be Working at the Heart of Your Menu™.