



Every Bite Counts

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Every restaurant has healthy food options on their menu, yet many customers do not realize which items are the healthy choices. Four restaurants in the Tyler area are the newest members of the “Fit Bite” Healthy Menu Program, Fit City Tyler’s free recognition program that makes the healthy choice the easy choice. Any restaurant in the Tyler area can participate in the “Fit Bite” Program and receive free window decals and signs to place inside their restaurant to inform their customers that establishment is a fit place to eat. The newest restaurants to join are El Charro on the Ridge (6899 Oak Hill Boulevard), The Potpourri House (3320 Troup Highway, Suite 300), Traditions Restaurant (6205 South Broadway Avenue) and Chick-Fil-A (3830 Troup Highway). None of these restaurants had to make any modifications to their existing menu to meet the requirements for Fit Bite Program.

Les Ellsworth, owner of The Potpourri House, has observed how his customers are glad to see healthy options being prominently identified by having the Fit Bite icon on the menu. It makes life easier when customers can look for the icon and know they are eating right. “The hosts, waitstaff and employees enjoy describing the Fit Bite Program to our customers because it makes it easier when people can

easily find healthy choices,” says Ellsworth. The cuisine of The Potpourri House features fresh farm-to-table items, such as Winona blueberries and Jacksonville tomatoes, in addition to fresh breads baked daily and fresh, never-frozen meats for our hamburgers. The Potpourri House also has a 28-foot-long salad bar that is loaded with leafy greens, fresh vegetables and many healthy bites to add onto your salad. Les has recently lost 35 pounds, and the goal for him and his wife, who is a cancer survivor, is to lead a healthier lifestyle for themselves and for each other.

El Charro on the Ridge, known for its unique relaxed dining experience, has explored all the fusions and possible innovations related to the Mexican food, and most of their dishes are traditional and prepared instantly, according to the demand of the customer.

“We wanted to join the Fit Bite program to make our customers and staff aware of the importance of healthy eating,” says Manny Vela III, manager of El Charro on the Ridge. “We would like to help teach the public that eating healthy does not mean having to sacrifice the deliciousness of food, as many people tend to believe. It brought to their attention that many items on our menu were healthy to eat.



Most of them did not realize that we already had so many healthy choices on our menu. We have seen a huge rise in the orders of our grilled and steamed vegetables, as customers are substituting the usual choice of rice and beans. Our employees have especially benefited from the Fit Bite Program because it gives them an opportunity to discuss the healthy choices we offer. Our free menu inserts that were printed by Fit City Tyler are an instant attention grabber and helps our employees to open up a dialog with our customers on a whole new level."

Traditions Restaurant serves homestyle cooking made from scratch every day and served in an upscale dining area. Traditions is a locally owned business that wanted to stay on track with being a contributor to the health of their customers. "Customers have definitely increased their consumption of healthier menu items," says Armando Brito, manager of Traditions Restaurant. In collaboration with Robert Owens, the owner of Traditions Restaurant, Armando consulted with Fit City Tyler about the healthy options that they already cook and serve every day and then select the best way to narrow down the existing options into an easy-to-read format.

Traditions Restaurant's Fit Bite Menu is located at the beginning of the food service line, so that customers can view the menu

before order. The Potpourri House and El Charro on the Ridge opted to place the Fit Bite icons on their menus, since the customer will order their meal once they sit down. Jason's Deli, one of the first Tyler restaurants to join the Fit Bite Program in 2017, displays the Fit Bite menu at their front entrance, so that customers can view the menu before they even walk in the door.

Enjoying a meal at a restaurant is a common part of life for many people and the ability to select nutritious meals while dining out has become much easier, thanks to the "Fit Bite" Healthy Menu Program. Any restaurant can participate in the free "Fit Bite" Healthy Menu Program and can easily become combined with a restaurant's pre-existing recognition program, and virtually any type of food establishment can participate in the Fit Bite Healthy Menu Program (full table service, fast-food, fast-casual, national chains, local eateries, "mom-and-pop" restaurants, etc.).

Fruits, vegetables or proteins that are prepared with a healthy cooking method can become listed on the FitCityTyler.com Fit Bite webpage and the restaurant will receive free window stickers, table tents and new printed menus that can be paid for by Fit City Tyler. Download any of the Fit Bite menus from participating restaurants at FitCityTyler.com.

Do you know of a restaurant that should join the free Fit Bite Healthy Menu Program? Or are you an employee of a restaurant that should become a part of the Fit Bite Program? Contact Fit City Tyler by sending an email to JoinFitCityTyler@gmail.com, or call 903-535-0020 and register your favorite eating establishment.



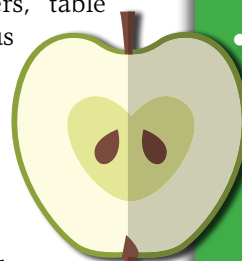
Below are the menu listings that are eligible to become listed on the Fit Bite Recognition Program:



- Vegetables – includes both starchy (potatoes, green peas, corn, etc.) and non - starchy (tomato, peppers, onions, broccoli, mushroom, etc.) veggies that are served raw or cooked, and are offered as a side dish.



- Lean proteins - fish, shellfish, skinless poultry, ham, pork chops, eggs, beans, legumes, tofu, organ meats, loin and round cuts of steak and cottage cheese



- Fruits - served separately and not as an ingredient within a meal.



- Whole grains - used as the primary ingredient in items such as breads, pastas, cereals and crackers, oatmeal, grits, corn tortillas and brown rice.