

# Healthier Dining Programme

Tasty Food Can be Healthier and Nutritious

# Grow Your Business

#### with The Healthier Dining Programme

Since its establishment in 2014, the Healthier Dining Programme (HDP) has increased the availability and accessibility of healthier dining options through partnerships with Food & Beverage (F&B) operators, hawker centres and coffee shop stall owners.



Visual identifiers on the store-fronts and menus of the brands who are on board the HDP help consumers identify dishes that offer lower calorie options and healthier ingredients such as wholegrains, healthier cooking oils, or reduced-sugar beverages and desserts. These readily available healthier choice menu items ensure that diners who eat out or order in have the option of a healthier diet, whilst still being able to enjoy a good meal.

As of 2019, the number of brands on board the HPB has increased by more than 10 times since its inception, a testimony to the growing number of F&B operators recognising the value of joining the healthier bandwagon towards growing their business.

## Don't miss out on the benefits that HDP partners enjoy – Join the Healthier Dining Programme today!





### Some of Our Partners







## A Growing Market for Healthier Food

Singapore's growing number of health-conscious consumers are on the hunt for options that can improve their health and well-being. With a more knowledgeable consumer base, nutrition now plays a key role in food choices.

Nielsen's retail measurement studies have shown that the market share of pre-packaged lower sugar drinks, wholegrain rice and wholegrain bread have increased significantly over the last few years. This is evidence of a real and growing trend that Singapore consumers are making the switch to purchase more healthier variants of food products.

#### Singaporeans Taking Less Sugary Drinks, Opting for More Wholegrain Staples



38.9

2018

Indeed, consumer surveys have revealed that a vast majority of Singaporeans are health-conscious and want more food products and recipes to be made healthier through re-formulation.



#### Singaporeans Want Food Companies to **Reformulate Dishes to be Healthier**

- Source: Food Industry Asia's "Healthier Product Reformulation in Singapore" Report (2018). The Institute of Grocery Distribution



Food companies should tweak their food recipes

A new nutrition label called 'Nutri-Grade' will also be introduced in Singapore. where drinks will be given a grade, from A to D, depending on their sugar and saturated fat content. The aim of the label is to help consumers identify beverages that are higher in sugar and saturated fat, and to make more informed, healthier choices. The label will be first implemented for pre-packaged non-alcoholic beverages, followed by freshly prepared beverages such as those from bubble tea or coffee chains. This is expected to further increase consumers' awareness and demand for healthier choice options.





#### Majority of Singaporeans are Health-conscious



Singaporeans willing to pay more for foods that promote health benefits



Happier about food products and recipes being made healthier



Opening its doors since 1996, Lao Beijing sells scrumptious and authentic Chinese cuisine. As a HDP partner, they have committed to using healthier oil and less fat in their recipes. The restaurant worked with nutritionists from the HPB to formulate various new recipes with healthier ingredients, for example switching to healthier cooking oil. Subsequently, the staff in Lao Beijing did a taste test to vote for the most delicious foods to be rolled out into a revamped menu.

#### **Outcome of Change**

Lao Beijing reported an increase in sales by at least 15% after modifying their recipes to follow HDP's guidelines. They attributed this to a growing segment of consumers looking for healthier food.



## 츎 What's in it For Businesses That Join The HDP

As a Healthier Dining Partner, you will have access to a range of publicity opportunities and support from HPB to grow your business and promote the healthier food and drink options available at your establishments.

#### Marketing, Reformulation and Technology Grant Support\*

You will be eligible to apply for up to a total of SGD \$40,000 in grants to grow and promote your business just by participating in the HDP.



#### HEALTHIER **DINING GRANT**

Worth up to \$30,000 to develop and produce within-store marketing collaterals (e.g. menus, menu boards).

Find out more at www.hpb.gov.sg/hdg



#### COMPLIMENTARY POINT-OF-SALE (POS) SYSTEM ENHANCEMENT

Worth up to \$6,000 to automate the submission of monthly sales report of endorsed food/drink items.

#### Complimentary Nutrition Services and **Brand Endorsement\***

HPB's Nutrition Service Provider will provide complimentary menu analysis to identify potential dishes that can meet the healthier dish criteria, as well as reformulation advice. By reformulating your recipes and making them healthier, you will receive the HPB's Healthier Choice endorsement. This will appeal to the growing number of Singaporeans looking for healthier food options with labels such as these:



You would be boosting your brand's image as these labels act as an official recognition of your commitment towards healthier food for consumers.







#### HEALTHIER **DINING INNOVATION**

Worth up to \$5,000 each for reformulation of the regular recipes to healthier options, purchase of healthier ingredients, culinary training and research and development.

Find out more at www.hpb.gov.sg/hdi



#### **EXAMPLES OF IDENTIFIER ENDORSEMENT**



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**Counter top** 

#### **Menus/Menuboards**





#### Catering dish tag

Bento box





#### SOME PUBLICITY GUIDELINES WOULD BE



All endorsed items have to be tagged by appropriate HDP identifiers in the menu.



Feature one or more endorsed fast moving, popular healthier dish with a pictorial on the menu.



Display the "Healthier options available decal" at the storefront.



Include "Ask for lowersugar options" identifier in the dessert/beverage section of the menu.

