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## **National Restaurant Association Announces Sysco as Distribution Partner for Kids LiveWell Program**

(Chicago) The [National Restaurant Association](#) announced today that Sysco Corporation will serve as a distribution partner of the award-winning [Kids LiveWell](#) program, an industry-wide initiative launched by the Association to provide parents with a growing selection of healthful children's menu choices.

"Sysco's commitment to the Kids LiveWell program and nutrition overall means families will have even greater access to an expanding number of healthful menu options for children," said Joan McGlockton, Vice President, Industry Affairs and Food Policy, National Restaurant Association. "This is an exciting and significant step in the Kids LiveWell initiative's short existence and evidence of the entire foodservice industry's enthusiasm behind healthy living solutions."

As a distribution partner, Sysco will create innovative recipes to offer to independent restaurant operators nationwide. Chef Neil Doherty, senior director of Culinary Development for Sysco, will showcase one of the new recipes at a cooking demonstration today at the [National Restaurant Association Restaurant, Hotel-Motel Show](#).

"Sysco is assuming a larger leadership role in the area of healthier eating, especially as it relates to our children," said Bill Goetz, senior vice president of Marketing for Sysco Corporation. "We established a platform to help our customers meet the growing demand for nutritious and 'good-for-you' foods and recipes to incorporate into their menu offerings."

"The launch of our Sysco Healthy and Positive Eating, or SHAPE, program presents us with a great opportunity to take a leadership position for foodservice distributors in promoting kids' health. An exciting part of this is our new alliance with NRA as a distribution partner for the Kids LiveWell program. This will be a true value-add that our marketing associates will bring to our customers, enabling them to readily and easily incorporate pre-approved, nutritionally analyzed recipes into kid-friendly menu offerings."

As with all Kids LiveWell menu items, Sysco's recipes will meet nutrition criteria based on leading health organizations' scientific recommendations, including the USDA Dietary Guidelines. The recipes will be validated by Healthy Dining's team of registered dietitians.

"The KidsLiveWell program demonstrates to kids and their families that healthy eating can be fun and tasty at the same time. If we teach children how to make healthier food choices, and also equip their favorite restaurants with the tools and resources to serve them accordingly, we are on the right track to making a positive difference," said Karen Horsley, MS, RD, senior director of Nutrition for Sysco.

"I'm on a mission to help kids eat well and get healthy – it's one of the best and most important things I do as a chef," said Robert Irvine, celebrity chef and host of Food Network's top-rated *Restaurant*:

*Impossible.* “But families are busy and oftentimes convenience takes the place of healthy eating, but it doesn’t have to. You can still eat out, while making smarter, healthier choices. Sysco’s new partnership with NRA’s KidsLiveWell promotes this mission – helping to educate families about good nutrition and eating well, while helping restaurants easily incorporate nutritious, kid-friendly recipes into their menu offerings.”

The Association launched Kids LiveWell in 2011 in collaboration with Healthy Dining to help restaurants highlight their better-for-you menu choices for children. To join the program, restaurants agree to offer and promote a selection of qualifying menu items. The initiative focuses on increasing consumption of fruit and vegetables, lean protein, whole grains and low-fat dairy, and limiting total calories, unhealthy fats, sugar and sodium.

Currently, the program includes more than 135 restaurant brands representing more than 40,000 locations nationwide. Participating restaurants and their qualifying items can be found on [HealthyDiningFinder.com](http://HealthyDiningFinder.com), and also via a free Kids LiveWell App.

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#### **About National Restaurant Association**

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 980,000 restaurant and foodservice outlets and a workforce of more than 13 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. We operate the industry's largest trade show ([NRA Show](#) May 18-21, 2013, in Chicago); leading food safety training and certification program ([ServSafe](#)); unique career-building high school program (the NRAEF's [ProStart](#)); as well as the [Kids LiveWell](#) program promoting healthful kids' menu options. For more information, visit [Restaurant.org](http://Restaurant.org) and find us on Twitter [@WeRRestaurants](#), [Facebook](#) and [YouTube](#).

#### **About Sysco**

Sysco is the global leader in selling, marketing and distributing food products to restaurants, healthcare and educational facilities, lodging establishments and other customers who prepare meals away from home. Its family of products also includes equipment and supplies for the foodservice and hospitality industries. The company operates 185 distribution facilities serving approximately 400,000 customers. For Fiscal Year 2012 that ended June 30, 2012, the company generated record sales of more than \$42 billion. For more information, visit [www.sysco.com](http://www.sysco.com) or connect with Sysco on Facebook at [www.facebook.com/SyscoCorporation](http://www.facebook.com/SyscoCorporation) or Twitter at [www.twitter.com/Sysco\\_Corp](http://www.twitter.com/Sysco_Corp).