



**BEST OF
2009**

Selected Winning Entries
from the
2009 Whole Grains Challenge

www.WholeGrainsCouncil.org



Featuring Workplace winner **Cafe Target (Bon Appetit)**,
Lodging/Catering winner **Canyon Ranch**, and
Family/Casual winner **The Pump Energy Food**.

The 2009 Whole Grains Challenge

The Whole Grains Challenge rewards restaurants and foodservice establishments for offering at least one healthy and delicious whole grain option on their menus at all times. The annual competition, run by the Whole Grains Council (WholeGrainsCouncil.org), offers awards in ten different categories, from Fine Dining through Workplaces to Schools.

We started this awards program in 2007, and each year the competition gets tougher. Now it's no longer enough to serve one whole grain choice. The top winners serve a range of whole grain options, and bolster their entries by educating their diners about whole grains in colorful and fun ways. We thought you'd like to see some of these materials.

This PDF includes excerpts from three of our 2009 winners:

Workplace Winner: Café Target

From the massive bowls of whole grains at the salad bar and special Target Wellness Wednesday menus, to table tents and full-page signs touting the full flavor of whole grains... Café Target at Target headquarters in Minneapolis wowed us with their entry. In addition to their Food For Your Well Being week-long healthy food promotion (featuring whole grains, in September, for Whole Grains Month), Bon Appétit's management of Café Target included a month-long whole grains theme (also in September) and October menu specials such as buckwheat pancakes, free-range turkey and barley burgers, vegetable beef soup with faro, and toasted coconut-banana-cashew brown basmati rice.

Catering and Lodging Winner: Canyon Ranch

Well known for its innovative and holistic approach to health and wellness, Canyon Ranch has long emphasized nutritional intelligence and engaged eating. Each menu option is a balanced plate of vegetables, protein, healthy fats, and of course, whole grains. Guests receive full nutrition information packets detailing Canyon Ranch's nutrition philosophy, priming them for delectable options such as red coconut curry vegetables with brown rice, oatmeal brulee, wild rice crepes, or quinoa and endive salad.

Fast Casual / Family Dining Winner: The Pump Energy Food


With 6 locations in New York City, this small chain bases their menu on simple, fresh ingredients and healthful preparation. Serving whole grains is a critical component of their nutrition philosophy, which means long grain brown rice, whole wheat wraps, whole wheat pastas, and home-baked whole wheat pita chips aren't just options – they're the only grain options!

Want to know more about the Whole Grains Challenge or the Whole Grains Council? Contact Kara Berrini at 617.896.4880 or kberrini@oldwayspt.org.

food for your well being

whole grains

Full of Flavor and Fiber



Whole grains are powerhouses of vitamins, minerals and dietary fiber, and are much more nutritious than their refined counterparts. All grains actually start out as "whole" grains, but many of them are then highly processed which removes much of their nutritional value. However, when the bran and the germ parts of the grain are retained, the whole grains are packed with nutrition as well as flavor.


Dietary fiber, which is found in the bran of whole grains, helps to promote digestive and cardiovascular health, and studies have shown that consuming whole grains as part of a well balanced diet may help reduce the risk of heart disease and diabetes ^{1,2}.

At Bon Appétit cafés, we make it easy for you to select from a wide variety of whole grain foods at every meal. Brown rice and whole grain breads are always available, and our chefs regularly prepare creative menu options that showcase whole grains in exciting and flavorful ways, including quinoa, bulgur, amaranth and wheat berries.

We do this for your well being.

SOURCES

1. Nettleton JA, et al. Incident Heart Failure is Associated with Lower Whole-Grain Intake and Greater High-Fat Dairy and Egg Intake in the Atherosclerosis Risk in Communities (ARIC) Study. *J Am Diet Assoc.* 2008; 108:1881-1887.
2. Nettleton JA, et al. Dietary patterns and risk of incident type 2 diabetes in the Multi-Ethnic Study of Atherosclerosis (MESA). *Diabetes Care.* 2008; 31(9):1777-82.



Visit www.CircleofResponsibility.com for more information about whole grains, and for this month's Well Being Challenge.

