



## Our Wellness Philosophy

We established the Ritual Wellness Menu to help millions of people make wellness-minded choices when ordering from nearby restaurants. To simplify the complexities of nutrition science and to remain consistent with evidence-based guidelines, we consulted with an expert Registered Dietitian, we developed nutritional criteria to govern the meals available on our Wellness Menu, with all items and options easily identified by a green leaf () on our menus. We hope to positively influence billions of meal decisions over the next decade – and help foster a healthier, better-feeling, and more-energized world.

\*A green leaf () represents a meal that is built from lean meats or plant-based proteins, quality carbohydrates that are minimally processed, high in fibre and are intact grains, whole wheat or gluten free, and contain predominantly healthy fats, no trans fats and low saturated fats. It also represents a meal that is prepared using healthier cooking techniques such as baking, boiling and grilling, rather than methods like frying, curing or smoking.

## Wellness Menu: Nutritional Criteria

**1**

### For restaurants where nutritional information is provided:

- a. No trans fats.
- b. Low saturated fat (less than 4g per meal), except when quality fats are used.
- c. Low sodium (less than 750mg per meal).
- d. Low sugar (less than 4g per meal)
  - i. Except where sugars are derived from natural sources (eg. fresh fruits, dairy products)

**3**

### Quality fats

- a. Monounsaturated fats such as avocados, olives, olive oil and nuts.
- b. Polyunsaturated fats such as fish, walnuts and seeds.
- c. Low saturated fats, except full-fat dairy products like milk, yogurts and cheeses.
- d. No trans fats.

**2**

### Lean meats & plant-based proteins.

- a. Includes chicken, turkey, eggs or plant-based proteins such as tofu, tempeh, beans, lentils and other plant-based foods.
- b. No red meats, except wild game and grass fed beef.

**4**

### Quality Carbs

- a. High in vegetables and fresh fruit.
- b. Intact grains including oats, barley, brown rice, whole wheat, spelt, quinoa, millet, buckwheat, and farro.
- c. Includes multi-grain and gluten free alternatives.
- d. No white breads, white rice, or white pasta.

## 5 No simple sugars

- a. No pop/soda.
- b. No juices, except cold-pressed juices.
- c. No smoothies, except when no sugar or sweeteners are added.
- d. No dessert or pastry items, except fresh fruit and cocoa.
- e. No artificial sweeteners.

## 6 Healthy cooking techniques.

- a. Supports baking, braising, boiling, broiling, poaching, roasting, sauteing, steaming, stir-frying and grilling as well as raw foods.
- b. No frying, smoking, curing, charcoal barbecuing or microwaving.

# Nutritional Criteria (References)

## General

Health.gov: US Dietary Guidelines: Executive Summary. Office of Disease Prevention and Health Promotion. <https://health.gov/dietaryguidelines/2015/guidelines/executive-summary/#figure-es-12015-2020-dietary-guidelines-for-americans-at-a-glanc>. Published in 2015.

Nishida C., Uauy R., Kumanyika S., Shetty P. The joint WHO/FAO Expert Consultation on diet, nutrition and the prevention of chronic diseases: Process, product and policy implications. Public Health Nutr. 2004;7:245-250. doi: 10.1079/PHN2003592.

<https://www.cambridge.org/core/services/aop-cambridge-core/content/view/9C5F92142766286FE744EA4412A53476/S1368980004000230a.pdf/div-class-title-the-joint-who-fao-expert-consultation-on-diet-nutrition-and-the-prevention-of-chronic-diseases-process-product-and-policy-implications-div.pdf>

American Heart Association. How much sodium should I eat per day? Accessed, Jan 2017. [https://sodiumbreakup.heart.org/how\\_much\\_sodium\\_should\\_i\\_eat](https://sodiumbreakup.heart.org/how_much_sodium_should_i_eat)

