

# USE THE C.A.N. APPROACH TO BECOME SLIM BY DESIGN



## CONVENIENT

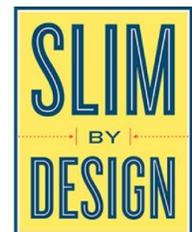
- TO SEE
- TO ORDER
- TO PICK UP
- TO CONSUME

## ATTRACTIVE

- NAME
- APPEARANCE
- PRICE
- EXPECTATIONS

## NORMAL

- TO ORDER
- TO PURCHASE
- TO EAT



# The Slim by Design Diner



Almost any notation can catch one's eye and increase consideration and choice.

Place healthy high margin items in bold boxes or colored boxes to "call them out."

Section off House Favorites that are healthy. In any section such as this, make sure the healthier items are listed first.

## Appetizers



**Crisp Summer Salad with Pineapple and Avocado** 6 In  
Combine juicy pineapple and fresh, ripe avocado for our lightest and easiest summer salad.

**Chips and Salsa** 7  
Crispy tortilla chips served with homemade salsa and guacamole.

**Soup of the Day** 5  
Please ask your server.

**Vegetables and Hummus** 6  
Broccoli, carrot, and cucumber platter served with two home made hummus options.

**Cherry Tomatoes with Creamy Pesto Cheese** 6  
Plum tomatoes filled with our famous creamy pesto spread made with reduced fat cream cheese.

**Light and Fresh Humboldt Fog and Roasted Beet Salad** 6  
Watercress, toasted pistachios, raspberry vinaigrette

Use colored or bolded words to highlight healthy target foods.

Instead of a "Healthy" section, call things "Light and Fresh" or similar taste-related phrases.

For select items, offer 1/2 size portions for 70% the price of full. Don't call them half size. Use trim, moderate, light, etc.

## House Favorites



### Grilled Chicken and Harvest Stew

Tender blade steak served with corn, carrots, mushrooms, potatoes, cauliflower, and onions

**London Broil in Mushroom Sauce**  
- Trim portion 7  
- Full portion 10

**Pork Tenderloin, South Island Style with Mixed Cilantro salad** 14  
Delicious and lean pork tenderloin served with chunks of cucumber are splashed with lime juice and sprinkled with cilantro and chili

**Succulent Italian Seafood Filet with whole grain rice** 16  
Whole, flaky white fillets in a crispy batter served with cornmeal flatbread.

**Smoked Salmon with broccoli** 13  
Hickory-smoked salmon, capers and chipotle peppers served with a side of sautéed greens.

**Shrimp Gumbo**  
- Trim portion 11  
- Full portion 15  
Featuring okra, onions, bell pepper and diced tomatoes served over brown rice.



Use a logo or icon to draw attention to targeted item – beware using "healthy" logos, which can sign bad taste.

## Sides

**Roasted Vegetables** 3  
Includes carrots, broccoli, squash and potatoes.

**Chef Salad** 3  
Filled with crisp greens, vegetables, hard boiled eggs, meat, and cheese

**Baked Sweet Potato** 4  
Topped with cinnamon and light butter.

## Happy Endings

**Fruit Plate** 5  
Plate of grapes, strawberries, and blueberries.

**Italian Sorbet** 5  
Ancient Italian frozen dessert.

**Chocolate Cake** 6  
Chocolate cake with chocolate frosting paired with cool vanilla ice cream.

Descriptive words for healthy items sell 28% more (than "seafood salad").

Offer salads as the default. Fries can be substituted.



Place healthy items in the four corners and at the beginning of sections.