Café Target/Bon Appétit Promo Materials

Hours of Operation:

Coffee Express: 6:30am - 5:00pm
 Breakfast: 7:00am - 9:30am
 Lunch: 11:15am - 1:15pm
 Grill: 11:15am - 2:00pm

General Manager: Jim Klein 612-761-5988
 Executive Chef: Chris Lamkin 612-761-1302
 Operations/Catering Manager: Kathy Vik 612-761-7291



Featured Brands

IB: In Balance LF: Low Fat (O): Organic
 V: Vegetarian VE: Vegan
 W: Wellness FF: Farm to Fork
 LC: Low Calorie SA: Seafood Awareness
 Visit us Online
<http://www.cafebonappetit.com/target/default.asp>



Look for these icons on the signage throughout the café. To learn more about Circle of Responsibility, please visit <http://www.circleofresponsibility.com>

Weekly Specials

| | | |
|--|--|--------|
| Pizza | | |
| Corned Beef Rubeen | | \$2.85 |
| Calzone | | |
| BBQ Chicken, Smoked Gouda, Red Onion, Cilantro | | \$4.00 |
| Vegetarian Soup of the Week | | |
| Viking Purple Pride with Purple Potatoes, Purple Carrots, Purple Peppers, Purple Kale and Purple Cabbage (V)(FF) | | \$2.50 |
| Wellness Stockpot Soup with Whole Grains | | |
| Red Curry Pork with Tomatoes, Lentils, Baby Garbanzo Beans, Asian Greens, Coconut Milk and Cashews | | \$2.50 |
| Quesadillas | | |
| Cheddarjack and Manchego Cheese (V) | | \$3.40 |
| Chicken with Cheddarjack and Manchego | | \$3.75 |
| Chicken with Peppers, Onions and Cheddarjack | | \$3.75 |

From the Grill

| | |
|--|--------|
| * Italian Sausage with Marinara, Mozzarella and Provolone on a Ciabatta Roll | \$3.75 |
| * Archer Farms Chicken Tender Fritters, Applewood Bacon and Wisconsin Cheddar on a Kaiser Roll | \$3.75 |
| * Steak Sandwich with Grilled Sutton and Dodge Flank Steak, Lettuce, Tomato, Red Onion, Provolone and Basil Mayo on French Bread | \$3.75 |
| * Cheddar, Swiss and Provolone on Grilled, Thick-Cut Pullman Bread (V) | \$3.40 |

Check Out the Taqueria Bar!!! Tacos, Burritos, Tortas and Taco Salads all made Your Way with Your Choice from a Variety of Fresh Meats and Toppings

\$4.95

Monday

| | | |
|--------------------|---|-----------------|
| Breakfast | Breakfast Pizza with Bacon, Sausage and Ham | \$3.20 |
| Soup Tureen | Tatonka, Local Pumpkin, Butternut Squash and Maple Roasted Pears (FF) | \$2.50 |
| Chef's Fare | Grilled Sutton and Dodge Flank Steak with Heirloom Bean Chili, Whole Wheat Spaghetti, White Cheddar, Cilantro-Lime Sour Cream, Guacamole and Jalapeno Cornbread | \$5.50 |
| Carvery | Baked Potato Bar with Cheese Sauce, Sour Cream, Bacon, Broccoli, Cheddar, Cottage Cheese & More..... | \$3.95 |
| Chop Stix | Asian BBQ Chicken with Brown Rice and Zesty Broccoli Slaw | \$5.50 |
| Wraps | Beef and Lamb Gyro with Spicy Feta, Pepper Rings, Calamata Olives, Red Onion, Sun-Dried Tomatoes, Spinach and Cucumber-Yogurt Sauce | 1/2 Wrap \$3.25 |
| Healthy | Jerk Pork Tenderloin with Mango Salsa, Black Bean Patty and Local Sweet Corn with Heirloom Peppers (LC)(IB) | \$4.90 |

