



# North Carolina Winner's Circle Program



**What** *North Carolina Winner's Circle* is a statewide program that promotes healthy eating by labeling menu items in restaurants and cafeterias that meet established nutrition criteria. Foods that are labeled with the purple star and fork logo meet national dietary guidelines for fat, saturated fat and sodium, and promote fruits, vegetables, whole grains and dairy.

**When** The *Winner's Circle Program* began in 1999. It is a program joining North Carolina Prevention Partners in partnership with several organizations, including the Physical Activity and Nutrition Branch and the Nutrition Services Branch of the N.C. Division of Public Health, the N.C. Department of Public Instruction, and local health agencies.

**Where** *N.C. Winner's Circle* reaches into a variety of eating establishments including restaurants, cafeterias, concession stands and vending machines in schools, hospitals, universities and worksites.

**Why** The *N.C. Winner's Circle Healthy Dining Program* criteria were developed based on the *Dietary Guidelines for Americans*, in response to the shift in patterns of eating away from home and the increasing prevalence of obesity and overweight among North Carolina adults and youth.

According to the Six-County Survey conducted by the North Carolina Cardiovascular Health Program in 1999, approximately 78 percent of North Carolina adults eat out at least once a week, and 70 percent of those surveyed said they would like more low-fat options when eating out.

**Who** The *N.C. Winner's Circle Program* creates opportunities for consumers to recognize and choose healthy food and beverage options through item labeling. Consumers can trust the *Winner's Circle Program* to steer them to healthier options when eating away from home.

**How** The N.C. Division of Public Health coordinates the *N.C. Winner's Circle Program* as well as providing assistance to county partners implementing the program at the local level. N.C. Prevention Partners coordinates Winner's Circle regional and national contracts with vendors and food distributors, restaurant chains and other business food industry organizations.

Winner's Circle healthy choices are identified and promoted based on widely accepted nutritional criteria encouraging foods with nutrients that promote optimal health and prevent chronic diseases, i.e., fruits, vegetables, grains, beans, and calcium rich foods.

For more information regarding the  
NC Winner's Circle Program please visit  
[www.ncwinnerscircle.com](http://www.ncwinnerscircle.com)

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For more information regarding the  
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