



Conceiving Awareness on Food Habits and Developing Innovative Diet Food Restaurant

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| DEEPA.S | Assistant Professor, School of Management Studies, Vels University, Chennai |
| P.VIDYA | Assistant Professor, School of Management Studies, Vels University, Chennai |
| FRANCLIN DINESH KUMAR.P | Student, MBA - Logistics and Supply Chain Management, School of Management Studies, Vels University, Chennai |

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| ABSTRACT | <p>Entrepreneurship is an Art of converting Innovating ideas and thoughts into business to meet the customer needs and wants. Customization is the key in present business trend, which aids to fulfil the daunting demand of the customers in the competitive market. In the Restaurant business, dining is often about either the food or the experience, or both. However, the industry is seeing an entirely new breed of restaurants in which the foundation of the business itself is radically different. The consumer and public health concerns would come to drive more of a focus on a healthier diet. Hence, the needs for more aggressive innovation around a balanced menu offering healthier choices arise. In order to meet the demand of the specific targeted consumers with healthy and diet conscious needs, the innovation of healthy and diet food outlets and restaurants can come handy, which caters exclusively low calorie and low cholesterol food with high essential nutrients. Thus this concept of promoting entrepreneurship paves way for the rapid growth of future business trends in the Restaurants and Hotel Industry.</p> |
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| KEYWORDS | Food Habits, Innovation, Diet Food, Diet Food Restaurant |
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Introduction:

Unique Features of Healthy Diet Restaurant

1. Ambience

Ambience can create a good perception and awareness in the minds of customer by healthy menu cards, wall posters, calories counts and nectarine values of food in the restaurant menu.

2. Dietary Guidance: Clinical dietitians and others who provide dietary guidance are key players in the consumption sector of a sustainable food system and have the potential to influence patient and client food choices, thought patterns, food behaviors, and engagement in local and global food system issues[1].An Expert Dietician can be utilised to provide valuable health tips and to monitor the body mass index, measure body weight and cholesterol level, blood pressure count to suggest suitable food accordingly.

3. Diet Package for Customer

The customer can be provided with appropriate diet food schedule such as monthly, quarterly, half yearly so as to maintain a balanced daily food chart with cyclic food menu to the customer to consume. Thus the chef of the restaurant can ensure good quality, variety of food choices to be benefited.

4. Advanced Diet Food Menu

The diet food items in the menu are mentioned in the manner in which it gives a clear picture to the customer about the nutrient content in the food item, calorie content and total meal package as a whole.

SIGNIFICANCE OF DIET & HEALTHY FOOD

At times we get confused over what to eat and what not. We have been reading about health and care and healthy eating habits daily in newspapers, health magazines, online resources etc. Sometimes when you are hungry, you start eating a candy bar. After a few minutes you feel you are not feeling hungry now. It is the sugar in candy which does the wonders in your blood. It carries the energy contained in sugar to your brain. When brain receives energy, it didn't feel hungry.

When we have excess of sugar in our body, blood can't handle much of the sugar; it produces insulin a substance which clears the sugar from the blood. Insulin helps in getting rid of excess sugar, and in the end succeeds in its mission. When there is no sugar left in the body to produce energy and when it fails to supply the so called energy to brain, we started feeling hungry again.

There are a wide variety of foods which can be touted as a healthy one. For example, fibre, the role of fibre in our body is it keeps the bowel of a person working regularly and keeps large intestine in good health. It also provides other important nutrients also. Fibre can be found in whole meal, wholegrain rice, breakfast cereals, potatoes, pasta, beans, pulses and lentils etc.

Health benefits will be basic criteria to be followed to all the customers stepping into the restaurant rather than the taste, flavour and colour of the food. This can also be made as a open statement to the customers and itself will attract the health seeking group.

Healthy Diet to overcome Childhood obesity

Childhood obesity has been on the rise in the recent years. In many Asian countries, one in ten children is now overweight. The figure jumps to one in five children in some urban areas. About 1.2 billion people in the world are overweight and at least 300 million of them are obese, even though obesity is one of the 10 most preventable health risks, according to the

World Health Organization. No one likes being the odd one out. Unfortunately, an overweight and obese child often is. Research shows that in the sometimes cruel world of children, overweight and obese kids are more likely to be socially shunned than kids with other physical challenges. Add to that the fact that an obese child is more likely to be an

Obese adult - and subsequently faces higher risk. It is clear that obesity during childhood needs to be prevented.

