

KIDS LIVEWELL

NATIONAL RESTAURANT
ASSOCIATION

2024

PROGRAM UPDATE
+ DASHBOARD



OVERVIEW OF THE KIDS LIVEWELL PROGRAM

The National Restaurant Association's Kids LiveWell™ (KLW) program makes it easy for restaurant operators to offer and promote better-for-you meals to parents and children dining in their restaurants.

Restaurants participating in KLW offer at least two meals and two sides that meet strict KLW nutrition criteria with a focus on increasing the consumption of fruits and vegetables, lean proteins, and low-fat dairy while limiting unhealthy fats, added sugars, and sodium. Additionally, participating restaurants promote water, low- or non-fat milk, or 100% juice as the default beverage on their kids' menus. Registered Dietitians review and validate all KLW meals and sides.

In September 2022, the National Restaurant Association was proud to participate in the White House Conference on Hunger, Nutrition, and Health, highlighting the growth of KLW and commitment to educating and promoting KLW to restaurants across the United States via new resources and tools.

For the second year in a row, we are committed to outlining progress against those goals and reporting the impacts of KLW throughout the restaurant industry.



KLW DASHBOARD



Achieved



On track

COMMITMENT	STATUS	PROGRESS
EXPANDING THE REACH OF KLW BY RECRUITING ADDITIONAL RESTAURANT BRANDS	<p>Brands with KLW-approved menus Applebee's, Bonefish Grill, Buffalo Wild Wings, Burger King, Carrabba's, Chipotle, Chonchy Joe's, Denny's, Dolphin Bar and Shrimp House, Firebirds, First Watch, Fleming's, Golden Corral, IHOP, Ono Hawaiian BBQ, Outback Steakhouse, Panda Express, Silver Diner, and Subway</p> <ul style="list-style-type: none"> • 100% of participating brands have received KLW approval for their menu items. 	
PROMOTING KLW TO MEMBER RESTAURANTS	<p>We promote KLW to member restaurants through Association events and other outreach opportunities and by developing resources that can be found on KidsLiveWell.com including:</p> <ul style="list-style-type: none"> • Getting Started guide • Healthy recipe swaps • Healthy nudges • Recipe book with suggested meals that meet KLW criteria • Sides inspiration handout • Toolkit for State Restaurant Associations • Best practices document 	
DEVELOPING A NEW HEALTHY DINING DATABASE FOR PARENTS/CAREGIVERS FEATURING KLW-APPROVED MEALS FROM PARTICIPATING RESTAURANTS	<ul style="list-style-type: none"> • Launched participating restaurant database on KidsLiveWell.com, including KLW-approved menus. 	
CREATING A NUTRITION EDUCATION AND TRAINING MODULE FOR USE IN SKILL DEVELOPMENT PROGRAMS	<ul style="list-style-type: none"> • Content is currently under development for the Association's ProStart program: a two-year, industry-backed culinary arts and restaurant management program for high school students. ProStart reaches approximately 214,000 students in more than 2,100 schools in all 50 states, Washington, DC, and the Territory of Guam. 	
OFFERING KLW TO FOODSERVICE OUTLETS OPERATING IN MUSEUMS, CULTURAL CENTERS, AND SPORTING ARENAS	<ul style="list-style-type: none"> • Compass Group now offers KLW meals and sides to clients operating through Bon Appetit Management Company, Levy Restaurants, Restaurant Associates and Wolfgang Puck Catering Division. 	
CREATING A COMMUNICATIONS AND EDUCATION CAMPAIGN TO PROMOTE HEALTHIER OPTIONS ON CHILDREN'S MENUS	<ul style="list-style-type: none"> • Launched revised KidsLiveWell.com website. • Developed social media toolkit resources for members. 	



COOL BEANS
QUESADILLA

SO FISH-TICATED
SALMON BITES



IN GOOD COMPANY

Brands participating in KLW:

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YOU ARE WHAT YOU EAT BY THE NUMBERS

Participating KWL member restaurants offer their customers:

- NEARLY **1,172** KWL MEAL COMBINATIONS THAT MEET OUR KWL MEAL CRITERIA
- MORE THAN **95** SIDES THAT MEET OUR KWL SIDE CRITERIA
- MORE THAN **60** DEFAULT BEVERAGES THAT MEET OUR DEFAULT BEVERAGE POLICY
- **43** VEGETABLE AND **47** FRUIT OPTIONS THAT MEET OUR KWL SIDE CRITERIA

TAKEAWAYS

The National Restaurant Association proudly celebrates the dedication of our restaurant members to the Kids LiveWell program! This year, we're excited to welcome three new brands to our KWL family and to have guided another brand into full compliance.

We understand the challenges that restaurant brands face in adopting and promoting the KWL icon, as well as in displaying only default beverages when ordering. To support our members, we've provided practical solutions, including best practice guides and the activation of a comprehensive KWL meal database. This resource is designed to help parents and caregivers easily identify KWL-approved meals, sides, and default beverages when dining out.

Looking ahead, the Association remains committed to expanding KWL participation and enhancing the program with fresh, engaging resources for our members. For the latest updates, please visit our newly launched website at [KidsLiveWell.com](https://www.KidsLiveWell.com).





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