


# RESTAURANT HOSPITALITY



Looking to ramp up business from families? The menu is important, sure—but it's more than just food. *By Megan Rowe*

## FEEDING KIDS: The New Rules

**UNLESS YOU** want to see kids eating, a restaurant owner will have to be happy about the six from the pronged approach. The effective way

Any discussion of the National Restaurant Association's when it rolled out a voluntary program with a particular focus on increasing the consumption of grains and low-fat dairy at restaurant locations. That commitment

The association's pavilion at the upc

Y-Pulse, a research and consulting firm, found “a very gradual movement by kids to embrace vegetables and fruits as larger parts of their diets,” says Sharon Olson, cofounder. “But there are still old standbys that top their lists of favorite foods, and often what they say they want is not what they choose.” More than half of kids say they opt for chicken and pizza one or two times a week at school lunches, but Y-Pulse found that more kids say they like vegetables and want to try new global or ethnic foods.