



Silver Diner's Co-Founder & Executive Chef

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- 2015 United Fresh *Produce Excellence in Foodservice* Winner: Casual Dining
- 2014 HALO Winner: Adults & Kids' Menus that promote Healthy Active Lifestyles
- 2013 Menu Masters' Healthful Innovations Winner

Silver Diner



- Established in 1989 as an American Family restaurant inspired by the nostalgia of diners
- Grew to a chain of 14 restaurants in Mid-Atlantic region serving over 4 million guests per year
- Experienced growth for 20 years, but hit hard by the 2009 recession
- Since 2010, comp sales increased 65% by completely overhauling the sourcing, offerings and training to provide healthier menu options to all guests



History of Silver Diner's Nutritional Changes



- 1998: Heart Healthy options
- 2007: Removed trans fat
- 2010: Fresh & Local menu
Under 600 calorie meals
Hormone-free & antibiotic-free meats
- 2011: Teamed up with Healthy Dining Finder
Joined NRA's Kids LiveWell program as inaugural member
Launched Eat Well Do Well School Partnership – promoting healthier lifestyles
- 2012: 1st Healthier Kids' Tasting
Healthier Complete Kids' Meals
Removed French fries, home fries, Sodas from Kids' menu
Certified 20 Kids LiveWell menu items
- 2013: Flexitarian Menu with 27 vegan, vegetarian and gluten-free option
Partnered with ChildObesity 180 to study changes to kids' menu
- 2015: ChildObesity 180 publishes groundbreaking research on healthier kids' meals
- 2017: 3rd Healthier Kids' Tasting
Meals for older kids
Updating classic diner kids' meals

Silver Diner Healthier Kids' Menu



- Joined the National Restaurant Association's Kids LiveWell program in 2011
- Most Kids LiveWell approved menu items of any restaurant in the country.
- Certified 20 menu items as Kids LiveWell
- But when we started, one "small" issue.....



Silver Diner Healthier Kids' Menu



- Observed some of healthier items weren't selling, so surveyed 1,000 parents for feedback
- Results showed 88% of parents seek healthier options for their kids, but **70% of kids order their own meal** when dining out
- Hosted a Kids' Tasting in March 2012 to get direct feedback on items that taste good and are good for you
- Updated games and activities on the back of the Kids' menu to promote local farms, fruits and vegetables and USDA's MyPlate program

Silver Diner Kids' Menu: Changes



- Reconfigured all entrees – automatically come with fruit or vegetable and milk or juice for one price (such as strawberries and skim milk).
- Removed fried foods and soda from the print menu (but still available)
- Biggest change at breakfast: Kids ordered entrees with strawberries and egg, as opposed to home fries, sausage and bacon.
- Making it easier for kids and parents to “choose healthy”



2013 National Winner for Healthful Innovations

– Menu Masters



Kid's Menu

Available for Kids 12 and Under

Our KID APPROVED menu is based on comments from parents and taste tests with kids.

50% of Meals are Healthier

- Kids LiveWell/Under 600 calories
- Lower in Fat and Calories
- Gluten-Free
- Vegetarian
- Hormone and Antibiotic-Free Meats
- Nitrate-Free Bacon

60% of Meals are Local

- Farm-Fresh Eggs
- Local Bison
- Sustainable Turkey



Silver Diner is proud to be an inaugural leader of the Kids LiveWell program. Learn more at HealthyDiningFinder.com



All Entrées served with fruit or vegetable and milk or juice

Breakfast

- 🍳 **Champion Breakfast 4.99**
One egg, strawberries and multigrain toast.
– Cal. 400, Fat 10g, Sat. Fat 2.5g, Chol. 195mg, Fiber 4g
- 🌱 **NEW! Gluten-Free Quinoa Coconut Pancakes 5.99**
One egg and strawberries.
- 🍳 **Silver Dollar Pancakes 4.99**
One egg and strawberries.
– Cal 520, Fat 13g, Sat. Fat 2.5g, Chol. 185mg, Fiber 3g
- 🌱 **NEW! Gluten-Free Quinoa Coconut French Toast 5.99**
One egg and strawberries.
- Challah French Toast or Belgian Waffle 4.99**
With maple sugar, one egg and strawberries.

