

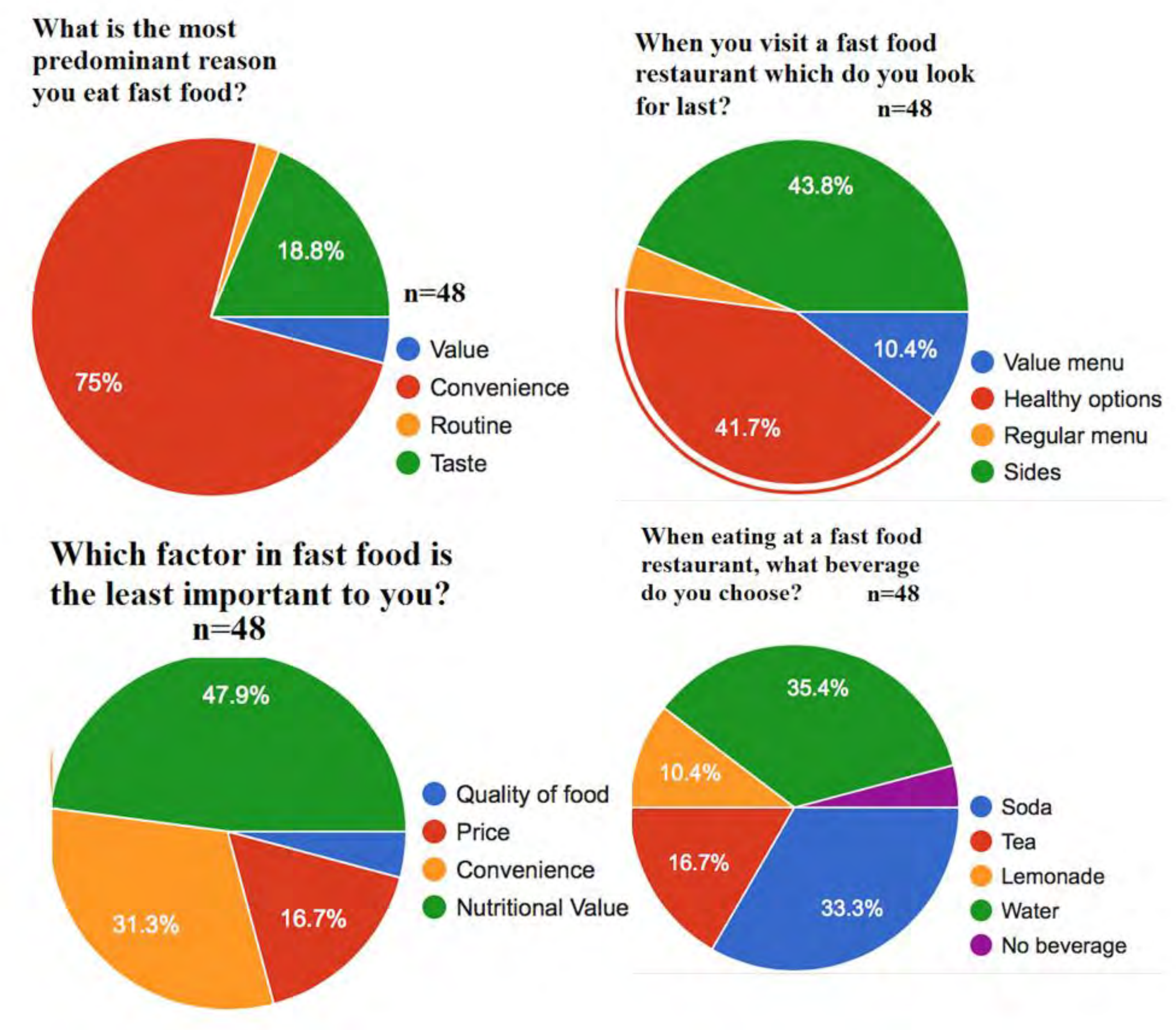
# Nutrition of Fast Food

## Abstract:

Fast food has become increasingly popular not only for its quick service, but also for the economic savings it provides. This research sought to accurately and effectively obtain information about fast food nutrition along with individuals' perceptions about the health benefits/risks compared to economic savings associated with it. During the research, several unwarranted factors became evident.

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## Is there a nutritional difference between the regular menu and the value menu at fast food restaurants?



References: Hwang, J., & Cranage, D. A. (2015). College Students' Health Perceptions of Individual Fast Food Menu Items According to Nutrition Knowledge and Health Consciousness. *Journal Of Foodservice Business Research*, 18(5), 520-535.  
doi:10.1080/15378020.2015.1093584

## Methods:

- Historical evaluation value menu
- Content examination of specific nutritional values in foods
- Consultation with nutritional professional
- Survey of price vs. health factors

## Conclusion:

Results showed that regardless of a nutritional difference between the menus, individuals tend to be more concerned with price rather than nutritional value. Suggestions for the field include research into the cost of production for the fast food industry and its correlation to nutritional value.