Tuesday

| | | |
|--------------------|---|------------------------|
| Breakfast | Breakfast Burrito with Chorizo, Egg, Tri-Color Peppers, Potatoes and Cheddar | \$3.20 |
| Soup | LuAnn's Chicken Noodle | Cup \$1.85 Bowl \$2.50 |
| Chef's Fare | "South Philly" Roasted Pork Loin Sandwich with Provolone, Roasted Red Peppers, Sautéed Broccoli Rabe and Roasted Garlic Mayo on an Onion Roll with Battered Onion Rings | \$5.50 |
| Carvery | Ferndale Market Turkey Breast, Roasted Garlic Mashed Potatoes, Pan Gravy and Sautéed Mixed Vegetables (FF) | \$5.50 |
| Chop Stix | Ginger-Teriyaki Tenderloin Steak, Baked Sweet Potato with Orange Butter and Local Bok Choy and Napa with Cashews | \$5.50 |
| Wraps | Peppadew Spiced Chicken Breast, Shredded Cheddar, Yellow Tomato, Local Spinach and Peppadew Mustard Spread (FF) | 1/2 Wrap \$3.25 |
| Healthy | Roasted Vegetable and Whole Wheat Penne Pasta with Parmesan-Basil Alfredo Sauce (V)(LC) | \$4.90 |

Target Wellness Wednesday

| | | |
|--------------------|--|------------------------|
| Breakfast | Buckwheat Pancakes with Strawberry Yogurt and Housemade Granola (V)(W) | \$3.20 |
| Soup Tureen | Salmon Chowder with Potatoes, Cauliflower and Tarragon (SA)(W) | Cup \$1.85 Bowl \$2.50 |
| Chef's Fare | Ancho Chili Marinated Turkey Tenderloin Salad with Mixed Greens, Red Onions, Peaches, Gorgonzola, Toasted Pecans and Poblano-Buttermilk Dressing (W) | \$5.50 |
| Carvery | Roast Pork Loin with Blackberries, Wild Rice with Almonds and Local Lacinato Kale (FF)(W) | \$5.50 |
| Chop Stix | Baked Vegetarian Egg Foo Young with Hoisin Sauce, Red Rice-Rye-Barley Blend, and Steamed Broccolini (V)(W) | \$5.50 |
| Wraps | Grilled Italian Chicken, Rosemary Cannellini Beans, Roma Tomatoes, Chopped Romaine Hearts, Shredded Parmesan and Archer Farms Garlic-Asiago Dressing | 1/2 Wrap \$3.25 |
| Healthy | Wild Caught Shrimp Salad Lettuce Wrap with Cucumbers, Radish and Dill, served with Baked Sweet Potato Fries (LC)(SA) | \$4.90 |

"Oktoberfest" Thursday

| | | |
|--------------------|---|------------------------|
| Breakfast | Corned Beef Hash with Pickles and Two Poached Eggs | \$3.20 |
| Soup Tureen | Duck Breast with Cabbage and Spaetzle (FF) | Cup \$1.85 Bowl \$2.50 |
| Chef's Fare | Summit Oktoberfest Simmered Venison Bratwurst with Sauerkraut and Brewers Mustard on a Pretzel Roll, served with German Potato Salad and Roasted Brussel Sprouts with Root Vegetables | \$5.50 |
| Carvery | Grass Run Farms Chuck Sauerbraten with Onions, Carrots and Celery, Butterball Potatoes and Gingersnap Gravy | \$5.50 |
| Chop Stix | Ferndale Market Free Range Ground Turkey and Barley Burger with Riesling Apples, Winterbor Kale and Lingonberry Sour Cream on a Pumpnickel Bun, with Microbrew Fries (FF) | \$5.50 |
| Wraps | Black Forest Ham, Muenster Cheese, Roasted Wild Mushrooms, Shredded Rainbow Chard and Sun-Dried Cherry Dressing (FF) | 1/2 Wrap \$3.25 |
| Healthy | Wild Caught Salmon with Seven Herb Sauce, Black Barley Pilaf and Pickled White Asparagus (LC)(SA) | \$4.90 |

