Eat Less Feel Better

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Problem
Larger portion sizes in restaurants are leading to over consumption across America.

Sometimes Looks Can Be Deceiving

Effects
Menus offering the smaller meal portions with posted calories for both sizes would encourage people to purchase the smaller sizes.

Solution and Approach
Creating a guide for restaurants to follow that will add smaller portions without reducing their profits.

Average Plates

American Restaurants
American Homes
European Homes

In the past 20 years...

- Soft drinks have grown 52%
- A plate of Mexican food is 27% bigger
- Hamburgers have expanded 23%

References