

## 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

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## Why calories counting is not part of criteria.

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