#dessertworthy

Mission Statement: #dessertworthy is a social media movement to empower individuals to make healthier lifestyle choices and to be mindful of their dessert and sugar indulgences.

Why does #dessertworthy matter?

Dessert is being consumed by adults and children at an alarming rate, resulting in troubling health issues, including Type 2 diabetes and obesity. Compelled to take action, award-winning pastry chef Emily Luchetti launched #dessertworthy in July 2014 to raise awareness about sugar-laden processed foods and to encourage saving desserts for a treat, not a daily occurrence. Ms. Luchetti, Chief Pastry Officer at Big Night Restaurant Group and Board Chairman of the James Beard Foundation, aims to spread the mission of #dessertworthy nationwide by 2016.

The Movement

Conversations and digital communities are formed and captured through #dessertworthy discussions on social media platforms, such as Twitter, Facebook and Instagram. #dessertworthy seeks to create a supportive forum to make real-life impact in the way people manage but still enjoy their sweets and strive to maintain a healthier lifestyle.

#dessertworthy Manifesto

1. To return dessert to its origin, which is to be consumed as an occasional treat and not an everyday indulgence.
2. To build and consistently engage a community of digital supporters that are making active attempts to sweeten life with healthy intentions.
3. To raise awareness that consumers should be picky about their dessert intake. Enjoy dessert in moderation and/or earn sweet treats by combining them with healthy eating and fitness.
4. To increase consumer knowledge of hidden sugars in processed foods.
5. To be a resource for maintaining a #dessertworthy lifestyle through tips and reinforcements on digital communities.

Get Involved

"**Action Takers**" are choosing to make smarter, more informed, choices of how they view and manage their health.

"**Advocates**" are sharing their lifestyle successes and struggles through #dessertworthy online forums and any efforts they have made in addressing food policy issues on a local or larger scale.

"**Reinforcers**" are supporting the efforts and empathizing with the struggles of those who are trying to be more mindful of their diet and managing their health.

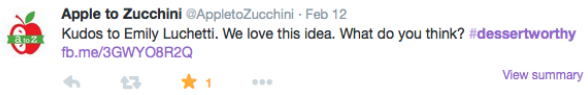
Join the Movement

Follow and join the #dessertworthy discussions online through the following platforms:

Twitter: @dessertworthy
Pinterest: dessert_worthy
Instagram: @dessertworthymovement
Facebook: facebook.com/dessertworthymovement
Press: LA Times, Huffington Post, James Beard Foundation Food Conference
Website: dessertworthy.com to be launched this summer

Examples of our supporters joining #dessertworthy conversations.
Share your #dessertworthy lifestyle posts with our community.

TWITTER



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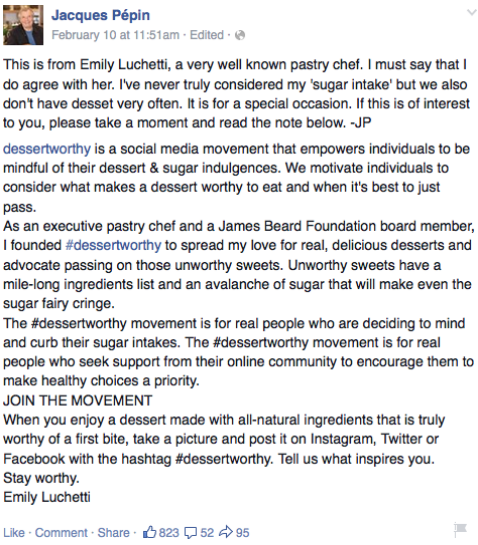
FACEBOOK