January 30, 2014

<<Address>>

Dear <<Restaurant CEO Name>>:

We, the undersigned, write to ask the <<Restaurant Name>> to strengthen its commitment to providing children with healthy meal options, including by removing soda and other sugary beverages from your children’s menu.

Families eat out twice as often as they did in the 1970s, with children consuming about a quarter of their calories at fast-food and other restaurants. Given the growing role of restaurant foods in children’s diets and the high rates of childhood obesity, restaurants should do more to help children eat better.

We commend you for taking some initial steps to address the nutritional quality of your children’s meals and for joining the National Restaurant Association’s Kids LiveWell program. We ask you to continue to build on that commitment by offering only healthy beverages, such as low-fat or fat-free milk, water, or unsweetened flavored seltzer, with all your children’s meals.

Soda and other sugary drinks promote obesity, diabetes, and heart disease. According to the Dietary Guidelines for Americans, 2010, sugar-sweetened beverages are the single largest source of calories in children’s diets and provide nearly half of their added sugars intake. A 2001 study published in the Lancet found that drinking just one additional sugary drink every day increases a child’s chances of becoming obese. With one in three children overweight or obese in the United States, it no longer makes sense to include sugary beverages in restaurant meals for young children.

McDonald’s recently announced it would no longer list soda on the kids’ meal section of its menu boards. Subway, Chipotle, Arby’s, and Panera also do not offer soda as a beverage option on their children’s menus. Offering only healthier beverage options helps children to eat better and supports parents’ efforts to feed their children more healthfully.

We urge you to go beyond the Kids LiveWell program’s minimum requirements and remove soda and other sugary drinks from your entire children’s menu. We look forward to your response and would welcome the opportunity to work with you and your staff to improve the nutritional quality of your restaurants’ children’s meals and beverages.

Sincerely,
Organizations

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January 30, 2014

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We encourage you to remove soda and other sugary drinks from your children’s menu, as well as to join the National Restaurant Association’s Kids LiveWell program. We look forward to your response and would welcome the opportunity to work with you and your staff to improve the nutritional quality of your restaurants’ children’s meals and beverages.

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