Whelton PK., Appel, L.J., et al. Sodium, Blood Pressure, and Cardiovascular Disease: Further Evidence Supporting the American Heart Association Sodium Reduction Recommendations *Circulation*. 2012;CIR.0b013e318279acbf, originally published November 2, 2012. <http://circ.ahajournals.org/content/early/2012/10/31/CIR.0b013e318279acbf>

Lando, Amy M. et al. Single-Larger-Portion-Size and Dual-Column Nutrition Labeling May Help Consumers Make More Healthful Food Choices. *Journal of the Academy of Nutrition and Dietetics*, Volume 113, Issue 2, 241 - 250. [http://www.andjrnl.org/article/S2212-2672\(12\)01818-7/abstract](http://www.andjrnl.org/article/S2212-2672(12)01818-7/abstract)

## Lean meats & plant-based proteins

Pan A, Sun Q, Bernstein AM, Schulze MB, et al. Red Meat Consumption and Mortality: Results From 2 Prospective Cohort Studies. *Arch Intern Med*. 2012;172(7):555-563. doi:10.1001/archinternmed.2011.2287 <http://jamanetwork.com/journals/jamainternalmedicine/fullarticle/1134845>

Chan DSM, Lau R, Aune D, Vieira R, Greenwood DC, et al. (2011) Red and Processed Meat and Colorectal Cancer Incidence: Meta-Analysis of Prospective Studies. *PLoS ONE* 6(6): e20456. doi: 10.1371/journal.pone.0020456 <http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0020456>

Howes, N. L., Bekhit, A. E.-D. A., Burritt, D. J. and Campbell, A. W. (2015), **Opportunities and Implications of Pasture-Based Lamb Fattening to Enhance the Long-Chain Fatty Acid Composition in Meat**. *Comprehensive Reviews in Food Science and Food Safety*, 14: 22-36. doi:10.1111/1541-4337.12118. [http://onlinelibrary.wiley.com/doi/10.1111/1541-4337.12118/abstract?sessionid=5174B03F6F237067E44E6DE90EDA4894\\_f02t04](http://onlinelibrary.wiley.com/doi/10.1111/1541-4337.12118/abstract?sessionid=5174B03F6F237067E44E6DE90EDA4894_f02t04)

Bouvard, Véronique et al. **Carcinogenicity of consumption of red and processed meat**. *The Lancet Oncology*, Volume 16, Issue 16, 1599 - 1600 [http://www.thelancet.com/journals/lanonc/article/PIIS1470-2045\(15\)00444-1/abstract](http://www.thelancet.com/journals/lanonc/article/PIIS1470-2045(15)00444-1/abstract)

Rohrmann, S., Overvad, K., et al. **Meat consumption and mortality - results from the European Prospective Investigation into Cancer and Nutrition**. *BMC Medicine*. 2013; 11:63 DOI: 10.1186/1741-7015-11-63. <http://bmcmmedicine.biomedcentral.com/articles/10.1186/1741-7015-11-63>.

Fields, H., Millstine, D., et al. **Is Red Meat Killing Us?** *The Journal of the American Osteopathic Association*, May 2016, Vol. 116, 296-300. doi:10.7556/jaoa.2016.059. <http://jaoa.org/article.aspx?articleid=2517494>

## Quality fats

**The FDA takes step to remove artificial trans fats in processed foods**. <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm451237.htm>. Published June 2015.

Wang DD, Li Y, Chiuev SE, Stampfer MJ, Manson JE, Rimm EB, Willett WC, Hu FB. **Association of Specific Dietary Fats With Total and Cause-Specific Mortality**. *JAMA Intern Med*. 2016;176(8):1134-1145. doi:10.1001/jamainternmed.2016.2417 <http://jamanetwork.com/journals/jamainternalmedicine/article-abstract/2530902>

Kratz, M., Baars, T. & Guyenet, S. **The relationship between high-fat dairy consumption and obesity, cardiovascular, and metabolic disease**. *Eur J Nutr* (2013) 52: 1. doi:10.1007/s00394-012-0418-1. <http://link.springer.com/article/10.1007%2Fs00394-012-0418-1>