Friday

| | | |
|--------------------|---|------------------------|
| Breakfast | Buttermilk Biscuits and Country Sausage Gravy | \$3.20 |
| Soup Tureen | Vegetable Beef with Farro (FF)(IB) | Cup \$1.85 Bowl \$2.50 |
| Chef's Fare | Creole Salmon Croquette with Piquant Crayfish Sauce, Ham-Hock Stewed Black Eyed Peas and Local Collard Greens (FF) | \$5.50 |
| Carvery | Grilled Sutton and Dodge Flank Steak with Tomato-Jam Mashed Potatoes with Leeks and Steamed Cauliflower (FF) | \$5.50 |
| Chop Stix | Thai Peanut Chicken and Broccoli Stir-Fry with Whole Grain Jasmine Rice (IB) | \$5.50 |
| Wraps | Archer Farms Angus Roast Beef, Brown Sugar Ham, Honey Roasted Turkey, Havarti, Shredded Lettuce, Tomato and Sandwich Spread | 1/2 Wrap \$3.25 |
| Healthy | Moroccan Lamb, Butternut Squash, Tomato and Spinach Stew with Cilantro Cous Cous (LC)(FF) | \$4.90 |

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 Visit us Online!
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Weekly Specials

| | | |
|---|--|--------|
| Pizza | | |
| Grilled Steak, Applewood Bacon and Cheddar | | \$2.85 |
| Calzone | | |
| Five Cheese Ziti with Tomato and Spinach (V) | | \$4.00 |
| Vegetarian Soup of the Week | | |
| Kasha Vegetable with Carrots, Celery, Cabbage, Tomatoes, Green Beans and Peas (V)(W) | | \$2.50 |
| Wellness Stockpot Soup with Whole Grains | | |
| Hidden Stream Farms 4H Goat with Curry, Whole Wheat Cous Cous, Baby Garbanzo Beans and Red Quinoa | | \$2.50 |
| Quesadillas | | |
| Cheddarjack and Manchego Cheese (V) | | \$3.40 |
| Chicken with Cheddarjack and Manchego | | \$3.75 |
| Chicken with Peppers, Onions and Cheddarjack | | \$3.75 |

From the Grill

| | | |
|---|--|--------|
| ▪ Crabcake, Applewood Bacon, Smoked Mozzarella and Remoulade on a Kaiser Roll | | \$3.75 |
| ▪ Archer Farms Honey Roasted Turkey, Apple-Cinnamon Monterrey Jack and Coleslaw on a Poppyseed Bun | | \$3.75 |
| ▪ Buffalo Burger with Cranberry-Muenster Cheese and Caramelized Red and White Cippolini on a Multigrain Bun | | \$3.75 |
| ▪ Cheddar, Swiss and Provolone on Grilled, Thick-Cut Pullman Bread (V) | | \$3.40 |

Check Out the Taqueria Bar!!! Tacos, Burritos, Tortas and Taco Salads all made Your Way with Your Choice from a Variety of Fresh Meats and Toppings \$4.95

Monday

| | | | |
|--------------------|---|----------|--------|
| Breakfast | Breakfast Pizza with Bacon, Sausage and Ham | | \$3.20 |
| Soup Tureen | Smoked Ham with Sweet Runner Beans and Giant White Pasole (W) | | \$2.50 |
| Chef's Fare | Creole Sutton and Dodge Flank Steak with Nawlins Red Gravy, Tasso Loaded Mashed Potatoes and Roasted Green Beans | | \$5.50 |
| Carvery | Baked Potato Bar with Cheese Sauce, Sour Cream, Bacon, Broccoli, Cheddar, Cottage Cheese & More.... | | \$3.95 |
| Chop Stix | Kung Pao Chicken with Local Greens and Cashews over Whole Wheat Grano with Confetti Vegetables (IB)(FF) | | \$5.50 |
| Wraps | Club Wrap with Archer Farms Brown Sugar Ham, Honey Roasted Turkey, Applewood Bacon, Cheddarjack, Shredded Lettuce, Tomato and Buttermilk Ranch | 1/2 Wrap | \$3.25 |
| Healthy | Ferndale Market Free Range Ground Turkey, Black Bean and Corn Tostada with Queso Fresco, Peppers and Onions, Shredded Lettuce, Fat Free Sour Cream and Fresh Salsa (LC)(FF) | | \$4.90 |

