**Let Your Favorite Local Restaurant Know How**

**They Can Make it Healthier for You to Eat There**

**Sample letter**

Dear Manager,

 For some time, your restaurant has been one of my favorite restaurants. It’s where I often dine with my family and friends. Thank you for all you do to make it a special experience. What I enjoy most is the variety of your menu, the energy in the atmosphere, the engaging wait staff, and the consistent quality of the food.

 Recently, my family and I have been trying to eat both healthier and less than we have. At home, for instance, we’ve moved all the snack food off the counter and rearranged the cupboards. We’re also using smaller sized plates and pre-plating our food off the counter.

 The reason I mention this is there might be some easy ways your restaurant could also profitably help people like us eat a little better and a little less. For instance, we are often looking to eat smaller portions. There are a couple of ways your restaurant could help. For one, you could offer 1/2-size portions of some of the more popular entrées and charge 50-60% the price of a full-portion. A reasonable fear would be that you would lose sales, but the book, *Slim by Design* shows the opposite seems to happen with some restaurants. By offering some half-size portions, some restaurants sell more sides and drinks and some have attracted new customers. Having half-size portions would make us even happier with our visits. To help people eat less you could also train servers to encourage people to take home “To go” boxes by specifically having them mention this before people order.

 There could also be some little additions that would make it easier to eat healthier – a couple new, healthy entrées or side dishes, a double vegetable option instead of the starch, a fruit only dessert, or a dessert tasting menu. When it comes time for a menu redesign, the menu can be designed in a way that can better lead people to buy these healthier foods. There are a lot of other easy changes that you can find at SlimbyDesign.org to help you profitably help your loyal customers and new customers to eat better.

 Thanks for taking the time to consider how you can help make us healthier and happier. I look forward to visiting you again soon and finding it easier to eat a little bit healthier and a little bit less.

 Sincerely,