#### Marketing Campaigns and Publicity Support

As a HDP partner, you will also have the opportunity to be a part of HBP's exciting marketing campaigns, for example, the 'Eat, Drink, Shop Healthy' Challenge (EDSH). This is a year-long campaign encouraging consumers to purchase healthier options from various participating outlets to earn Healthpoints on HPB's Healthy 365 mobile app, which can be redeemed for a variety of F&B, lifestyle and grocery vouchers. Such aggressive campaigns will allow your brand to be featured in Above-the-Line advertising and on-the-ground roadshows, driving publicity and sales to your business.

#### Out of Home Advertisements (e.g. Pillar Wraps, Platform Screen Doors, Bus Wraps etc.)





HDP partners may also have their vouchers featured on HPB's Healthpoints rewards catalogue, driving repeat purchases.







# Simply Wrapps ASE Rolling with The Times Towards Healthier Food

Never underestimate the power of what one symbol can do. After receiving complimentary menu analysis and reformulation advice from HPB's Nutrition Service Provider, Simply Wrapps successfully received endorsement for a number of healthier food items. With the HDP identifiers proudly displayed in their stores and on their menus, they saw an increase in health-conscious consumers and received many enquiries from potential franchisees to expand their brand overseas. These franchisees listed the official endorsement from HPB as one of the main reasons.

Simply Wrapps also had the opportunity to participate in HPB's marketing campaigns like the Eat, Drink, Shop Healthy Challenge and have their brand featured in various Above-the-Line advertisements. The publicity generated increased consumer demand and sales for their healthier dishes.



# Apply to Become a **HDP** Partner

#### Interested in the HDP? You are eligible to participate if;

Your F&B business is registered and operating in Singapore or you own F&B businesses (part of the same group of F&B companies) registered and operating in Singapore. Some examples of F&B businesses include restaurants, food courts, caterers, drinks kiosks etc.

#### HDP PROGRAMME APPLICATION PROCESS



#### By participating in the programme, you agree to





Offer at least 3 to 5 healthier food/ beverage options.

Comply with nutrition and publicity quidelines.





Report on the sales volume of your endorsed food and/or drink items, as well as the overall sales of your dishes and/or drinks.





Pass HPB's annual audit on nutrition and publicity implementation.





You will recognise some household brands and the very best in the business - a testament to the value which HDP brings to the F&B industry.

"The Healthier Dining Programme has made its way into the hawker centres and more people are now able to make informed choices when they order their meals at affordable prices. The activation coupons that customers receive from HPB nudge them to try out the dishes that are lower in calories and we hope to work more closely with HPB to increase the uptake of healthier meals and beverages at the hawker centres."





Mr Vincent Cheong, Head, Customer & Marketing (Food Services Business), FairPrice Group

FairPriceGroup



"In 2018, we worked with HPB to develop wholegrain prata using 25 percent finely milled wholegrain flour. The wholegrain prata taste almost the same, or better, than normal prata and is healthier. Within three months since introduction, the wholegrain options have been well received by customers, including our regular patrons, accounting for more than 10% of the overall sales across all 5 outlets."



Mr Joseph Lee, Director, First Gourmet, the **Parent Company of Prata Wala** 



"In support of our Prime Minister Lee's call for a healthy diet, we are pleased to have collaborated with HPB to innovate a series of healthier choice drinks. We take pride in embracing healthy living, and we would continue to innovate healthier drinks with HPB, allowing the Singaporean population to enjoy healthier choices of milk tea beverages."



Mr Kang Puay Seng, CEO, Gong Cha



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"Throughout the years, Seoul Garden has been constantly gathering feedback from its customers in search of ways to improve its menu. Consumer consumption patterns and demands have evolved. Today, they are more conscious of their diets and want to eat healthier. Instead of seeing this market change as a threat to the business, Seoul Garden takes it head-on by leveraging it and turning it to a business opportunity. As part of our brand transformation journey, we partnered the Health Promotion Board to provide healthier food options for the buffet menu. This gives Seoul Garden the first-mover advantage of being the first buffet restaurant partner to serve healthier food options certified by the Healthier Dining Programme."



"Burger King is delighted to be a partner of Health Promotion Board's Healthier Dining Programme to launch the new "Make It Light" menu in Singapore. The menu features a list of set meals that are lower in calories. Calorie watchers can now enjoy Singapore's most popular BK burgers and still keep to a 500-calories meal by simply pairing with a cup salad and mineral water while dining in our restaurants. "Make It Light" menu is available over the counter, kiosk and self-pick up via the BK App."





Yolé

"Yolé is the ice cream for everyone, not only for people who are health-conscious, but also for ice cream lovers craving for fulltasting ice cream. Overall, we are proud to be endorsed as Health Promotion Board's Healthier Dessert partner and participate in the Eat, Drink, Shop Healthy Campaign 2019. We see an increase in customer awareness of the Healthier Choice label on Yolé endorsed items, and we plan to continue our product R&D to increase the variety of healthier dessert menu items available in our stores."









Mr Oscar Castellanos, Operations Manager, Yolé







Visit our website below and reach out to us if you have more questions about the programme.



Link to the Healthier Dining Programme website







Link to the Healthier Dining Programme online application portal





https://healthier-choice.hpb.gov.sg



Email address HPB\_Healthy\_Eating@hpb.gov.sg



















3 Second Hospital Avenue, Singapore 168937

6435 3500

6438 3848

www.hpb.gov.sg