Sliders & Sandwiches

- Slider with American Cheese 4.99 (Bison Slider 5.99)**
With mixed veggies.
– For a heartier appetite add an extra slider - 1.49/bison 1.99
- 🍖 **Beef - Grass Fed, Antibiotic-Free**
– Cal 460, Fat 18g, Sat. Fat 5g, Chol. 55mg, Fiber 4g
- 🍗 **Turkey**
– Cal 430, Fat 14g, Sat. Fat 3g, Chol. 55mg, Fiber 4g
- 🍖 **Bison - From Gunpowder Farms (MD)**
– Cal 400, Fat 10g, Sat. Fat 2.5g, Chol. 55mg, Fiber 4g
- 🍲 **Black Bean Veggie**
– Cal 440, Fat 13g, Sat. Fat 2.5g, Chol. 10mg, Fiber 9g
- Grilled Nitrate-Free All Beef Hot Dog 4.99**
With strawberries or veggie.
- Grilled Cheese 4.99**
Choice of white or multigrain bread with strawberries or veggie.
🌱 Substitute Gluten-Free bread - add .99 Add Ham - .49
- 🍕 **Chicken Pizza Quesadilla 5.99**
Multigrain tortilla, chicken, marinara, low fat cheddar, mixed peppers, tomatoes and basil with side salad.
– Cal 260, Fat 8g, Sat. Fat 2.5g, Chol. 30mg, Fiber 6g

Kid's Classics

- 🍱 **Teriyaki Salmon 6.49**
Nova Scotia salmon, reduced sodium with brown rice, mixed veggies.
– Cal 580, Fat 22g, Sat. Fat 4g, Chol. 65mg, Fiber 4g
- 🍗 **Teriyaki Grilled Chicken Breast 5.49**
Reduced sodium with brown rice and mixed veggies.
– Cal 420, Fat 12g, Sat. Fat 2.5g, Chol. 55mg, Fiber 4g
- 🌱 **NEW! Gluten-Free Spaghetti & Turkey Meatballs 6.49**
Organic quinoa pasta and turkey meatballs, tomato sauce, served with mixed veggies.
- Chicken Tenders 5.49**
Antibiotic and hormone-free, served with strawberries or veggie.
- Macaroni & Cheese 4.99**
With a side salad. Add hotdog - .99

Awesome Extras

Substitute any of these as a side for no charge or add as an extra for \$1.29

Fruits

- 🍓 Fresh Strawberries
- 🍏 Organic Apple Sauce

Veggies

- 🥬 Mixed Veggies
- 🥜 Steamed Edamame
- 🥗 Garden Salad
- 🧈 Sweet Buttered Corn

Other Sides

- 🍲 Brown Rice
- 🥔 Mashed Potatoes
- 🥓 Nitrate-Free Bacon
- 🍗 Turkey Bacon
- 🍖 Chicken Maple Sausage
- 🌱 Gluten-Free Local Pork Sausage

Dynamite Drinks

Milk, Soy Milk or Juice is included with kids entrées. Refills - .99

All Natural Milk from Kreider's Farm (PA)

- 🥛 Skim or Whole, Chocolate Milk
- 🥛 Soy Milk
- 🍹 100% Juice
- All Natural Simply Orange Juice, Apple Juice, or Grape Juice

Shakes & Desserts

Classic Shakes 2.99

Vanilla, chocolate, or strawberry.

🍷 **Healthier Shakes 2.99**

Very Berry: Breyer's fat free ice cream, wheat germ, strawberry sauce, blueberries, raspberry sauce.

Pomegranate: Pomegranate juice, banana, yogurt, wheat germ.

Health Shake: Breyer's fat free vanilla ice cream, bananas, strawberries, skim milk, honey, wheat germ.

