



Kids' Choice is a menu endorsement programme run by the Heart Foundation for food services that offer healthier choices to children. Recipes on children's menus that meet our criteria will be eligible to have the Kids' Choice logo (above) printed next to them on the menu along with the logo and explainer at the bottom of the menu:



Meals with the Kids' Choice icon have been developed to meet strict recipe guidelines set by the **Heart Foundation**.

It is entirely free to sign up to Kids' Choice- all we ask is that you offer healthier choices that meet our criteria.

Process:

- Develop your children's menu with at least one item that is likely to meet our criteria (on reverse)
- Email recipes and children's menu to- [kidschoice@heartfoundation.org.nz](mailto:kidschoice@heartfoundation.org.nz)
- We will feed back to you whether there are any alterations needed, if not we will send you the design work to print on your menu
- Sign the Terms and Conditions form
- Print logos and explainer on menu

Benefits:

- Endorsement of menu items from trusted and well known brand (Heart Foundation)
- Easily recognised logo to help your customers identify the healthier choices
- We will promote your children's menu and provide you with door stickers to help your customers identify where children are respected and offered healthier choices

# Kids' Choice recipe guidelines

	Does the menu item comply?		
	Yes	No	N/A (not applicable)
<b>Salt/sodium</b>			
<ul style="list-style-type: none"> <li>Low amounts of salt used. If salt is added to the dish, there is considerably less than would feature in an adult version of this recipe</li> <li>Salty ingredients such as olives, cheese, processed meats, soy sauce, fish sauce and oyster sauce are limited</li> </ul>			
<b>Deep frying</b>			
<ul style="list-style-type: none"> <li>No items in the dish have been deep fried</li> </ul>			
<b>Vegetables</b>			
<ul style="list-style-type: none"> <li>At least half of the dish is made up of non-starchy vegetables</li> </ul>			
<b>Lean meat, poultry, fish and alternatives</b>			
<ul style="list-style-type: none"> <li>Where meats are offered they are lean and minimally processed</li> </ul>			
<b>Low or reduced fat dairy products</b>			
<ul style="list-style-type: none"> <li>Recipe uses reduced-fat versions of dairy products or smaller quantities of full-fat dairy products</li> <li>Small amounts of cheeses (less than 30g/ serve) used</li> <li>Small amounts butter or cream (not both) used</li> <li>Less than 1 tsp butter/serve</li> <li>Less than 2tsp cream/ serve</li> </ul>			
<b>Pastry</b>			
<ul style="list-style-type: none"> <li>If pastry is used in a dish, it is filo</li> </ul>			
<b>Desserts</b>			
<ul style="list-style-type: none"> <li>Desserts offered are fruit-based or contain fruit</li> <li>Added sugars* are limited to less than 10g/serve</li> <li>The dessert also follows the guidelines stated above, where applicable</li> </ul>			

\*Added sugars include: sugar (sucrose) golden syrup, treacle, honey, molasses, maple syrup, agave syrup, malt extract, corn syrup, rice bran syrup, invert syrup, fruit juice concentrates.