



# Nutrifit Publishing

- 1) 66% of all U.S. adults are at least somewhat overweight as well as 17% of all children (National Health and Nutrition Examination Survey, 2003-2004).
- 2) Nearly two thirds of all adults want to lose 20 pounds (NPD Group, 2001) and about 33% are currently dieting (Calorie Control Council National Consumer Survey, 2004). That amounts to approximately 71 million adults.
- 3) An estimated \$30-50 billion dollars are spent each year (NEJM, 1998) on weight loss aids including diet books.
- 4) Over 100 healthy cookbooks are in print (Amazon.com, 2007), yet, each year, fewer people are eating at home.
- 5) While 27% of all meals and snacks were eaten away from home in 1995 (Economic Research Service/USDA), the USDA also reports that this amounted to 34% of all calories. The percentage of the US food dollars spent in restaurants has increased from 39% in 1980 to 47% in 2007 (National Restaurant Association).

6) The average American eats out 5 times a week (NPD). Breakdown by location (Economic Research Service/USDA):

Sources of Meals & Snacks	Percentage of Total
Fast-food restaurants	33%
Restaurants	19%
Schools	7%
Other Public Places	7%
Others	19%

- 7) Weight loss books are numerous, yet few dedicate more than a few pages to how to eat out healthfully - they often recommend that dieters avoid restaurants, though this does not appear to be happening.
- 8) Less than a dozen books on healthy dining are currently in print (Amazon.com search, 2007). Some are outdated by 10 years or cover only fast food. ***Dining Lean (2007) is the most comprehensive and up-to-date***, covering all types of restaurants, supermarket take-out, and movie theatre & ball field snacks.
- 9) The American Dietetics Association's Nutrition Trends Survey (1997) revealed that lack of time is one of the largest perceived barriers to eating well. Discovering ways to eat healthy in restaurants can save us time, calories, and fat.
- 10) ***Dining Lean*** provides nutritional information for nearly 70 chain restaurants plus thousands of other generic menu items found in independent restaurants, company cafeterias, movie theatres, amusement parks, etc.

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***Dining Lean - how to eat healthy when you're not at home*** by Joanne "Dr. Jo" Lichten, PhD, RD  
 ©2007, ISBN 1-880347-50-4, 6" X 9", \$19.95 trade paperback, 300 pgs incl. drawings, charts, & index.  
 Available in most bookstores, on-line bookstores, and [www.drjo.com](http://www.drjo.com). Wholesaler: Ingram

For More Information contact Dr. Jo: 770-973-6242 [drjo@drjo.com](mailto:drjo@drjo.com) [www.drjo.com](http://www.drjo.com)