

Cafés, Cafeterias, Snack Carts, & Micro Markets



Department of
Health

GOOD
FOOD
HERE

ASSESSING & EVALUATING CAFÉS, CAFETERIAS, SNACK CARTS, AND MICRO MARKETS

Assessing Food and Beverage Products:

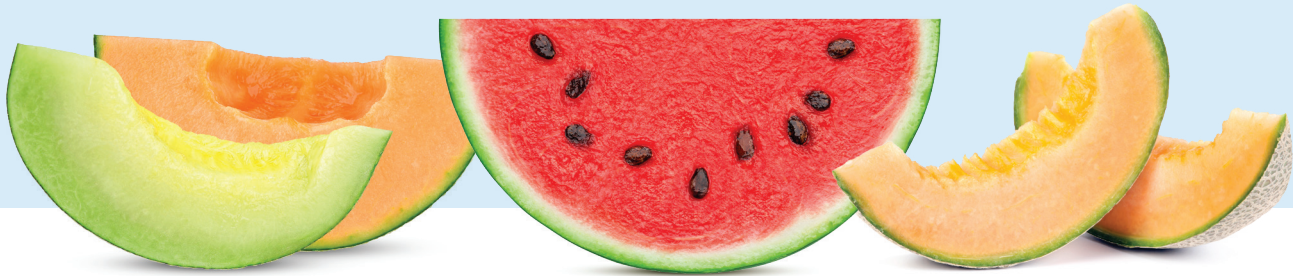
Use the following tools at the end of this section to assess the current nutritional status of food and beverage offerings and decide (1) if each product meets the nutrition standards and (2) what percentage of all products offered meets the standards.

- Beverage Assessment Tool
- Snacks, Desserts, and Side Dishes Assessment Tool
- Entrées Assessment Tool
- Meal Assessment Tool

Evaluating Customer Acceptance:

Staff and customer surveys are an excellent way to increase buy-in when introducing new foods and beverages. Use the Dining Customer Feedback Survey at the end of this section to collect feedback.

These tools should be completed before any product changes are made to assess the current environment, and periodically as new products are added/changed to assess improvements.



TIPS AND GUIDANCE FOR USING THESE MATERIALS

Policy Considerations:

Having a policy stating that food served in the dining or market establishment is healthy sends a clear message to staff and customers that their health and wellness is valued. Having an organizational policy is sustainable; even if leadership changes, healthy standards will be a part of routine business operations.

Phase-In Approach:

If making drastic changes all at once is overwhelming, follow a phase-in approach to gradually improve the overall nutritional status of the dining/market establishments in your organization.

Work with kitchen staff and vendors on a timeline and options for a gradual approach to stocking, cooking, and serving healthier foods. Begin with making small changes to food placement and composition and gradually introduce larger changes. For example, begin by reducing sodium and saturated fat content in current meals served, and gradually add or replace entrées with healthier options.



IDEAS FOR HEALTHIER COOKING

Discuss the following techniques with the vendors and kitchen staff.

1. Reduce Calories

- Serve reasonable or reduced portions.
- Make half the plate fruits and vegetables.
- Instead of frying: grill, bake, sauté, steam, poach, broil, or roast.
- Skip the breading, extra sugars, and cream-based sauces.
- Use low-fat ingredients.
- Use smaller dining plates, bowls, and serving utensils.

2. Reduce Sodium

- Instead of salt, use herbs, spices, vinegars, and/or lemon/lime juice.
- Make sauces, dressings, and broths from scratch.
- Drain and rinse canned foods to remove excess salt.
- Prepare meat/seafood dishes with unsalted products.
- Use no-salt-added canned foods when possible.

3. Reduce Saturated Fats

- Limit use of cheese.
- Remove skin and trim excess fat from meats.
- Limit desserts like pastries, pies, and other sweet baked goods.

4. Limit Serving

- Sugar-sweetened beverages.
- Bakery items, biscuits, corn bread, croissants, danishes, muffins, and pastries.
- High-sodium, high-fat meats such as bacon, sausage, or ham.
- Sauces and gravies that contain whole milk, heavy cream, sour cream, cheese, or butter as key ingredients.
- Dishes with cheese as a key ingredient.
- Fried foods.
- Chips, cookies, and desserts.



ACTION PLAN CHECKLIST:

- Gather commitment and engagement from staff in relevant departments.
- Assess your current dining and/or market food products (Beverage Assessment Tool; Snacks, Side Dishes, and Desserts Assessment Tool; Entrées Assessment Tool; and Meal Assessment Tool).
- Communicate upcoming changes and complete the Dining Customer Feedback Survey via electronic or paper versions at the café/market location for baseline assessment of dining perceptions and ideas.
- Evaluate which food products/meals will be modified or replaced; work with kitchen staff and vendors and food providers.
- Draft policies (if needed).
- Decide on timeline with staff and vendors to begin making healthy café, cafeteria, snack cart, and/or micro market changes.
- Have diners/customers complete the Dining Customer Feedback Survey and complete the assessment tools periodically as new foods are served; communicate the results.
- Work with kitchen staff and vendors to make desired changes as needed based on food acceptance, nutrition standards, and organization needs.

