

UPDATES TO KIDS LIVEWELL

WHITE PAPER ON
UPDATED NUTRITION CRITERIA
2021



OVERVIEW

The National Restaurant Association launched the Kids LiveWell (KLW) program to help parents and children select better for you menu options when dining out. Restaurants that participate in this voluntary program commit to offering healthful meal items for children with a particular focus on increasing consumption of fruits and vegetables, lean protein, whole grains, and low-fat dairy while limiting unhealthy fats, sugars and sodium.

We have relaunched this effort to reinvigorate, refresh, and recommit to supporting our members as they seek to identify and offer better for you options to their youngest guests. Additionally, KLW 2.0 seeks to better align with the current nutrition science (including the latest edition of the 2020-2025 Dietary Guidelines for Americans (DGA) and U.S. government regulations, such as the [U.S. Food and Drug Administration's Nutrition Facts Panel](#).





NUTRITION CRITERIA UPDATES

When analyzing how to bring the KLW program into the present, the Association and Food Directions staff reviewed and weighed various options. Ultimately, staff decided to maintain a similar approach that includes both food-based requirements and nutrient thresholds.

The updated KLW 2.0 criteria are currently based on the recently updated nutrition criteria in the [Children's Food & Beverage Advertising Initiative](#) (CFBAI), a program of the Better Business Bureau (BBB).

Some of the original KLW criteria needed to be adapted to align with CFBAI's latest criteria and these specific changes are outlined below. In addition, there are two tables with side-by-side comparisons of the original KLW criteria and the KLW 2.0 criteria (Tables 1 and 2 on pages 5 and 6 respectively).



KLW - REINVIGORATE, REFRESH, RECOMMIT

SOME OF THE KEY CHANGES TO THE K LW CRITERIA INCLUDE THE FOLLOWING:

- **REMOVING CALORIES FROM TOTAL FAT CRITERIA:** K LW 2.0 omits the total fat criterion because expert groups, including the 2020-2025 DGA, concluded that limiting saturated fat and trans fat intake is more important for positively impacting health.
- **ELIMINATING ALL ARTIFICIAL TRANS FATS:** Under K LW 2.0, industrially produced trans fat in K LW meals is no longer allowed, thus removing the need for a trans fat threshold. This reduction from 0.5 g of trans fat in 2011 to **0.0 g of trans fat** in 2019, reflects FDA's determination. Naturally occurring trans fats are excluded.
- **REPLACING TOTAL SUGARS CRITERION WITH AN ADDED SUGARS ONE:** K LW 2.0 shifts sugar from a **maximum** of 35% calories from total sugar criterion (2011) to a **maximum of 15 g added sugar for meals and 5 g added sugar for side dishes**. This shift to an added sugars standard better aligns with the new Nutrition Facts Panel, which set an added sugars Daily Value (DV) of 50 g. Setting the limit to 15 g is approximately 1/3 of the added sugar DV for meals, while 5 g is about 10% of the DV for side dishes.
- **REDUCING SODIUM THRESHOLD:** K LW 2.0 reduces the sodium threshold—for both meals and sides—from 770 mg to **700 mg for meals** and from 250 mg to **225 mg for sides**. This change seeks to reduce sodium by 10% in response to recommendations, which suggest limiting sodium.
- **CHANGING THE TYPE OF DAIRY PRODUCTS ALLOWED:** K LW 2.0 removes 2% milk, shifting to 1% and non-fat milk varieties only, following recommendations that kids consume more reduced-fat dairy products.



