



*“A community effort to support policies
and programs designed to foster healthy lifestyles”*

Lee
Lenox
Stockbridge
Pittsfield
Great
Barrington

Dear Restaurant Owner/Manager,

Be Well Berkshires Healthy Dining Options restaurants are springing up all over southern and central Berkshire County. These restaurants offer healthy menu options to their patrons. As a restaurant concerned about healthy eating, you're invited to join many local restaurants in a *voluntary, no cost* program offered to restaurants in the towns of Great Barrington, Lee, Lenox, Pittsfield, and Stockbridge.

Why Healthy Dining Options? Obesity and related chronic diseases like diabetes, heart disease, and hypertension, are at epidemic proportions. Sadly, Berkshire County ranks 11th out of 14 Massachusetts counties in overall health.

- Today, more people are consuming their meals outside the home.
- **Healthy Dining Options** encourages healthy food choices.
- Restaurants that join **BWB Healthy Dining Options** can be **part of the solution**.
- By joining this voluntary program, you will be helping to raise public health awareness, support healthier lifestyles, and help your bottom line.

Benefits for Food Providers and Patrons: It's a WIN-WIN.

- **BWB Healthy Dining Options** participants get financial as well as marketing resources, from this growing state-wide program. Please check out our **Healthy Dining Options** video on YouTube at: http://www.youtube.com/watch?v=icwhcZdOZAU_
- **BWB** Restaurants are part of an increasing number of socially responsible businesses choosing to contribute to the health and wellness of our community.
- Your Patrons win by having **Healthy Dining Options** - easily identified, on your menu.

What's next? In order to participate and qualify for the **BWB Healthy Dining Options** Program, restaurants must be in compliance with local health and state health department sanitary codes, and all applicable licensing and permit provisions. In addition, you must offer the items as detailed on the attached application. Perhaps you already do offer healthy choices, or maybe you need to make some small changes. Then, simply fill out the attached application and e-mail, fax, or mail it, with a copy of your menu, to **Be Well Berkshires**.

It is that simple. If you meet the requirements, you will be notified within thirty days after the application is received. Members will receive a Healthy Dining Options window decal, and a digital logo for use on your menu or in your advertising, recognizing that your restaurant has joined **Be Well Berkshires** to promote better nutrition among all those who live, work, visit, and play in our communities. Questions? Call me at 413-445-7028.

Be Well Berkshires, together we can make change happen!

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Be Well Berkshires. A Mass in Motion Initiative
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