MARKETING & PROMOTION

Product

- Communicate and label which food and beverage items are new and/or healthier.

Promotion

- Establish healthier options as the default option (e.g., include a piece of fruit instead of potato chips, a side salad instead of French fries, or a sparkling water instead of a soda).
- Provide a larger quantity and variety of healthier items to increase perception of demand.
- Promote with Good Food Here signs, point-of-purchase displays, menu labeling, and color-coded labeling systems.
- Promote water first for thirst.
- Host taste-testing events to introduce new items.

Placement

- Place healthier entrées at the beginning and front of sections.
- Place healthier items at eye level and tipped up at an angle.
- Provide a line that features healthier options only (e.g., sliced fruit).
- Provide a healthy checkout lane.
- Use lighting to draw attention to healthier items (e.g., spotlights or displays).
- Station the salad bar/healthier items in a visible location in the cafeteria/market.
- Place healthier items within the serving line and also next to the cash register.

Pricing

- Offer healthier food and beverages at an equal or a lower price than the less healthy items.
- Offer temporary price reductions on new healthier items.



BEVERAGE ASSESSMENT TOOL*

Healthy Beverages Criteria

Water

- Plain or flavored
- Sparkling or seltzer

Milk

- Fat-free or low-fat (1%) milk and milk alternatives (soy, almond, etc.)
- ≤ 130 calories per 8 fluid ounces

100% fruit/vegetable juice

- ≤ 120 calories per 8 fluid ounces
- ≤ 150 calories per 10 fluid ounces
- ≤ 180 calories per 12 fluid ounces
- No added sweeteners, except non-nutritive sweeteners

No- or low-calorie beverages

- ≤ 10 cal per 8 fluid ounces

Unsweetened teas

- Regular or herbal
- Hot or cold

Unsweetened coffee

- Regular or decaf
- Hot or cold

Beverage	Yes, item meets criteria	No, item does not meet criteria

Total number of items:

Number of items meeting criteria:

Percentage of items meeting criteria:

SNACKS, DESSERTS, AND SIDE DISHES ASSESSMENT TOOL*

Healthy Snacks, Desserts, and Side Dishes Criteria

(excluding nuts, seeds, and products containing nuts or nut butters)

Calories

- no more than 200 calories
- Saturated fat
- no more than 1 gram per serving

Sodium

- 240 milligrams or less

Fiber

- at least 10% daily value but ≤ 7 grams of total sugar per serving (if product is grain-based)

Healthy Snacks: Plain Nuts and Nut/Fruit Mixes Criteria

- Serving size ≤ 1.5 ounces (1 ounce preferred)
- ≤ 140 milligrams sodium per label serving
- ≤ 7 grams added sugar per label serving

Snacks, Desserts, and Side Dishes	Yes, item meets criteria	No, item does not meet criteria

Total number of items:

Number of items meeting criteria:

Percentage of items meeting criteria:

6 GOOD FOOD HERE

*Based on the American Heart Association – Recommended Standards for Procurement of Foods and Beverages Offered in the Workplace; Good 4 You – Healthy Cafeteria Assessment Tool

ENTRÉES ASSESSMENT TOOL*

Healthy Entrées Criteria

Calories

- No more than 500 calories

Total fat

- No more than 15 grams of fat (excluding nuts, seeds, and products containing nuts or nut butters)

Saturated fat

- No more than 10% calories from saturated fat (Example: 2 grams per 200 calories) (Excluding nuts, seeds, cheese, and products containing nuts or nut butters)

Sodium

- 230 milligrams or less

Sugar

- 10 grams of added sugar or less

Fiber

- at least 2 grams (if product is grain-based or potato-based, such as granola bars, crackers, pretzels, cookies, chips, etc.)

Entrées	Yes, item meets criteria	No, item does not meet criteria

Total number of items:

Number of items meeting criteria:

Percentage of items meeting criteria:

MEAL ASSESSMENT TOOL*

Healthy Meals Criteria

Calories

- No more than 700 calories

Saturated fat

- No more than 5 grams

Sodium

- 800 milligrams or less;
preferably less than 525 milligrams

Vegetables and/or fruits

- At least 2 servings (1–1.5 cups)

Meals	Yes, item meets criteria	No, item does not meet criteria

Total number of items:

Number of items meeting criteria:

Percentage of items meeting criteria:

DINING CUSTOMER FEEDBACK SURVEY

[ORGANIZATION] is conducting a survey to gather information about the food and beverages served at [CAFÉ/ CAFETERIA/MARKET]. Our goal is to offer healthy options you will enjoy. Thank you for your input.

1. On average, how many times do you visit [insert name of café/cafeteria/snack cart/micro market]?

☐ Every day ☐ One or more times per week ☐ One or more times per month ☐ Rarely ☐ Never

2. Please mark the degree to which you agree or disagree with the following statements about [insert name of café/cafeteria/snack cart/micro market]:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
There are many healthy menu options available.					
It is easy to find fruit and vegetable options.					
Nutrition information is provided (such as calorie content) on a menu board, on the menu, or on a sign near the point of selection.					
It costs more to buy the healthy options.					
The menu or menu board highlights and promotes the healthy options.					