Rautiainen, S., Wang, L., et al. **Dairy consumption in association with weight change and risk of becoming overweight or obese in middle-aged and older women: a prospective cohort study**. *Am J Clin Nutr* April 2016 103: 979-988; First published online February 24, 2016. doi:10.3945/ajcn.115.118406. <http://ajcn.nutrition.org/content/103/4/979.abstract>

Raziani, F., Tholstrup, T., et al. **High intake of regular-fat cheese compared with reduced-fat cheese does not affect LDL cholesterol or risk markers of the metabolic syndrome: a randomized controlled trial.** *Am J Clin Nutr* ajcn134932; First published online August 24, 2016. doi:10.3945/ajcn.116.134932. <http://ajcn.nutrition.org/content/early/2016/08/23/ajcn.116.134932.abstract>

Rice, BH. **Dairy and Cardiovascular Disease: A Review of Recent Observational Research.** *Current Nutrition Reports*. 2014;3(2):130-138. doi:10.1007/s13668-014-0076-4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4006120/>

## Quality carbs

Oyebode O, Gordon-Dseagu V, Walker A, et al. **Fruit and vegetable consumption and all-cause, cancer and CVD mortality: analysis of Health Survey for England data.** *J Epidemiol Community Health*. Published Online First: 31 March 2014. doi: 10.1136/jech-2013-203500. <http://jech.bmj.com/content/early/2014/03/03/jech-2013-203500>

Leenders M., Sluijs I., et al. **Fruit and Vegetable Consumption and Mortality: European Prospective Investigation Into Cancer and Nutrition.** *Am J Epidemiol* 2013; 178 (4): 590-602. doi: 10.1093/aje/kwt006 <https://academic.oup.com/aje/article/178/4/590/231641/Fruit-and-Vegetable-Consumption-and>

Zong G, Gao A, Hu FB, Sun Q. **Whole Grain Intake and Mortality from All Causes, Cardiovascular Disease, and Cancer: A Meta-analysis of Prospective Cohort Studies.** *Circulation*. 2016;133:2370-2380. <http://circ.ahajournals.org/content/133/24/2370.abstract>

Wu H, Flint AJ, Qi Q, et al. **Association Between Dietary Whole Grain Intake and Risk of Mortality: Two Large Prospective Studies in US Men and Women.** *JAMA Intern Med*. 2015;175(3):373-384. <https://www.ncbi.nlm.nih.gov/pubmed/25559238>

Jacobs DR, Jr., Andersen LF, Blomhoff R. **Whole-grain consumption is associated with a reduced risk of noncardiovascular, noncancer death attributed to inflammatory diseases in the Iowa Women's Health Study.** *Am J Clin Nutr*. 2007;85:1606-14. <http://www.ncbi.nlm.nih.gov/pubmed/17556700>

Sun Q, Spiegelman D, van Dam RM, et al. **White rice, brown rice, and risk of type 2 diabetes in US men and women.** *Arch Intern Med*. 2010;170:961-9. <https://www.ncbi.nlm.nih.gov/pubmed/20548009>

## No Simple Sugars

**Guideline: Sugars intake for adults and children. World Health Organization (WHO).** [http://apps.who.int/iris/bitstream/10665/149782/1/9789241549028\\_eng.pdf?ua=1](http://apps.who.int/iris/bitstream/10665/149782/1/9789241549028_eng.pdf?ua=1). Published in 2015.

