



HEALTHY FOR LIFE[®]

IMPACT REPORT





In 2015, the American Heart Association and Aramark introduced an innovative new health impact model.

The initiative established a multi-year collaboration between a preeminent health organization and a leading food company. The commitment: to work closely together to leverage our combined reach and resources, as part of a nationwide initiative designed to help millions lead healthier lives.

Today, the American Heart Association and Aramark are proud that this new collaborative approach delivered such exciting results.

Learn more about our shared vision and achievements and how we've found new ways to empower healthier choices and healthier lives.

**Through this initiative,
we have broken new
ground, impacted
the food environment,
engaged consumers,
supported underserved
communities, and
improved the health
and wellbeing of
Aramark's own
employees and
their families.**

Proud to be working together to improve the health of Americans.



MENU

Delivered industry-leading
healthy menu impact



CONSUMER

Engaged millions in
healthy food discovery



2020 ACHIEVEMENTS

COMMUNITY

Inspired individuals and families
to lead healthier lives



EMPLOYEE

Supported the health and
wellbeing of Aramark employees



MENU



Our Commitment

Aramark committed to achieving a 20 percent reduction in calories, saturated fat and sodium, as well as a 20 percent increase in fruits, vegetables and whole grains on its menus, by the end of the year 2020.



Our Approach

Fueled by science and research from the American Heart Association, Aramark chefs and menu developers take a holistic approach, pursuing a variety of healthy menu impact strategies—designing new menus, creating new recipes, improving existing favorites, and sourcing ingredients that help us achieve our goals.

This approach has delivered compelling results. While continuing to offer consumers the broad range of choices they expect, the initiative is on track to achieve the transformational goal of 20% healthy menu impact.

Our Impact*

20 percent average reduction in calories, saturated fat and sodium to date

27 percent saturated fat reduction

19 percent sodium reduction

13 percent calorie reduction

12 percent reduction in red meat

19 percent increase in fruits, vegetables and whole grains

34 percent of main dishes now vegetarian or vegan

We will achieve or exceed our 20 by 20 commitment by year end, with healthy menu innovation continuing in 2020 and beyond.

*average across menus served in workplaces, hospital cafés and college and university dining halls

INNOVATION SPOTLIGHT:

Going Plant-Forward

For Aramark, healthy menu innovation is part art and part science.

The science—developing recipes that contain less of the calories, saturated fat and sodium that most Americans get too much of. Meticulously designing and measuring menus that achieve industry leading reductions.

The art—layering in fresh, healthy, flavorful ingredients that most of us don't get enough of. Through Healthy for Life, Aramark chefs and menu developers have accomplished both.

To achieve our goal of increasing the 'good stuff' (fruits, vegetables, and whole grains, as well as beans, lentils, nuts, seeds, herbs, spices and other plant-based ingredients), Aramark launched a major **Plant-Forward** initiative to elevate the role of healthy ingredients on our menus.*

- Aramark conducted a major plant-forward consumer insights study with industry leading research firm Datassential.
- Hundreds of Aramark chefs engaged in culinary innovation workshops.
- Over 300 new plant-based recipes created.
- 12 percent average reduction in the amount of red meat in our recipes.
- New plant-forward marketing program introduced.



DELIVERING
INDUSTRY-LEADING
HEALTHY MENU
IMPACT



MENU Impact Gallery

Grilling Better

Healthier options at the grill are getting lots of attention with plant-forward choices like falafel or vegetarian burgers, vegetable sides in place of fries, and chicken sandwiches.



Celebrity Attention

Aramark's partnership with celebrity **chefs like Cat Cora** (Olilo and Wicked Eats) enhances the healthy experience by providing Mediterranean-inspired menu selections like the Olilo Grilled Salmon Greens & Grains Bowl.



Going Veggie

Vegetarian sandwiches on whole grain ciabattas are putting veggies at the center of the plate for lunch. Chef favorites include Roasted Pepper & Mozzarella Ciabatta, Jalepeño Hummus Ciabatta, and the time-tested classic Garden Veggie Ciabatta.



Convenient and Healthy

Time pressed grab-and-go choices don't mean having to sacrifice health. Quick Eats brings on-trend selections with fresh ingredients and seasonally inspired recipes, with better for you sides like Roasted Veggies, Cauliflower Tabbouleh and Mango Jicama Chili Lime snack cups.



Hot, Hearty and Healthy

New soups and stews are packed with fresh ingredients, but **lower in calories, saturated fat and sodium**—so hot and hearty can also be healthy.