OTHER UPDATES TO THE K LW PROGRAM INCLUDE:

- **IMPLEMENTATION TIMEFRAME:** K LW 1.0 meals and sides will be recertified to the K LW 2.0 standards no later than January 1, 2022. This date takes into account the challenges related to COVID-19 and is 24 months after the date packaged food suppliers are required to disclose added sugars in their foods (per FDA's [new Nutrition Facts label guidance](#), issued May 20, 2016). Participating restaurant companies may use the updated K LW 2.0 criteria now. Restaurants new to K LW must use the new criteria upon joining. We will accept additional brand participation in an ongoing basis.
- **NUMBER OF MEALS:** We have moved from one 1 meal and two sides to an increase of two meals and maintenance of two sides.
- **DEFAULT BEVERAGES:** K LW 2.0 includes a requirement for a default beverage policy for kids menus. This includes:
 - **WATER:** Water, sparkling water or flavored water, with no added natural or artificial sweeteners; and/or
 - **MILK:** Flavored or unflavored nonfat or low-fat (1%) dairy milk or non-dairy beverage that is nutritionally equivalent to fluid milk (i.e., soy milk) in a serving size of 8 oz. or less; and/or
 - **JUICE:** 100% fruit or vegetable juice, or fruit and/or vegetable juice combined with water or carbonated water, with no added natural or artificial sweeteners, in a serving size of 8 oz. or less.
 - **OTHER BEVERAGES AVAILABLE UPON REQUEST.**
- **FRIED FOODS:** Fried foods are no longer prohibited as menu items, but they are not encouraged. If included, **they must meet** all nutrition criteria.



HEALTHY MEALS, HAPPY KIDS

SIDE-BY-SIDE COMPARISONS

MEAL STANDARDS: Original KLV and KLV 2.0 criteria

**differences indicated in red*

NUTRITION CRITERIA	ORIGINAL KLV (2011)	KLV 2.0 (2019)
Calories	≤ 600 kcal	≤ 550 kcal
Calories from total fat	≤ 35 %	—
Calories from saturated fat*	≤ 10 %	≤ 10 %
Grams trans fat	≤ 0.5 g	≤ 0 g
Calories from total sugar	≤ 35 % (added and naturally occurring)	—
Grams Added sugar	—	≤ 15 g
Milligrams of sodium	≤ 770 mg	≤ 700 mg
Food groups	<p>≥ 2 sources F/V/D/LP/WG:</p> <p>Fruit: ≥1/2 c (includes 100% juice)</p> <p>Vegetable: ≥1/2 c</p> <p>Lower-fat dairy (1% or skim milk and dairy): ≥1/2 c (while not considered low-fat, 2% milk is allowed if included in the meal and the meal still fits the full meal criteria)</p> <p>Lean protein: (skinless white-meat poultry, fish/seafood, beef, pork, tofu, pulses (beans, peas, lentils), egg): ≥2 oz. meat, 1 egg or egg equivalent, 1 oz. nuts/seeds/dry bean/peas (lean as defined by USDA)</p> <p>Whole grains: Contains whole grains</p>	<p>≥ 2 sources F/V/D/M/WG:</p> <p>Fruit: ≥1/2 c (cup) (includes 100% juice)</p> <p>Vegetable: ≥1/2 c</p> <p>Non/low-fat dairy: ≥1 c; 1/2 c yogurt</p> <p>Meat or meat alternative: Meat, poultry, seafood, eggs, pulses (beans, peas, lentils), soy products, and nuts and seeds. ≥1 oz. eq is 1 oz. of meat, poultry, or seafood; 1 egg; 1/4-c of cooked beans or tofu; 2 Tbsp peanut butter; or 1 oz. of nuts or seeds</p> <p>Whole grains: To provide a 1/2 serving of whole grain (WG), a food must provide ≥8 g of whole grains and meet at least one of the following: 1) First ingredient a whole grain, or 2) ≥50% whole grains by weight of product; or 3) 50% whole grains by weight of grains</p>

F/V/D/LP/WG = fruit, vegetable, dairy, lean protein, whole grains

F/V/D/M/WG = fruit, vegetable, dairy, meat or meat alternative, whole grains

*Meals with 1% milk to have a max of 6 g saturated fat rather than 10% kcal.



