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Au Bon Pain puts focus on health, nutrition

BOSTON — Au Bon Pain has announced the 100-percent elimination of trans fats from its menu items, and the launch of a new Web site that provides in-depth nutrition information for consumers.

The updated Web site features a “Smart Menu,” where site visitors can search for foods that fit their specific dietary needs, build an entire Au Bon Pain meal and view the nutrition information for that combination of food choices. Users simply select a nutritional requirement to search by, such as low sodium or high fiber, and choose a category of Au Bon Pain products, such as soups, sandwiches or bakery.

The Smart Menu then displays the items in the selected category sorted by the nutritional requirement that the user selected, and users can add individual menu items to their virtual plate. The Smart Menu totals up the nutritional value of the items on the plate automatically, providing nutrition information such as net calories, carbohydrates, cholesterol, fiber, protein saturated fat and sodium. The Smart Menu also displays nutritional information for each individual item, as well as a list of ingredients.

The Web site’s Cafe Menu also provides the FDA Nutrition Facts panel for each restaurant menu item.

Prepared by