Plant-Forward

Aramark chefs attended plant-forward **innovation workshops** across the country. Their creativity and passion contributed to the growth of fruits, vegetables and whole grains on the menu in support of our health impact commitments.



Healthy People, Healthy Planet

Seafood choices are helping us achieve our healthy menu goals. Aramark is committed to purchasing 100% of U.S. contracted seafood from sources that meet **Monterey Bay Aquarium Seafood Watch®** program recommendations.

ACHIEVING ARAMARK'S MENU COMMITMENTS

No Detail Too Small

Our chefs worked with a national supplier partner to create a **Marinara Sauce** with more natural tomato flavor, but less sodium. The result—a great tasting healthier sauce used in hundreds of recipes.



Super Salads

Packed with leafy greens and everything from fruits to vegetables to whole grains, **entrée salads are becoming consumer favorites** all throughout the year.

CONSUMER



Our Commitment

Aramark and the American Heart Association committed to proactively engaging and educating consumers with the goal of inspiring people to make healthier choices part of their everyday lives.



Our Approach

We leveraged our combined reach and resources to engage with a wide range of audiences—from college students to doctors and nurses in hospitals to employees in workplace settings, and parents of children in elementary schools.

We provided nutrition news from Aramark dietitians and American Heart Association experts, shared healthy recipes and cooking tips from Aramark chefs and culinary partners, and featured seasonal health and wellbeing ideas from both organizations.

Our Impact

Millions of consumers reached each year in over 1,000 foodservice locations, and through digital and social media.

75 percent of consumers at participating locations were aware that healthier options were being promoted.

Approximately 60 percent of consumers aware of the program chose the healthier selections being featured.



Aramark and the American Heart Association created education and engagement programs that inspired consumers to make healthy choices part of their everyday lives.

INNOVATION SPOTLIGHT:

Motivating Change

A large majority of people in the U.S. are facing the day-to-day challenge of being either overweight or obese. Many are also facing nutrition-related health conditions. However, studies show that those with health conditions may not be as motivated to change their diets as they should be, and that access to healthy food and time to make healthy meals may also present day to day challenges.

One important way to engage consumers and motivate change is through **healthy food discovery**. The goal--to inspire as many people as possible to try new foods and new flavors and to experience for themselves what healthy food can do to help them live their best life.

That is what Aramark's feed**yourpotential**365™ is all about. Launched in support of our shared health impact commitment, the Feed Your Potential consumer engagement campaign seeks to help everyone discover, choose and share the healthy foods that can feed their potential.

The Feed Your Potential campaign recognizes that every day, each of us wake up with a purpose.

Whether we are students studying for an exam, professionals preparing for a big presentation or patients recovering from surgery, our eating habits directly impact the energy and focus needed to reach our everyday goals, and our longer term health.

The Aramark Feed Your Potential campaign utilizes an ever-growing health promotion toolkit to encourage consumers to try new foods and promote healthy food discovery. Healthy promotions, special recipe features, sampling, guest chef programs and a variety of other approaches are used. All with the goal of helping everyone:

DISCOVER
what healthy food can do,
CHOOSE healthy foods that
help you reach your potential, and
SHARE with others, to inspire
them to discover healthy
food too.

ENGAGING MILLIONS
IN HEALTHY FOOD
DISCOVERY



feed**yourpotential**365™

CONSUMER Impact Gallery



Engaging for a Cause

The '**Help Children & Families**' cause marketing program helped grow the Feed Your Potential health engagement campaign subscriber base and Aramark contributed \$100,000 to local community centers to provide nutrition and cooking education experiences.



Vegging-Out

Consumers are **going plant-forward** and the Feed Your Potential Veg Out promotion helped. Approximately 60% of consumers who were aware of the Veg Out promotion reported making one of the featured plant-forward choices.

Making the Flip

Promoting **plant-based burgers** in place of regular burgers was so positively received that the promotional program was brought back for a second run.



Together we can help children & families lead healthier lives



When you follow our Feed Your Potential 365 health campaign, Aramark will donate \$1 to local community centers to provide nutrition and cooking education experiences that help children & families lead healthier lives.

Follow now at [FYP365.com/community](https://fyp365.com/community)

Hydrating Healthy

The **H2Go** promotional program encouraged everyone to make the zero calorie choice that stands above the rest—water.



Guacamole Greens Chicken Wrap

Grilled chicken breast, guacamole, sliced avocado, salad greens, tomato and southwestern citrus dressing on a whole grain tortilla.