The clear cut policy of the restaurant is to avoid the foods that will lead to obese in the plates of the children coming to the restaurant .A special care will be given to the kid and taught about the pros and cons of the bad fat in the special pedagogy method.

DIABETES & DIET FOOD

Diabetes is on the rise, yet most cases are preventable with healthy lifestyle changes. Some can even be reversed. Taking steps to prevent and control diabetes doesn't mean living in deprivation. While eating right is important, you don't have to give up sweets entirely or resign yourself to a lifetime of bland "health food". With these tips, you can still enjoy your favourite foods and take pleasure from your meals without feeling hungry.

In present scenario Doctor's tell how important it is to lose weight and transform your eating habits. But counting calories, measuring portion sizes, and following complicated food charts are way too hard.

We can make a big difference with healthy lifestyle changes. The most important thing you can do for your health is to lose weight—and you don't have to lose all your extra pounds to reap the benefits. Experts say that losing just 5% to 10% of your total weight can help you lower your blood sugar considerably, as well as lower your blood pressure and cholesterol levels. It's not too late to make a positive change, even if you've already developed diabetes. The bottom line is that you have more control over your health than you think.

Though the general public were aware of the problems caused by diabetes their taste buds will be lost control because of the spread they see in front of them. And they were ready to compensate the sugar levels by the medicine that they are already well versed. Again the restaurant takes the key steps to handle the sugar levels, by apt substitutes without much disturbing the taste. All that we expect is to take up the meal course offered without any hesitation.

Role of Diet on Diabetes

Eating right is vital if you're trying to prevent or control diabetes. While exercise is also important, what you eat has the biggest impact when it comes to weight loss. But what does eating right for diabetes mean? You may be surprised to hear that your nutritional needs are virtually the same everyone else: no special foods or complicated diets are necessary.

Carbohydrates have a big impact on your blood sugar levels—more so than fats and proteins—but you don't have to avoid them. You just need to be smart about what types of carbohydrates you eat. In general, it's best to limit highly refined carbohydrates like white bread, pasta, and rice, as well as soda, candy, and snack foods. Focus instead on high-fibre complex carbohydrates—also known as slow-release carbohydrates. Slow-release carbohydrates help keep blood sugar levels even because they are digested more slowly, thus preventing your body from producing too much insulin. They also provide lasting energy and help you stay full longer.

Choosing carbohydrates that are packed with fibre (and don't spike your blood sugar)

| Instead of... | Try these high-fibre options... |
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| White rice | Brown rice or wild rice |
| White potatoes (including fries and mashed potatoes) | Sweet potatoes, yams, winter squash, cauliflower mash |
| Regular pasta | Whole-wheat pasta |
| White bread | Whole-wheat or whole-grain bread |
| Sugary breakfast cereal | High-fibre breakfast cereal (Raisin Bran, etc.) |
| Instant oatmeal | Steel-cut oats or rolled oats |
| Cornflakes | Bran flakes |
| Corn | Peas or leafy greens |

FATS & DIET

Fats can be either helpful or harmful in your diet. People with diabetes are at higher risk for heart disease, so it is even more important to be smart about fats. Some fats are unhealthy and others have enormous health benefits. But all fats are high in calories, so you should always watch your portion sizes.

Unhealthy fats – The two most damaging fats are saturated fats and trans fats. Saturated fats are found mainly in animal products such as red meat, whole milk dairy products, and eggs. Trans fats, also called partially hydrogenated oils, are created by adding hydrogen to liquid vegetable oils to make them more solid and less likely to spoil—which is very good for food manufacturers, and very bad for you.

Healthy fats – The best fats are unsaturated fats, which come from plant and fish sources and are liquid at room temperature. Primary sources include olive oil, canola oil, nuts, and avocados. Also focus on omega-3 fatty acids, which fight inflammation and support brain and heart health.

CONCLUSION

Eating is considered as one of the most important parts of our everyday living. Without which we can't expect the life to exist. The foods we eat are the single source of energy and nutrition. Through the consumption of food we can get a glimpse of a person's lifestyle. Thus the evolution of healthy diet food restaurants aids to meet the vital need for the customers in present scenario. Customers can be taken immense care on monitoring with health diet chart, measurement of body mass index through which effective diet can be influenced to lead a healthy and secured life.

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