🍰 **Gluten Free Brownie Sundae 2.59**

Home made brownie topped with all natural Breyer's fat free vanilla topped with chocolate sauce, whipped cream.

🍦 **Single Scoop of Ice Cream 1.49**

Choose from vanilla, chocolate or strawberry Breyer's ice cream or Breyer's fat-free vanilla ice cream.

🍰 **Low Fat Strawberry Angel Cake 2.59**

Fat Free vanilla ice cream, agave sweetened strawberry sauce.
– Cal. 262, Fat 0g, Sat. Fat 0g, Chol. 0mg, Fiber 4g

HEALTHIER OPTIONS

- 🍱 Kids LiveWell Approved (KLW)
- 🍷 Lower in Fat & Cholesterol
- 🌱 Gluten Free 🍷 Kid-Selected & Approved

Kids LiveWell Guidelines available upon request

Kids LiveWell is a service mark of the National Restaurant Association. Nutritional information based on KLW meal and includes entrée, side and beverage. Prices subject to change without notice. We are not a Gluten-Free Environment. 1013

Silver Diner and



- In 2013, Silver Diner partners with Tufts University and Childhood Obesity 180 to study the impact of the Kids' Menu Change
- “First of it’s kind” research to study children’s ordering patterns, plus restaurant sales data
- Conclusion: You can have healthier options, such as fresh fruits and vegetables, and grow sales!

Silver Diner Kids' Menu: Product Mix Results



ORDERS	Before menu changes	Shortly after menu changes	Follow-up 1	Follow-up 2
Healthy children's entrées	3.1%	45.7%	44.6%	43.0%
Healthy dishes	3.1%	45.7%	44.6%	43.0%
French fries	57.0%	22.0%	20.2%	21.4%
Soda	34.7%	29.7%	25.3%	24.1%

Revenue continued to grow

Anzman-Frasca, S., Mueller, M.P., Sliwa, S., Dolan, P.R., Harelick, L., Roberts, S.B., Washburn K., Economos, C.D. Changes in children's meal orders following healthy menu modifications at a regional US restaurant chain. *Obesity*. 2015 May;23(5):1055-62

Anzman-Frasca S, Mueller MP, Lynskey VM, Harelick L, Economos CD. Sustainability of changes in children's meal orders following healthy menu modifications at a regional US restaurant chain: Two year follow-up. *Health Affairs* Nov 2015 vol. 34 no. 11 1885-1892

Lessons learned

Strawberry spike

- Ordering –
 - 29% to 63% of all side orders
 - Reduced overall calories by 70-400 calories
- Prep

Staff training

- Education
- Buy-in

Silver Diner Marketing: Promoting Healthier Choices & Local Sourcing



Have Fun with Fruits & Vegetables

Adapted from Team Up At Home Team Nutrition Activity Book / USDA and Nourish Interactive

Where Do Fruits & Vegetables Grow?

Fruits & vegetables are plants that grow in different ways.
Draw a line from the fruit or vegetable to the place they grow.



Banana



Raspberry



Word Find

Find the hidden fruits & vegetables in the puzzle. Words can read up, down or across, from left to right, or right to left.

Find

Apple
Banana
Broccoli
Carrots
Celery
Eggplant
Grapes
Kiwi
Orange
Papaya
Pear
Peas
Squash
Yams

B	F	S	E	A	Y	A	P	A	P
R	C	Q	L	S	R	P	E	A	R
O	H	U	P	B	A	N	A	N	A
C	P	A	P	Y	R	E	L	E	C
C	S	S	A	Y	A	M	S	T	E
O	A	H	E	G	N	A	R	O	K
L	E	C	A	R	R	O	T	S	I
I	P	G	R	A	P	E	S	K	W
B	E	G	G	P	L	A	N	T	I

Fruit & Vegetables

Name a fruit you like.

How will you eat this fruit, as a snack or with dinner or on a meal?

Name a vegetable you would like to try.

How will you eat this vegetable, as a snack or with dinner or on a meal?