Now Featuring

Special **limited time offers** bring exciting new options, including Roasted Chickpea Gyros, Sweet Potato Smash, Green Goddess Melts, and Caprese Avocado Toasts.

Popping-Up

Health inspired **pop-up restaurants** rotated in and out of locations around the country. Restaurant concepts like Ever Grains, Medi Eats, Mighty Bowl and The Good Mix add variety and excitement to the healthy menu.

ARAMARK ENGAGING AND EDUCATING CONSUMERS

Healthy Food Discovery

Healthy **sampling tables** throughout the year helped consumers discover new foods and new flavors.



Going Social

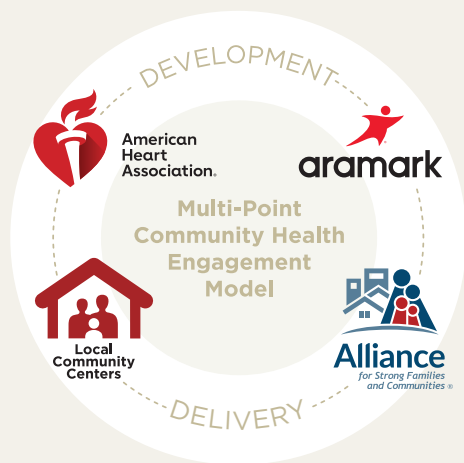
Instagram, blogs and e-mails bring Feed Your Potential ideas to consumers from Aramark chefs and dietitians, and AHA experts.

COMMUNITY



Our Commitment

The American Heart Association and Aramark committed to creating community engagement programs that change relationships with food and nutrition by inspiring families in underserved communities to make healthy food choices part of their everyday lives.



Our Approach

The model emphasized close collaboration from start to finish. The American Heart Association and Aramark started by working closely together to create a nutrition and cooking education program designed to help families in under resourced communities learn how to access, choose and prepare the healthy food they need.

We then worked closely with organizations such as The Alliance for Strong Families and Communities, local community centers and faith-based organizations to pilot and evaluate the program.

With feedback from participants and facilitators, each educational experience has been refined and optimized. The finished educational experiences – the result of deep collaboration from start to finish – are available to communities around the country at www.heart.org/healthyforlife or available through the SNAP-Ed Library and Feeding America's Health + Hunger website.

Our Impact

Over 800 community organizations have accessed the Healthy for Life Educational curriculum to date.

Educational experiences have been implemented in nearly 90 cities across the U.S.

Participants in educational experiences reported increases in their daily fruit and vegetable and whole grain consumption.

High participant engagement yielded greatest results—participants joining 5 or more sessions reported the highest gains in healthy food consumption, including fruits and vegetables.

Aramark and the American Heart Association work closely with local community centers and organizations to help individuals and families learn how to access, choose and prepare healthy food.

INNOVATION SPOTLIGHT:

Healthy for Life Experiences

Filling a Critical Need

Learning how to access, choose and prepare healthy food is critical for developing healthy habits. Many moms, dads and caregivers face challenges that prevent them from building basic food and nutrition literacy. They may not have essential cooking skills or the confidence to prepare healthy home-cooked meals for themselves or their families, in addition to having limited time and access.

With millions facing these issues, community organizations of all kinds across the country are looking for nutrition and cooking education programs that are effective. However, these programs must also be fun, engaging and rewarding. Successful programs enable community members to connect one-on-one with chefs and dietitians and other experts, and also to engage with their peers as part of kitchen-based activities, demonstrations, food tastings and shared learning experiences.

That's what Healthy for Life is all about. A turnkey, one-stop resource for communities

around the country to provide nutrition and cooking education programs that are proven to empower participants to:

- Understand the role of food in their health
- Be smart, informed grocery shoppers
- Learn how to choose the food that can help their families live healthier lives
- Prepare affordable, healthy meals
- Experience a variety of new, healthy flavors
- Increase their comfort using healthy ingredients in home-cooked meals.



INSPIRING MOMS,
DADS AND CAREGIVERS
IN UNDERSERVED
COMMUNITIES



COMMUNITY Impact Gallery

Healthy and Nutritious

*"I didn't think I would like the recipe, but it is **really good**. I am definitely making these recipes again."*

— Participant at community-based organization in Newark, NJ



Learning Healthy Life Skills

*"I had a lot of fun cooking with my daughter, now we can prepare **healthier meals** for our family together."*

— Participant at community-based organization in metro Chicago



Eat A Rainbow

FYP 365 Club participants in Minneapolis help plant a community garden at Waite House. Later in the season Club participants collected the harvest and learned how to make life more colorful with fresh fruits and vegetables.

