



**Do you want a free promotional tool that will help you meet growing consumer demand?
If so, then read on...**

What is the *Tex Plate*?

The *Tex Plate* was created by the Texas Department of State Health Services to help restaurants showcase menu items they are already serving in a healthy way. Participating restaurants receive the *Tex Plate* serving plates. With attractive visual cues right on the plate, the *Tex Plate* helps chefs, cooks, and servers portion food in way that is closer to current healthy eating guidelines.

Why is *Tex Plate* different from other healthy restaurant programs?

Tex Plate does not ask the restaurant to change any food that they offer, and it costs the restaurant absolutely nothing. Restaurants know how to make food that tastes good and sells; *Tex Plate* just helps them position these foods in a healthy way.

What are the benefits?

- Participating restaurants will be highlighted on the DSHS Obesity Prevention program website which showcases champions for health in our communities
- Participating restaurants may have the opportunity to collaborate with local and statewide coalitions and provide invaluable insight into the industry and their perspective on nutrition in restaurants
- Participating restaurants may have the opportunity to build positive relationships and network with state and local nutrition and health promotion professionals

Why Use the *Tex Plate*?

Restaurant partners will be recognized by Steps to a Healthier Austin and the Texas Department of State Health Service’s Nutrition, Physical Activity and Obesity Prevention Program as proactive community partners in supporting a healthy environment.

- Nutrition professionals throughout the city may recognize your restaurant for participating and may recommend you to their clients.
- Restaurants will be highlighted for their efforts to make a healthy change.
- Restaurants will satisfy the increasing consumer demand for “healthy” options.
- Customers will be able to easily recognize the healthy portion that your restaurant has to offer.

The public will recognize restaurants that offer the *Tex Plate* as establishments that support a healthy lifestyle.

Restaurants also receive:

- FREE *Tex Plate* serving plates
- FREE training for restaurant staff
- FREE signage and certificate for your restaurant

Questions?

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