SIDE-BY-SIDE COMPARISONS

SIDE DISH STANDARDS: Original KLV and KLV 2.0 criteria

**differences indicated in red*

NUTRITION CRITERIA	ORIGINAL KLV (2011)	KLV 2.0 (2019)
Calories	≤200 kcal	≤200 kcal
Calories from total fat	≤ 35 %	—
Calories from saturated fat	≤ 10 %	≤ 10 %
Grams trans fat	≤ 0.5 g	≤ 0 g
Calories from total sugar	≤ 35 % (added and naturally occurring)	—
Grams Added sugar	—	≤ 5 g
Milligrams of sodium	≤250 mg	≤ 225 mg
Food groups	<p>≥ 2 sources F/V/D/LP/WG:</p> <p>Fruit: ≥1/2 c (includes 100% juice)</p> <p>Vegetable: ≥1/2 c</p> <p>Lower-fat dairy (1% or skim milk and dairy): ≥1/2 c (while not considered low-fat, 2% milk is allowed if included in the meal and the meal still fits the full meal criteria)</p> <p>Lean protein: (skinless white-meat poultry, fish/seafood, beef, pork, tofu, beans, egg): ≥2 oz. meat, 1 egg or egg equivalent, 1 oz. nuts/seeds/dry bean/peas (lean as defined by USDA)</p> <p>Whole grains: Contains whole grains</p>	<p>≥ 1 source F/V/D/M/WG:</p> <p>Fruit: ≥1/2 c (cup) (includes 100% juice)</p> <p>Vegetable: ≥1/2 c</p> <p>Non/low-fat dairy: ≥1 c; 1/2 c yogurt</p> <p>Meat or meat alternative: Meat, poultry, seafood, eggs, pulses (beans, peas, lentils), soy products, and nuts and seeds. ≥1 oz. eq is 1 oz. of meat, poultry, or seafood; 1 egg; 1/4-c of cooked beans or tofu; 2 Tbsp peanut butter; or 1 oz. of nuts or seeds</p> <p>Whole grains: To provide a 1/2 serving of whole grain (WG), a food must provide ≥8 g of whole grains and meet at least one of the following: 1) First ingredient a whole grain, or 2) ≥50% whole grains by weight of product; or 3) 50% whole grains by weight of grains</p>

F/V/D/LP/WG = fruit, vegetable, dairy, lean protein, whole grains

F/V/D/M/WG = fruit, vegetable, dairy, meat or meat alternative, whole grains



HOW TO PARTICIPATE IN KIDS LIVEWELL

1. PROVIDE AT LEAST 2 CHILDREN'S MEALS THAT MEET KIDS LIVEWELL CRITERIA.

KLW requires participating restaurants to offer **at least 2 children's meals** that meet the following criteria:*

- **CALORIES:** ≤550
- **CALORIES FROM SATURATED FAT:** ≤10%
- **TRANS FAT:** 0 g
- **ADDED SUGARS:** ≤15 g
- **SODIUM:** ≤700 mg
- **FOOD GROUPS:** KLW meals must include servings in the specified amounts from **at least 2 of the following 5 food groups. At least 1 of the 2 food groups must be a fruit or vegetable.**

- **Fruit:** ≥1/2 c (cup) (includes 100% juice)
- **Vegetable:** ≥1/2 c
- **Non/low-fat dairy:** ≥1 c; 1/2 c yogurt
- **Meat or meat alternative:** Includes meat, poultry, seafood, eggs, pulses (beans, peas, lentils), soy products, and nuts and seeds: ≥1 oz.
Examples of 1-oz. equivalents: 1 oz. of meat, poultry or seafood; 1 egg; 1/4 c of cooked beans or tofu; 2 Tbsp peanut butter; or 1 oz. of nuts or seeds.
- **Whole grains:** 1/2 serving
To provide a half-serving of whole grains, a food must provide ≥8 g of whole grains and meet at least one of the following: 1) First ingredient a whole grain; 2) ≥50% whole grains by weight of product; or 3) 50% whole grains by weight of grains.

