

## For Your Business or Organization:

- Reach a growing target population in our county:
  - Customers who are seeking healthy alternatives and options.
  - Customers who are seeking fresh, farm to table ingredients.
- Free marketing and recognition:
  - Refreshed Dining brochures distributed within the community (hotels, local visitor attractions)
  - Mower Refreshed Website; Wellness Wednesday e-blasts (weekly)
  - Mower Refreshed Social Media Sources
  - Community events
  - Publications (county newspapers/chamber newsletter/Refreshed e-Newsletter)
  - Direct link from the Mower Refreshed website
- Collaboration and association with organizations who are actively seeking to better educate patients on where they can find healthy options in Mower County:
  - Hormel Institute
  - Mayo Clinic Health System - Austin Campus
  - Mower Refreshed
- Free materials to help promote and grow your Refreshed Dining experience:
  - Refreshed Dining Tip sheets, a window cling, and social sharing tools.
- Proudly state that your establishment is actively being a part of the solution and collaborating to change the culture in our county: not taking choices away but making healthy choices easier when people dine out.

## For Your Customers:

- Who will be better able to prevent or manage chronic health issues such as diabetes, cholesterol, blood pressure, obesity that impact everyday living as they enjoy dining out.
- Sends a positive message to customers that you want to support their healthy lifestyle with food options that allow them to enjoy dining out and manage health issues at the same time.
- Creates new dining options for citizens who want to eat healthier and desire to eat out.

## For Your Community:

- Increased number of community members seeking healthy options when dining out.
- Grow the conversation on creating a culture of health and placing value on wellness in our county.
- Increased support of local farmers = economic benefits for the entire community.
- Identified health needs of the community supported by providing options that meet dietary needs and support growing a community that looks and feels healthy.
- Improved overall understanding of eating well, and provide a learning opportunity for people to see different ways they can dine out AND incorporate healthy eating habits into their busy lifestyles.