Tuesday

| | | | |
|--------------------|---|------------|-------------|
| Breakfast | Breakfast Burrito with Chorizo, Egg, Tri-Color Peppers, Potatoes and Cheddar | | \$3.20 |
| Soup | Andouille, Black Eyed Peas and Mustard Greens | Cup \$1.85 | Bowl \$2.50 |
| Chef's Fare | Italian Marinated Grilled Chicken, Whole Wheat Penne with Rustic Putanesca Sauce, and Steamed Broccoli (IB) | | \$5.50 |
| Carvery | Ferndale Market Turkey Breast, Buttermilk Mashed Local Salem White Potatoes, Pan Gravy and Mixed Fall Vegetables (FF) | | \$5.50 |
| Chop Stix | Szechuan Beef and Broccoli with Baby Corn, Local Red Pepper, Bok Choy and Daikon and Brown Rice (IB) | | \$5.50 |
| Wraps | Archer Farms Chicken Tender Fritters with Swiss, Tomato, Cucumber, Spinach and Honey-Mustard Dressing | 1/2 Wrap | \$3.25 |
| Healthy | Pancetta Bacon, Roasted Red Bell Peppers, Leeks, Cage-Free Eggs and Stickney Hill Goat Cheese Frittata, with Oven Brownd Potato Wedges (LC)(FF) | | \$4.90 |

Target Wellness Wednesday

| | | | |
|--------------------|--|------------|-------------|
| Breakfast | Buckwheat Pancakes with Golden Flax Millet, and Brown Teff, Westby Yogurt and Pomegranate Seeds (V)(W) | | \$3.20 |
| Soup Tureen | Tomato-Basil (VE) Ferndale Market Free Range Turkey Tenderloin with Local Apple-Blueberry Butter, Rice-Rye-Barley Blend and Maple Roasted Local Rainbow Carrots with Pecans (W)(IB) | Cup \$1.85 | Bowl \$2.50 |
| Chef's Fare | Roast Pork Loin with Blackberries, Wild Rice with Almonds and Local Lacinato Kale (FF)(W) | | \$5.50 |
| Carvery | Chicken Tikka Masala Marinated in Yogurt and Spice with a Tomato-Cardamom Sauce, Himalayan Red Rice and Patty Pan Squash (W)(LC) | | \$5.50 |
| Chop Stix | Honey Glazed Chicken with Roasted Peaches, Ama Bleu Cheese, Wild Rice, Watercress, Smoked Almonds and Blood Orange Vinaigrette (W)(LC) | 1/2 Wrap | \$3.25 |
| Healthy | Prosciutto and Tri-Color Cheese Tortellini with Broccoli, Cauliflower, Yellow Squash, Roasted Tomatoes, Garlic, Basil and Parmesan (LC) | | \$4.90 |

Thursday

| | | | |
|--------------------|--|------------|-------------|
| Breakfast | Archer Farms Brown Sugar Ham, Stilton and Double Gloucester Cheese Omelet with Caramelized Candy Onions | | \$3.20 |
| Soup Tureen | Lemon Chicken and Broccoli Parmesan-Panko Crusted Chicken Breast atop Mixed Greens with Canadian Bacon, Grilled Asparagus, Archer Farms Havarti, Hard Boiled Egg, Grape Tomato and Roasted Red Pepper Vinaigrette | Cup \$1.85 | Bowl \$2.50 |
| Chef's Fare | Cranberry-Glazed Wild Caught Alaskan Sockeye Salmon with Whole Grain Kamut Pilaf and Local Red Cabbage (W)(LC) | | \$5.50 |
| Carvery | Moo Shu Pork with Local Napa Cabbage, Bean Sprouts, Bamboo Shoots, Shiitake Mushrooms, Scallions and Hoisin, with Pancakes and Egg Fried Brown Rice (IB) | | \$5.50 |
| Chop Stix | Grilled Portobello, Eggplant, Sweet Bell Peppers and Zucchini with Local Beauty Heart Radishes, Broccoli Slaw, Boursin Cheese and Fat-Free Raspberry Vinaigrette (V)(LF) | 1/2 Wrap | \$3.25 |
| Healthy | Sirloin Tip Pot Roast with Fall Root Vegetables Heirloom Potatoes and Swiss Chard over Whole Grain Farro (LC)(FF) | | \$4.90 |