3. How important are each of the following factors in your decision to purchase foods and beverages at [insert name of café/ cafeteria/snack cart/micro market]?

	Not at all important	Somewhat important	Important	Very important
Healthy Options				
Variety				
Taste				
Cost				
Quality				
Convenience				
Dining Environment				

4. Comments/Suggestions: _____

SAMPLE POLICY

Rationale of Policy

[Insert organization] is committed to the health and well-being of our employees. The strong relationship between diet and health and the increasing rates of overweight and obesity make supporting nutritious choices at work part of our commitment to health. The following guidelines were designed to make the healthy food and beverage choice the easy choice. By following these guidelines, we can promote better health and help reduce risks for chronic diseases.

Policy Components

Effective [insert date], it is the policy of [insert organization] that when foods and beverages are sold on [insert organization] property, the vendor must comply with the following nutrition standards, recommended by the American Heart Association.

Food Standards:

At least [insert percent] % of foods provided should meet these standards:

Snacks (except plain nuts and nut/fruit mixes)

- ≤ 200 calories per label serving.
- ≤ 240 mg sodium per label serving.
- ≤ 1 g saturated fat.
- Grain-based bars ≥ 10% daily value dietary fiber and ≤ 7 g total sugars per label serving.

NOTE: Sugar-free mints and gum are acceptable.

Plain Nuts and Nut/Fruit Mixes

- Serving size ≤ 1.5 ounces (1 ounce preferred).
- ≤ 140 mg sodium per label serving.
- ≤ 7 g added sugar per label serving.

Entrées

- ≤ 500 calories.
- ≤ 15 g total fat (excluding nuts, seeds, and products containing nuts or nut butters).
- ≤ 2 g saturated fat (per 200 calories; excluding nuts, seeds, and products containing nuts or nut butters).
- ≤ 230 mg sodium.
- 10 g added sugar.
- ≥ 2 g fiber (if product is grain-based or potato-based)

Meals

- ≤ 700 calories.
- ≤ 800 mg sodium (≤ 525 mg preferred).
- ≤ 5 g saturated fat.
- At least 2 servings (1–1.5 cups) of vegetables and/or fruits.

Beverage Standards:

At least [insert percent] % of beverages provided should meet these standards:

Water

- Plain, sparkling, and flavored.
- ≤ 10 calories per serving.

Milk

- Fat-free or low-fat (1%) milk and milk alternatives (soy, almond, etc.).
- ≤ 130 calories per 8 fluid ounces.

Unsweetened Coffee and Tea

100% Fruit or Vegetable Juice

- No added sugars/sweeteners, except non-nutritive sweeteners.
- ≤ 120 calories per 8 fluid ounces.
- ≤ 150 calories per 10 fluid ounces.
- ≤ 180 calories per 12 fluid ounces.

All Other Beverages

- ≤ 10 calories per serving.



Implementation Standards

The vendor must:

- Work with [insert organization] staff to highlight healthier options using signage or displays.
- Promote healthier portion sizes by using smaller-sized dishware and serveware.
- Provide [weekly/monthly] sales data to [insert organization] on a [weekly/monthly] basis.

Considerations

The vendor should consider:

- Using price incentives and marketing strategies to highlight healthier food and beverage items.
- Providing nutrition information for each food and beverage offered including (but not limited to) calories, sodium, sugar, and saturated fat.
- Providing a variety of prepared foods that appeal to consumers with diverse dietary requirements and preferences, including but not limited to, vegetarian, vegan, gluten-free, low sodium, and low sugar.
- Strategically placing foods and beverages to encourage consumers to select healthier options.

Monitoring, Compliance, and Review

- An employee survey will be administered [annually] that evaluates the use of the policy and seeks further suggestions for its improvement and ongoing implementation.
- An assessment of [café/cafeteria/snack cart/micro market] offerings will be administered [monthly] by [insert staff member/committee/organization] to evaluate compliance with the policy standards.
- The vendor and the [insert organization] will meet [quarterly/annually] to assess the operational and financial results of implementing the policy.
- The [quarterly/annual] review will include a meeting to review sales data, survey results, consumer satisfaction and/or complaints, and vendor concerns.
- [Insert name of organization] will evaluate and update this policy [6 months] from implementation and every [2 years] after, at minimum.

Signature (Organization)

Date

Signature (Vendor)

Date

Resources:

- Exceed: The Tool for Using Healthy Food Service Guidelines. (2017). Change Lab Solutions.
- Retrieved from www.exceedtool.com Healthy Workplace Food and Beverage Toolkit. (2014). American Heart Association.
- Retrieved from www.heart.org/foodwhereur Key Components of Food Procurement & Vending Policies. (2015). Public Health Law Center.
- Retrieved from http://www.publichealthlawcenter.org/sites/default/files/resources/PHLC.fs_.healthy.vending.procurement.WEB_.2015.pdf

GOOD FOOD HELPS YOU

**feel
good**



Department of
Health

**GOOD
FOOD
HERE**