**Sugars, Added Sugars and Sweeteners. American Heart Association (AHA).** [http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Nutrition/Sugars-Added-Sugars-and-Sweeteners\\_UCM\\_303296\\_Article.jsp#WJYQYRP493k](http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Nutrition/Sugars-Added-Sugars-and-Sweeteners_UCM_303296_Article.jsp#WJYQYRP493k)

Bernstein, J., L'Abbé, M. **Added sugars on nutrition labels: a way to support population health in Canada.** *CMAJ* October 18, 2016 188:E373-E374. <http://www.cmaj.ca/content/188/15/E373>

Kearns CE, Schmidt LA, Glantz SA. **Sugar Industry and Coronary Heart Disease Research: A Historical Analysis of Internal Industry Documents.** *JAMA Intern Med*. 2016;176(11):1680-1685. doi:10.1001/jamainternmed.2016.5394. <http://jamanetwork.com/journals/jamainternalmedicine/article-abstract/2548255>

## Healthy cooking techniques

Cahill LE, Pan A, Chiuvè SE, et al. **Fried-food consumption and risk of type 2 diabetes and coronary artery disease: a prospective study in 2 cohorts of US women and men.** *Am J Clin Nutr*. 2014;100:667-675. <http://ajcn.nutrition.org/content/100/2/667.full>

Raphaëlle Varraso, Rui Jiang, R. Graham Barr, Walter C. Willett, Carlos A. Camargo, Jr.; **Prospective Study of Cured Meats Consumption and Risk of Chronic Obstructive Pulmonary Disease in Men.** *Am J Epidemiol* 2007; 166 (12): 1438-1445. doi: 10.1093/aje/kwm235 <https://academic.oup.com/aje/article/166/12/1438/82927/Prospective-Study-of-Cured-Meats-Consumption-and>

Kathleen M. Egan, Edward Giovannucci; **Dietary Mutagens and the Risk of Breast Cancer.** *J Natl Cancer Inst* 1998; 90 (22): 1687-1689. doi: 10.1093/jnci/90.22.1687 <https://academic.oup.com/jnci/article/90/22/1687/2519276/Dietary-Mutagens-and-the-Risk-of-Breast-Cancer>

L. M. Butler, R. Sinha, R. C. Millikan, C. F. Martin, B. Newman, M. D. Gammon, A. S. Ammerman, R. S. Sandler; **Heterocyclic Amines, Meat Intake, and Association with Colon Cancer in a Population-based Study.** *Am J Epidemiol* 2003; 157 (5): 434-445. doi: 10.1093/aje/kwf221 <https://academic.oup.com/aje/article/157/5/434/76594/Heterocyclic-Amines-Meat-Intake-and-Association>

## Why calories counting is not part of criteria.

How and When Grouping Low-Calorie Options Reduces the Benefits of Providing Dish-Specific Calorie information [http://www.jstor.org/stable/10.1086/675738?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/10.1086/675738?seq=1#page_scan_tab_contents)

Ebbeling, CB., Swain, JF., et al. **Effects of Dietary Composition on Energy Expenditure During Weight-Loss Maintenance.** *JAMA*. 2012 Jun 27;307(24):2627-34. doi: 10.1001/jama.2012.6607. <http://jamanetwork.com/journals/jama/fullarticle/1199154>

## Why cholesterol amounts are not included in these criteria.

**United States Department of Agriculture (USDA).** Scientific Report of the 2015 Dietary Guidelines Advisory Committee. Published 2015, line 642-646. <https://health.gov/dietaryguidelines/2015-scientific-report/pdfs/scientific-report-of-the-2015-dietary-guidelines-advisory-committee.pdf>

Virtanen, JK., Mursu, J., et al. **Associations of egg and cholesterol intakes with carotid intima-media thickness and risk of incident coronary artery disease according to apolipoprotein E phenotype in men: the Kuopio Ischaemic Heart Disease Risk Factor Study.** *Am J Clin Nutr* March 2016 103: 895-901; First published online February 10, 2016. doi:10.3945/ajcn.115.122317. <http://ajcn.nutrition.org/content/103/3/895>

Ylilauri, MPT., Voutilainen, S., et al. **Association of dietary cholesterol and egg intakes with the risk of incident dementia or Alzheimer disease: the Kuopio Ischaemic Heart Disease Risk Factor Study.** *Am J Clin Nutr* ajcn146753; First published online January 4, 2017. doi:10.3945/ajcn.116.146753. <http://ajcn.nutrition.org/content/105/2/476>