Images of program participants shown without masks were taken prior to the COVID-19 pandemic.

Community Health Curriculum

New educational experiences are added throughout the year to ensure the curriculum is comprehensive and relevant.

Healthy for Life Experiences Our Curriculum

Your Well-Being

Cholesterol and Blood Sugar
Blood Pressure
Exercise Within Reach
Feed Your Potential
Mind over Matter: *Developing Mindful Eating Habits*
Meditation to Boost Your Well-being



Cooking Skills & Food

Chopped Salad Competition
Tasty, Affordable Meals for Busy Families
Sauté, Simmer and Steam
Healthy Ingredient Swaps
Kitchen Discovery with Kids
Snack Smarter
Pick a Protein
Added Sugar is Not So Sweet
Rethink Your Drink
Double Duty Meals
World of Spices and Whole Grain Hacks



Grocery Shopping

Smart Fearless Shopper
Pantry Makeover
Food Label Smarts
Weekly Meal Plan Made Easy
The Power of Plant-Based Eating
Big 8 Food Allergens
Appealing Desserts



Gardening In Your Neighborhood

Eat a Rainbow — *Colorful, Seasonal Fruits and Veggies*
All the Flavors of the Garden
Save It Now, Savor It Later
Tiny Gardens and Herbs for All Seasons



Growing Healthy Habits

Become A Sharper Chef
Decode Nutrition Facts Labels
Eating for a Stronger, Healthier You
Fuel Up to Move More



Globally Inspired Home Cooking

Beans + Rice — *Complete protein nutrition*
Chicken — *A healthy protein across the globe*
Corn — *A whole grain for global nourishment*
Potatoes — *Healthy carbohydrates for energy all over the globe*
Soups and Stews — *Simmering Flavors Across the Globe*



Nationwide Impact

Communities around the country are turning to Healthy for Life to **engage and educate**. Programs from the curriculum have now helped people in nearly 90 cities from coast to coast.



New, Healthier Approaches

*"The hands-on aspect was a **refreshing change** from typical health programming."*

— Megan Jaspersen, MS, Inclusive Health Coordinator at the University of Kentucky's Human Development Institute



At Home in the Kitchen

*"To show someone how to do something and have them do it while providing the tools to **replicate the experience at home** eliminates barriers and gets them excited about making positive change."*

— Kim Blanda, Health Facilitator at Hunterdon Healthcare Foundation

WORKING TOGETHER
TO CREATE HEALTHY
FOR LIFE EXPERIENCES

Measurement & Metrics

Led by American Heart Association experts, every Healthy for Life educational experience goes through an **evaluation and feedback** process. Surveys enable the AHA to assess health impact measures, including consumption behavior, knowledge gains, and healthy meal preparation confidence levels.



Aramark Building Community Day

Thousands of Aramark volunteers provided health and wellness activities, cooking demonstrations and healthy food tastings on our **global day of service**. Our employees connected with the community, inspiring children and families to lead healthier lives.

Images of program participants shown without masks were taken prior to the COVID-19 pandemic.

EMPLOYEE



Our Commitment

Believing that a healthier America starts with each of us, Aramark is committed to the health and wellbeing of our employees and their families.



Our Approach

Aramark provides a robust suite of award-winning employee health programs. These programs recognize that nutrition and healthy eating play an important role, but are just a part of a more holistic approach to supporting employee health.

This holistic employee health approach starts with health assessments and free biometric screenings. It provides nutrition counseling and education programs, access to online coaching and courses, and on-site wellness fairs. From resiliency and stress management, to financial health programs and a broad range of other support resources, the approach supports multiple dimensions of wellbeing.


Our Impact

Aramark is proud to be recognized by the National Business Group on Health® with the Best Employers Excellence in Health & Wellbeing Platinum Award.



More than two thirds of Aramark employees surveyed believe that "Aramark encourages me to make healthy choices and to lead a healthier life."

An extensive suite of programs enable Aramark employees and their families to lead healthier lives:

	Health Challenges	Online Coaching and Tools
	Fitness Centers	Smoking Cessation Program
	Health Screenings	Employee Assistance Program
	Flu Vaccinations	Nutrition, Obesity and Fitness Counseling
	Health Assessments	Financial Webinars
	Wellness Fairs	Regular Health & Wellbeing Communications

In support of our health impact commitments, Aramark expanded its already robust employee health and wellbeing programs to enable its employees and their families to live healthier lives.

