

NATIONAL RESTAURANT
ASSOCIATION

KIDS LIVEWELL

IMPLEMENTATION
BEST PRACTICES



WHO

Any brand or independent restaurant participating in KLV.



WHAT

Recommend that all KLV-approved menu items are: 1) associated with default beverages (in text and images); and 2) display the appropriate KLV logos and descriptions.

This includes for the appropriate locations, such as: paper and digital menus/menu boards in the store, at the drive-thru, for takeout, or on websites; any brand-owned app; and any in-store signage from which people could order a children's meal.

Some best practices include:

- **Presenting at least** two meals and two sides certified as KLV by National Restaurant Association on all customer-facing platforms and menus.
- **Adhering to the default beverage policy** by displaying or describing only drinks that are validated by National Restaurant Association for the KLV program. Do not list OR show any other beverages on the kids menu or in kids menu advertisements. You can, however, state that "Additional beverages are available upon request" in print or verbally.
- **Displaying the logo, icon and description below** to identify the KLV menu options you offer whenever possible, to make it easy for families to choose.

KLV LOGO	KLV CARROT ICON	KLV DESCRIPTION
		<p>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.</p>

For detailed examples of how some brands can display their KLV-approved meals, see **Exhibit 1 below** (pages 2, 3, and 4).

WHEN

As soon as possible, preferably, all the digital and print resources and branding will be in place when the restaurant brand announces their new KLV approved meals and sides.

WHY

Consumer advocacy groups are monitoring restaurant brands that commit to KLV. This is especially true when it comes to the default beverage policy. See **Exhibit 2 below** (page 5).

HOW

Work with your internal menu design, digital engagement, and marketing teams. The KLV team is here to assist you and your brand's larger teammates, so please reach out at any time for a review and assistance.

Exhibit 1

KIDS LIVEWELL MEALS

GRILLED SALMON
SERVED WITH SEASONAL
FRUIT CUP AND WATER \$7.49

GRILLED SALMON
SERVED WITH CARROT
STICKS AND WATER OR
1% MILK \$7.49

**GRILLED CHICKEN
QUESADILLA** SERVED WITH
SEASONAL FRUIT CUP AND
WATER, 100% APPLE JUICE
OR 1% MILK \$6.59

**GRILLED CHICKEN
QUESADILLA** SERVED WITH
CARROT STICKS AND WATER
OR 1% MILK \$5.59



KIDS' ENTREES



BREADED CHICKEN TENDERS
FOUR BREADED CHICKEN TENDERS
\$6.49

CORN DOG
BEEF HOT DOG DIPPED IN A CRISPY BATTER
\$6.99

MACARONI & CHEESE
NOODLES WITH A CREAMY HOMEMADE CHEESE SAUCE
\$5.99

CHEESE PIZZA
6" PIZZA WITH CHEESE AND TOMATO SAUCE
\$5.49

JUNIOR HAMBURGER
100% BEEF PATTY, KETCHUP AND PICKLES
ON A WHOLE WHEAT BUN
\$6.29

JUNIOR CHEESEBURGER
100% BEEF PATTY WITH CHEESE, KETCHUP AND PICKLES
ON A WHOLE WHEAT BUN
\$6.49

SIDES & BEVS

FRENCH FRIES
\$2.99

SEASONAL FRUIT CUP
\$2.99

CARROT STICKS
\$1.99

MASHED POTATOES
\$2.99

WATER

APPLE JUICE
\$1.99

1% MILK
\$1.99

OTHER BEVERAGES AVAILABLE UPON REQUEST

KIDS' MENU



These menu items are part of the Kids LiveWell (KLW) program and have been verified by the National Restaurant Association to meet specific nutritional criteria established by leading health organizations' scientific guidelines. **Learn more at Restaurant.org/KidsLiveWell.**

The KLW logo is a service mark of the National Restaurant Association.

KIDS' MENU

KIDS' ENTREES

INCLUDES CHOICE OF SIDE AND BEVERAGE FOR CHILDREN UNDER 12

BREADED CHICKEN TENDERS
FOUR BREADED CHICKEN TENDERS
\$6.49

 **GRILLED STEAK MEDALLIONS**
THREE GRILLED BEEF MEDALLIONS
\$6.99

MACARONI & CHEESE
NOODLES WITH A CREAMY, HOMEMADE CHEESE SAUCE
\$5.99

CHEESE PIZZA
6" PIZZA WITH CHEESE AND TOMATO SAUCE
\$5.49

JUNIOR HAMBURGER
100% BEEF PATTY WITH CHEESE, KETCHUP AND PICKLES
ON A WHOLE WHEAT BUN
\$5.49

 **CHICKEN TACO**
GRILLED CHICKEN SLICES ON A FLOUR TORTILLA
WITH SHREDDED LETTUCE AND CHEDDAR CHEESE
\$6.29

KIDS' SIDES

FRENCH FRIES
\$3.99

ONION RINGS
\$3.99

 **SIDE SALAD**
\$3.99

 **BROCCOLI SPEARS**
\$1.99

 **APPLESAUCE CUP**
\$1.99

WHITE RICE
\$1.99

BEVERAGES

 **WATER**
\$1.99


 **100% ORANGE JUICE**
\$1.99

OTHER BEVERAGES
AVAILABLE UPON
REQUEST

 **100% APPLE JUICE**
\$1.99

 **1% MILK**
\$1.99



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KIDS' MENU

KIDS LIVEWELL MEALS

1 JUNIOR HAMBURGER
WITH 1% MILK AND APPLESAUCE
\$6.49



2 GRILLED CHICKEN
WRAP
WITH WATER AND APPLESAUCE
\$6.49



The Kids LiveWell logo is a service mark of the National Restaurant Association.

ENTREES

4 PIECE BREADED CHICKEN
NUGGET
\$3.59



GRILLED FISH TACO
\$3.99



JUNIOR HAMBURGER
\$3.29



GRILLED CHICKEN
WRAP
\$3.89



SIDES

FRENCH FRIES
\$2.99



APPLESAUCE CUP
\$1.99



1% MILK
\$1.99



BOTTLED WATER
\$1.99



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Exhibit 2



January 27, 2023

Name
CEO, Restaurant Company
Address

Dear *Name* :

The Center for Science in the Public Interest (CSPI) released a [report](#) in December of 2022 that examines children's beverage offerings at the top 200 restaurant chains in the US as ranked by revenue. This is an update to our previous reports on the topic, the most recent having been published in 2019. Our research found some improvements in children's beverage offerings at top chains and that the majority of top chains do not offer sugary drinks to children. We also found that *your Company* has joined the National Restaurant Association's Kids LiveWell program, and has thus pledged to serve two kids' meals that meet nutrition standards and healthy default beverages like low-fat milk, water, or juice with kids' meals. CSPI commends *your Company* for pledging to improve its children's offerings.

By promoting healthier options to children, *your Company* is doing its part to make it easier for families to feed their children well. Research indicates that people are more likely to confine themselves to default offerings and children are more likely to receive healthier items when restaurants introduce healthy default policies that promote water, low-fat milk, and 100% juice over sugary drinks or fruit, vegetables, whole grains, and lean protein over fried foods.

As *your Company* implements its menu changes, we urge *your Company* to ensure any changes made to the children's menu are reflected on every menu available, including menus in store, online, and on third-party apps. Our research indicates that commitments to change children's menus have not been consistently applied across a given brand.

We would welcome the chance to discuss this further with you and provide assistance where needed. We can be reached at kmarx@cspinet.org.

Thank you for your consideration.

Sincerely,



Peter Lurie, M.D., M.P.H.
President and Executive Director
Center for Science in the Public Interest