Friday

| | | | |
|--------------------|---|------------|-------------|
| Breakfast | Buttermilk Biscuits and Country Sausage Gravy | | \$3.20 |
| Soup Tureen | Salmon Chowder with Corn and Potatoes (SA) | Cup \$1.85 | Bowl \$2.50 |
| Chef's Fare | Spicy Mango Glazed Hidden Stream Farms Pork Belly on Toasted Hawaiian Bread with Whipped Yams and Cider Braised Local Red Cabbage (FF) | | \$5.50 |
| Carvery | Comed Beef Brisket with Sun-Dried Cherry-Cracked Mustard Sauce, Boiled Kerr's Pink Potatoes with Celeriac, and Roasted Brussel Sprouts (FF) | | \$5.50 |
| Chop Stix | Cornmeal Dusted Canadian Walleye atop Sweet and Sour Pea Pods, Carrots, Red Pepper, Waterchestrnuts and Buckwheat Soba Noodles (SA)(IB) | | \$5.50 |
| Wraps | Archer Farms Angus Roast Beef, Horseradish Cheddar, Roasted Red Pepper, Fennel, Arugula and Balsamic Vinaigrette | 1/2 Wrap | \$3.25 |
| Healthy | Pesto Chicken Pizza with Spinach, Artichoke, White Bean Spread and Asiago on a Whole Wheat Crust (LC)(W) | | \$4.90 |



“Grain Bar” at Café Target

As you can see above, Café Target’s Grain Bar offers farro, brown basmati rice, wild rice, wheat berries, quinoa, Kamut®, black barley, and a wealth of other healthy choices each day. A grain bar like this allows everyone to experiment, and get acquainted with different whole grain options.

Whole Grains Challenge entrants are encouraged to document their efforts with photos. 2007 University winner Virginia Tech sent us photos of their mountain bike giveaway promoting whole grains, and images of the “Colonel Grain Wants YOU!” posters they developed. 2008 Schools winner Chartwells / Newtown CT Schools submitted photos of a wonderfully creative Whole Grain Relay Race run during the school’s field day.

It’s not too early to start thinking of creative ideas for the *next* Whole Grains Challenge, occurring in October 2010.

On following pages: Excerpts from Canyon Ranch and Pump Energy Food’s 2009 Whole Grains Challenge entries.



What is Nutritional Intelligence?

It is the Canyon Ranch philosophy that integrates practical food and nutrition knowledge with an understanding of yourself. Developing your nutritional intelligence can lead to long-term eating strategies that meet your unique needs.

GUIDING PRINCIPLES OF NUTRITIONAL INTELLIGENCE

Honor Your Individuality

- **Your nutritional needs are your own.**

Many factors influence nutrient requirements — genetics, medical history, health status, eating preferences, lifestyle and more.

- **Evaluate and acknowledge your relationship with food.**

Your eating experiences are closely connected with your ability to make food choices that reflect your individuality. Evaluate and acknowledge the varied roles food and eating play in your life. It may be necessary for you to create new connections with food that are personally effective.

Practice Engaged Eating

- **Enjoy the sensual and social aspects of eating.**

Maximize your enjoyment of food by indulging your preferences for flavor and texture, and by treasuring the social pleasures of the table. Eat slowly, chew thoroughly and savor the sensual experience that eating can be. Include pleasant conversation and create meaningful meal-time rituals. Eating should be a joyful experience that engages your physical and emotional senses. The ritual of a meal shared with family or friends should both nourish your body and nurture your soul.

- **Eat to gently satisfy your appetite.**

Learn to moderate your portions and increase your appreciation of meals by eating with mindful awareness and attention to your physical appetite. Eat when you are hungry and stop when you are comfortably satisfied, but not over-full. The enjoyment of your meal is not necessarily dependent upon the quantity of your meal.