INNOVATION SPOTLIGHT:

Healthy for Life Ambassadors

Supporting the health and wellbeing of Aramark employees and their families is an important part of our commitment to improve the health of America. But while a healthier America starts with every one of us, it doesn't stop there.

Aramark employees also serve the important role of being Healthy for Life ambassadors to others. A typical Aramark employee working at a college or university, hospital or workplace, has the privilege and opportunity to engage and serve hundreds of people every day.

Being a Healthy for Life ambassador means helping one person, or hundreds, discover healthier choices (or learn something new) that can help them lead a healthier life. Not every employee has the same opportunity to interact with our consumers, but we are inspired by the many ways thousands of Aramark employees around the country are becoming ambassadors of healthy living.

For an Aramark associate serving a guest, being a Healthy for Life ambassador can mean doing little things—like pointing out a

healthier choice that they think their guest might enjoy, or personalizing a made-to-order selection, or helping to find a menu item that fits their special diet.

For an Aramark chef, being a Healthy for Life ambassador can mean conducting a cooking demonstration or a class, or visiting a local school or community center to help teach new skills, inspiring people in their community to try new foods.

For an Aramark dietitian, being a Healthy for Life ambassador is part of their DNA. They take every opportunity to teach others about nutrition and their health—at health fairs, at special ask-the-dietitian tables during meal service, or one-on-one, answering individual questions through email or in person.

Together, inspired by our work with the American Heart Association, thousands of Aramark Healthy for Life ambassadors are helping to spread the word, and share their excitement.

SUPPORTING ARAMARK EMPLOYEES AND THEIR FAMILIES



EMPLOYEE Impact Gallery

Taking The Test

Aramark employees have the opportunity to participate in **health screenings**. With information about Life's Simple 7® from the American Heart Association, all employees are encouraged to get a health assessment and to know their numbers.



Bringing Healthy Home

Our chefs love to create healthy and **delicious choices** for the guests they serve, but they're just as excited about bringing healthy ideas home. Our Feed Your Potential campaign makes it easy for all Aramark associates to get healthy ideas that can come to life in their own kitchens.



Inspiring Others

Aramark employees like Darren Gordon share their stories to help inspire all of us to feed our potential. With the birth of his beautiful baby girl, Darren had newfound **motivation** to get healthy for life. His story (and the adorable picture of little Emery) on the Feed Your Potential blog is an inspiration to us all.



Sharing Their Knowledge

Aramark dietitians like Ila Fennie are the **nutrition experts**. Over 750 work at locations Aramark manages to help create healthy menus and nutrition programs. They also share their knowledge with Aramark employees during employee health and wellbeing events to help our associates be healthy for life.



Expressing Their Thanks

Many Aramark employees started their **healthy habits early on**, as kids with their moms, dads and grandparents instilling a love for healthy food. Kate Young shared her story and thanked her mom as part of our campaign to inspire healthy eating.



Walking The Walk

Employee fitness activities, exercise challenges, participation incentives and a variety of cardio, flexibility and strength programs encourage Aramark associates and their families to make **physical activity** part of their healthy lifestyle.



Mind AND Body

The American Heart Association's **CEO Roundtable** highlighted the importance of embracing mental and emotional health as part of overall workplace wellbeing programs. Aramark features a variety of emotional and behavioral health programs to support employees' minds and bodies.

ARAMARK EMPLOYEE WELLBEING

Setting An Example

*"As a mother and grandmother, I've always promoted **healthy eating, exercise and fresh air**. I also try to say 'yes' more often than 'no' to my daughter and three grandchildren. One of their favorites is healthy breakfast popsicles (which they claim as their own invention!)"*

— Gail A Russel, Aramark Facilities



Proud Employees

More than **two thirds** of Aramark employees surveyed feel that *"Aramark encourages me to make healthy choices and live a healthy life"* and are proud to be part of a company that is working with the American Heart Association to support healthy living.



Aramark is proud of achieving our industry leading healthy menu commitments. Having delivered on our 2020 health impact goals, we look forward to continuing to build on our work with the AHA to empower the health of our consumers, communities and employees.

The American Heart Association is deeply committed to developing innovation solutions with industry leaders to help all Americans live healthier lives. As part of this visionary collaboration, together with Aramark, we have developed new ways to improve the nation's health.

Proud to be working together to improve the health of Americans.