**Sugar Monitor House - Introduction**

Sugar Monitor House is a new healthy food restaurant that mainly serves diabetic friendly foods. Its main ingredients are whole wheat, multigrain and brown rice. There are also herbs that can help lower your blood sugars in your meals. According to American Diabetes Association, there are 25.8 million (about 8.3% of the population) children and adults are diabetics in America. There are also 79 millions of the population is prediabetes, and that is about 25.4% of the population. (<http://www.diabetes.org/diabetes-basics/diabetes-statistics/>) Sugar Monitor House is a good restaurant for both of the diabetic as well as the prediabetic customers. The foods are good for diabetes customers, it is even better for the regular customers. It also has a side menu for healthy friends who can have regular diets.

When the restaurant owner, Eunice Fang was pregnant with her daughter five years ago, her doctor diagnosed that she has Gestational diabetes. Gestational diabetes occurs in many women like Eunice, and this kind of diabetes onsets when women are around five months pregnant. Some of them are lucky to become normal again after the babies are born. There are some women are not as lucky as the others, and they will become type 2 diabetes for the rest of their lives. Eunice is one of the unlucky one. She never knows eating can be so difficult and stressful. Every meal she has, she has to perk her fingers to check for the blood sugar level and inject Insulin into her stomach before she could have her meals. She is afraid to go out with her friends because there are not many choices for her to eat out there. Most of the restaurants add some sugar in their foods.

According to her own life experience, she feels that the people who are in her situation need a new kind of restaurant that can serve people who have diabetes. Here comes the Sugar Monitor House. It will be located in Serramonte Mall, Daly City. It will be serving foods to the shoppers in the mall, as well as the businesses around Serramonte, such as Secton Medical Center. She believes that there will be all kind of people shop in the mall, such as pregnant women and families who have diabetic histories. If the healthy foods are available for these people, they will come eat in the restaurant after they have done their shopping. Based on the fact that even youth in their early 20’s can develop diabetes, Sugar Monitor House will also outreach to Daly City Youth Health Center and Westmoor High School to give the restaurant a societal marketing orientation. We strive to bring healthy eating to everyone. The followings are our marketing plans for our Sugar Monitor House.

**Mission Statement**

Sugar Monitor House’s mission is “Eat healthy, every meal, and every day for a better tomorrow.”