



## Technomic Finds Restaurant Users Favor NYC Trans Fat Ban

2006-12-13

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Technomic, Inc. has found that 63% of restaurant goers nationally support New York City's ban on restaurant use of trans fats.

Further, the firm's latest research shows that 70% or more of these consumers believe that foods served in restaurants contribute significantly to serious medical conditions and that a sizeable percentage favors bans on other types of restaurant foods.

'Almost all consumers now recognize that obesity, diabetes, high blood pressure and heart disease are public health crises,' says Bob Goldin, Executive Vice President of Technomic. 'It appears that a fairly large and growing number of them are looking for increased government regulation of the restaurant industry.'

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

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