

Steak n Shake Converts to Zero Trans Fat Frying Oils In All Restaurants

2007-05-30

Move is part of longer term initiative to make all offerings zero trans

The Steak n Shake Company (NYSE:SNS) is now using frying oil with 0 grams trans fat per serving in all 478 restaurants throughout 19 states.

"As one of America's oldest restaurant chains, Steak n Shake is dedicated to serving our loyal customers with the same great taste they have come to expect while working to eliminate added trans fats," said Steak n Shake's Chief Marketing Officer Steven Schiller.

Steak n Shake's long term plan is to remove added trans fats from the menu wherever possible. In the coming months, Steak n Shake will continue to identify options for food products that are made without added trans fats.

"Incorporating frying oil with 0 grams trans fat is one step in a series of initiatives to respond to growing concerns about health and healthy eating in the U.S.," Schiller said.

The Steak n Shake menu currently includes many food items that have 0 grams trans fat such as its namesake Steakburgers and Milk Shakes. Nutritional information for all Steak n Shake menu items can be found in the online nutritional guide at <http://www.steaknshake.com/>. Updated nutritional information showing trans fat and sugar content will be added to the web site during August 2007.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article27767.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html