



What will I need to do?

To achieve an award your business will be assessed against certain criteria that are based on the principles of a healthy balanced diet, such as keeping fat, sugar and salt to a minimum, making fruit and vegetables widely available and basing main meals on starchy carbohydrates. You will also be assessed on marketing and promotion of healthier options.

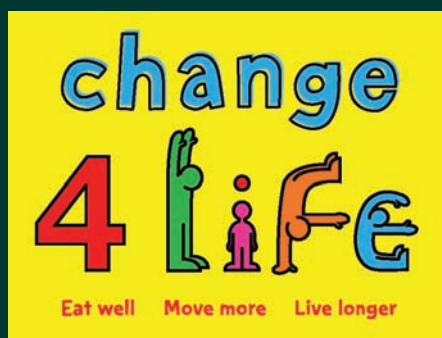
How do I get involved?

If you are interested in achieving an Eat Out Eat Well Award, please contact:

Health & Wellbeing Team
Surrey County Council
Trading Standards Service
Mid Surrey Area Office
Bay Tree Avenue
Leatherhead
KT22 7SY
Tel: 01372 371799
E-mail: trading_standards@surreycc.gov.uk
www.surreycc.gov.uk/tradingstandards

eat out eat well award

Want to make a difference?



What is it?

Eating out increasingly plays an important part in our lives - with the average person eating one in every six meals out of the home. A recent Food Standards Agency survey suggested that consumers felt that healthy eating was an important influencing factor when deciding what food to eat both inside and outside the home.

The Eat Out Eat Well Award has been developed to reward caterers throughout Surrey who make it easier for their customers to make healthy choices when eating out. It has three levels - Bronze, Silver, and Gold, and is symbolised by an apple logo in the shape of a heart. The level of award is based on a scoring system that takes into account the type of food on offer, cooking methods, and how you promote it to your customers. The higher the score the higher the level of Award, however, to obtain a Gold Award, key members of staff will additionally need to undertake some form of accredited / recognised training in nutrition.

What are the aims?

The FREE Award aims to encourage food businesses to provide healthier options to customers, through the use of healthier catering practices, increasing fruit, vegetables, and starchy carbohydrates, and decreasing fat, especially saturated fat, sugar and salt. It also recognises provision of healthy options for children, and rewards staff training, and promotion and marketing of healthier options.

Why is it important?

You've only got to look in the press or on TV to see the growing concerns about diet related diseases. Over half of adults are now overweight or obese. Diet plays a major role in heart disease and some cancers, with obesity causing about 18 million sick days and 30,000 deaths a year in England alone.

Who can apply?

The FREE Award is open to all types of catering establishment that cater for the general public. Premises will usually be considered for an award at the time of a satisfactory food hygiene inspection by environmental health or a food standards inspection by trading standards. In addition, premises may also be assessed if requested by the owner.

Who runs the award?

The award is assessed and managed by Surrey County Council Trading Standards Service in partnership with your local Environmental Health Service.

What's in it for me?

The Eat Out Eat Well Award is good for

- You
- Your Business
- Your Customers

You could make a huge contribution to improving your customers' diet and health by providing healthier food choices.

You'll have public recognition for achieving the award and could enhance your image as a responsible business that puts its customers first. It could give you a competitive edge and increase customer satisfaction as the demand for healthier choices continue to grow - many manufacturers and retailers who have introduced healthier options are seeing growth in sales.

Your customers will be able to benefit from the freedom to select a healthy option if they choose and more control over what they eat, and ultimately, their health.