2. PROVIDE AT LEAST 2 SIDE DISHES THAT MEET KIDS LIVEWELL CRITERIA.

Restaurants participating in KLW must offer **at least 2 side dishes** for children that meet the following nutrition criteria:

- **CALORIES:** ≤200
- **CALORIES FROM SATURATED FAT:** ≤10%
- **TRANS FAT:** 0 g
- **ADDED SUGARS:** ≤5 g
- **SODIUM:** ≤225 mg
- **FOOD GROUPS:** KLW side dishes must include at least **1 serving from the following 5 food groups:**

- **Fruit:** ≥1/2 c (cup) (includes 100% juice)
- **Vegetable:** ≥1/2 c
- **Non/low-fat dairy:** ≥1 c; 1/2 c yogurt
- **Meat or meat alternative:** Includes meat, poultry, seafood, eggs, pulses (beans, peas, lentils), soy products, and nuts and seeds: ≥1 oz.
Examples of 1-oz. equivalents: 1 oz. of meat, poultry or seafood; 1 egg; 1/4 c of cooked beans or tofu; 2 Tbsp peanut butter; or 1 oz. of nuts or seeds.
- **Whole grains:** 1/2 serving
To provide a half-serving of whole grains, a food must provide ≥8 g of whole grains and meet at least one of the following: 1) First ingredient a whole grain; 2) ≥50% whole grains by weight of product; or 3) 50% whole grains by weight of grains.



3. ADHERE TO THE KLW'S "DEFAULT BEVERAGE" POLICY.

If you include or offer beverages as part of the kids' meals at your restaurant, the KLW program requires participating restaurants to ensure that the **"default beverages" you make available for any of your children's meals meet certain criteria.**

A default beverage refers to the beverage or beverages that are automatically included or offered as part of any children's meal. Customers are free, of course, to make a specific request for an alternative beverage that's not on the list. Specifically, to participate in KLW, a restaurant that sells a children's meal must make the default beverage(s) offered with their children's meals. See details on page 4.

To make it easy for families to choose these better for you offerings, restaurants participating in KLW should include a list of any of the default beverages they offer on any material or collateral from which people order a children's meal. That would include, for example, paper and digital menus and menu boards in the store, at the drive-thru, for takeout, or on websites; any app; and any in-store signage from which people could order a children's meal (for example, a poster or a register cling).



4. PROVIDE VALIDATION FOR THE NUTRITION CONTENT OF YOUR MENU ITEMS.

- **Third-party validation:** Nutrition information for all Kids LiveWell meals and side dishes must be verified. Contact **Maggie Gentile** (MaggieGentile@fooddirectionsdc.com) for details.

5. MAKE NUTRITION INFORMATION ABOUT KIDS LIVEWELL ITEMS AVAILABLE FOR YOUR GUESTS.

Display or make available on request the nutrition profile of the KLW menu options you offer, and promote/identify these better for you menu options, whenever possible, to make it easy for families to choose.



CREATIVE

LOGOS

While not required, we recommend restaurants identify Kids LiveWell menu items in restaurants and online with the Kids LiveWell logo and/or carrot icon.

Kids LiveWell logo:



Kids LiveWell icon:



Kids LiveWell description:

To explain what Kids LiveWell is all about, participating restaurants are encouraged to use the following description:

This menu item is part of the Kids LiveWell program and has been verified by the National Restaurant Association to meet specific nutrition criteria established by leading health organizations' scientific guidelines.

SOCIAL MEDIA

Tag us:

When promoting Kids LiveWell on your social media pages, tag us at **@werrestaurants**.

Hash tag:

When promoting Kids LiveWell use the hashtag **#KidsLiveWell**.



Sample Instagram posts:

Consider using these graphics.





Sample Facebook Posts:

Consider using these graphics:



Sample tweets:

- 👉 What's Hot Survey asks chefs to predict trends + shows healthful kids meals in the top 10 since 2012. Join kidslivewell.com to tap into this trend!
- 👉 Looking for healthy menu items for children? Visit kidslivewell.com for participating restaurants.
- 👉 Seeking healthy options for kids? Look for the Kids LiveWell logo to identify menu items at your fave restaurants or visit kidslivewell.com.