PARTNERING WITH MORE THAN 15 LOCAL FARMS

to bring you the highest-quality,
locally-sourced ingredients available



Chef Ype's Fresh & Local Seasonal Selections

Crafted by Chef Ype, these dishes use the highest-quality, locally-sourced ingredients currently in season. Whether you choose vegetarian, vegan, gluten-free, or meals with less than 600 calories, Silver Diner offers the choices for how you live and a healthy dose of what you crave.

Lower in Fat & Cholesterol • Vegetarian • Vegan • Gluten-Free (these products do not have labels but are prepared in a kitchen that is not gluten free)

Appetizer



New! FRIED GREEN TOMATOES
Tzatziki, sunflower seeds, arugula, cranberries, apricots, champagne vinaigrette. 8.99

New! EDAMAME HUMMUS
Organic non-GMO edamames, crispy multigrain tortillas, tomato, cucumber, kalamata olives, sunflower seeds, basil oil. 7.99



New! LOCAL KALE & BLEU CHEESE SALAD
Farro, carrots, cranberries, citrus champagne vinaigrette, apple slices. 6.99

Sandwich & Salad



New! TOMATOY TOMATOY BURGER*
Choice of beef or @black bean veggie burger with fried green tomato, cherry pepper ranch, banana peppers, pepper jack, salsa roja, rocket greens, crispy fries, cherry pepper honey on the side. 13.99
- Pairs well with Heavy Seas - Loose Cannon American IPA Maryland



New! CHOPPED CHICKEN, BACON, & LOCAL BLEU CHEESE SALAD
Local kale, apple, farro, carrots, cranberries, citrus champagne vinaigrette. 13.99
- Substitute salmon or cioremon chipotle shrimp for chicken - add 2.49
- Pairs well with Pinot Grigio - Santa Julia Argentina

Entrées

**Eat Well Do Well
School Partnerships:
Extending our Food Philosophy to
the Community**



Over \$1 million raised to support:

- Before-School Exercise programs
- Wii systems to encourage physical activity
- Walking club that tracks and rewards students for walking
- Healthy Snack program
- iPads and WELNET to teach students nutrition and fitness
- School Vegetable Gardens

Why are we doing this?



We're Fighting Fat!

MORE THAN 30 PERCENT OF THE NATION'S CHILDREN ARE OVERWEIGHT. HOW THESE SEVEN KIDS DEFIED THE ODDS AND GOT HEALTHY

photographs by Catherine Ledner

SPECIAL REPORT CHILDHOOD OBESITY

By age 7, Logan Faust already passed the 100-lb. mark. "Her doctor said she was off the charts for her height and age," says her mom, Tiffany. "It was scary." Logan's not alone: One out of every three kids in the U.S. is overweight or obese. "There are children who have diseases adults would have—hypertension, elevated cholesterol, fatty liver disease," says Dr. Patricia DeRusso of the Children's Hospital of Philadelphia. "It has an impact on kids' ability to learn," adds Sam Kass, senior policy advisor for Healthy Food Initiatives at the White House, "and how they feel about themselves." Charles Haines hit 285 lbs. at 15 and admits, "I was a loner." At the mall, "if he saw kids his age, he would hide," says his mom, Minakshi. Luckily Charles (who lost 110 lbs.), Logan (who lost 28 lbs.) and five other kids featured here got help in different ways, ranging from a healthy boarding school to Richard Simmons videos. And as states such as California and Mississippi report the first decline in childhood obesity in decades, "we're seeing signs of progress," says Kass. "But we have to understand that approaching the problem as a family is critical to success." Mika Rotunda, who went from 246 to 133 lbs., agrees: "I had a good support system in my parents, doctor and friends. They helped me believe in myself, and I never looked back."

Devin Ramsey, 12
Plays basketball

Sara (right) & Nadia Waly, 9
Learned portion control

Kris Beall, 17
Loves to run

Logan Faust, 10
Drinks water instead of juice

Mika Rotunda, 19
Kept a food journal

Charles Haines, 17
Exercised to Richard Simmons videos



Chef Ype Von Hengst

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