



WPI

EAT LESS FEEL BETTER

DEVIN DUARTE, RUPAK LAMSAL,
DEAN SCHIFILLITI, ABBEY TELISKA

PROBLEM

LARGER PORTION SIZES IN RESTAURANTS ARE
LEADING TO OVER CONSUMPTION ACROSS AMERICA

WHAT
WE SHOULD
EAT
PER DAY



2,200
CALORIES



3,380
CALORIES

WHAT
RESTAURANTS
WOULD FEED
US PER DAY



SOMETIMES LOOKS CAN BE DECEIVING

EFFECTS

MENUS OFFERING THE SMALLER MEAL PORTIONS
WITH POSTED CALORIES FOR BOTH SIZES WOULD
ENCOURAGE PEOPLE TO PURCHASE THE SMALLER SIZES

IN THE PAST 20 YEARS...



SOFT DRINKS
HAVE GROWN
52%



A PLATE OF
MEXICAN FOOD IS
**27%
BIGGER**

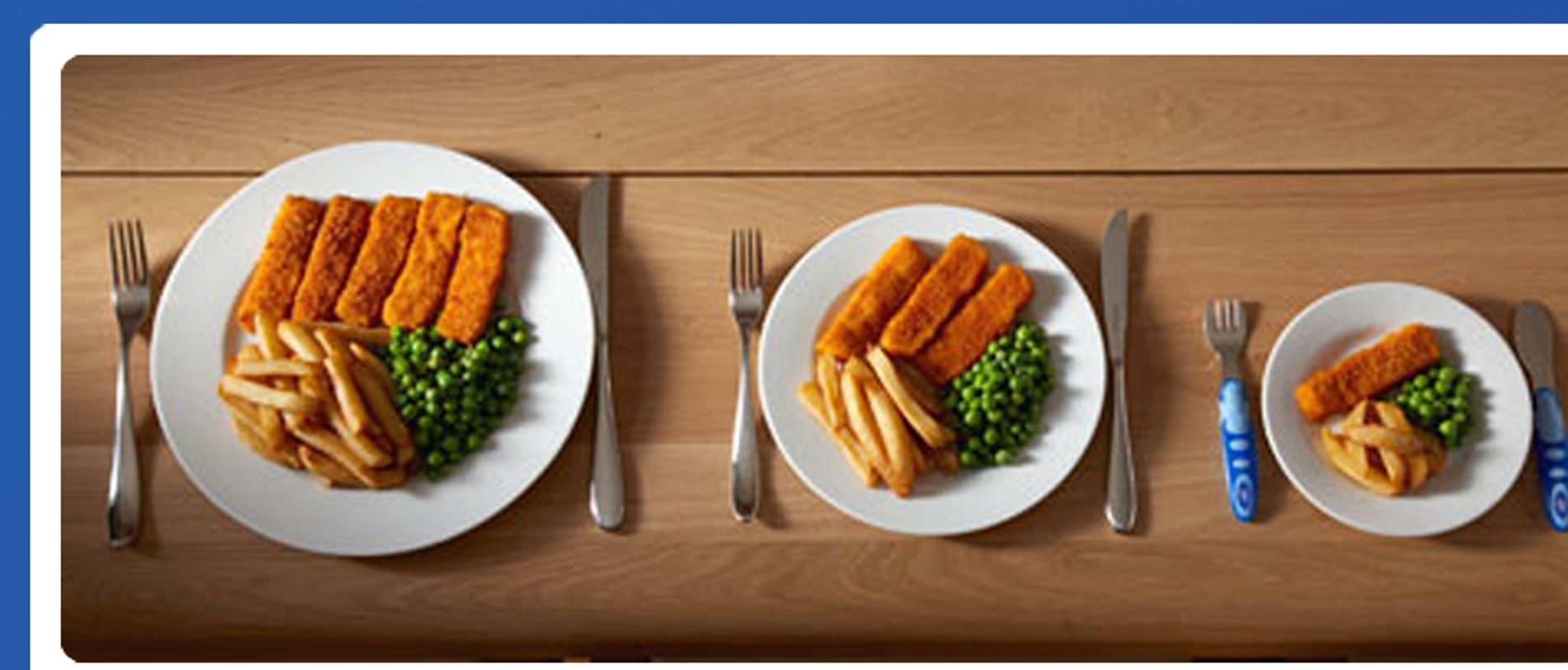


HAMBURGERS
HAVE EXPANDED
23%

SOLUTION AND APPROACH

CREATING A GUIDE FOR RESTAURANTS TO
FOLLOW THAT WILL ADD SMALLER PORTIONS
WITHOUT REDUCING THEIR PROFITS

AVERAGE PLATES



AMERICAN RESTAURANTS AMERICAN HOMES EUROPEAN HOMES

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