Planning For Success

- **Begin by assessing personal needs or goals.**

What would you like to change about your current eating style? Identify existing eating behaviors that work well for you and those that do not. Congratulate yourself for every positive, healthy choice and decide how to change the less successful ones. A nutrition consultation can help identify your nutritional needs. A nutritionist can guide you toward the eating style that is best for you, derive nutritional meaning from lab tests, and evaluate types and amounts of supplements that may be important. A nutrition counselor will work with you to develop your healthiest relationship with food.

A balanced approach to eating energizes the body, stimulates the mind and enriches the spirit.

- **Establish a pattern of eating regularly.**

Nourish your body by eating regularly throughout the day to avoid extreme hunger. Plan to eat every three to five hours. Establish a pattern of breakfast, lunch, and dinner with an afternoon snack — especially if there is a long time between lunch and dinner. It's easy to forget to eat during a busy day, but regular meals may help you cope better with a demanding schedule and decrease the potential of over-eating in the evening.

- **Be mindful of portion sizes.**

Enjoy generous amounts of vegetables, and choose moderate portions of protein-rich food, starches, side dishes and fruit. Add moderate, but tasty, portions of healthy fats and oils. Learn to stop eating when your hunger is satisfied, and work on distinguishing between physical hunger and other reasons for eating such as stress, anxiety, boredom and emotional hunger. Start meals with a hot beverage or soup to take the edge off your appetite. Serve yourself smaller portions and then decide if you need more. Develop strategies for eating out — share entrees or order a salad and appetizer. Remember, you're more likely to be satisfied with reasonable portions if you don't let yourself become ravenously hungry between meals.

HOW TO EAT INTELLIGENTLY

Consider the Quality of Your Carbs

- **Eat 8 to 10 servings of vegetables and fruit daily.**

These foods have the most power to prevent disease. Make major improvements in your diet by finding at least three new ways to conveniently add vegetables and fruit to your daily routine. Consider adding fruit to your breakfast, enjoy a medium-to-large salad once a day, be sure that each meal includes vegetables and/or fruit, and always include fruit or vegetables in your afternoon snack. Finally, choose organic produce whenever possible to minimize pesticide exposure.

- **Emphasize whole grains and unrefined carbohydrates.**

Whole grains provide fiber, antioxidants, vitamins, minerals and other phytonutrients. They help stabilize blood sugar levels for several hours after eating, providing energy and appetite control. Other great carbohydrate sources include beans, sweet potatoes and whole wheat pasta cooked al dente. Try hummus and other bean spreads, lentil and pea soups, and vegetarian chili. Learn how to prepare whole grains like bulgur, quinoa, barley, and brown or wild rice. Make a point of trying a new whole-grain food every week.

- **Limit sugar in your diet and avoid artificial sweeteners.**

Savor the natural sweetness of whole foods such as fresh fruits, vegetables and nuts. If you must sweeten, go natural with small amounts of pure maple syrup, honey, brown rice syrup, black strap molasses or natural sugar. Choose fruit for dessert, and stir fresh fruit or all-fruit preserves into plain yogurt for a quick breakfast or snack. You can also flavor foods with cinnamon, vanilla or freshly grated nutmeg. Read labels to identify foods that are sweetened artificially, which may stimulate desire for extreme sweetness.

*All carbs are not created equal.
Consider the quality and the quantity.*

The type of fat
you consume
may have more
impact on your
health than
the amount.

Focus on Healthy Fats and Oils

Fat is an essential part of a healthy diet. Canyon Ranch recommends a range of 20 to 30 percent of calories from fat for most people, and an emphasis on those fats with a positive impact on health. In the last few decades we've learned a great deal about dietary fat, and many people have become frustrated by seemingly conflicting information. The latest word? The type of fat you consume may have more impact on your health than the amount.

- **Emphasize monounsaturated fats found in extra virgin olive oil, canola oil, avocados, olive and nuts.**

Dress your salads lightly with an olive oil vinaigrette, using a delicious variety of vinegars or citrus juices. Sauté vegetables in olive oil and garlic. Eat small amounts of nuts each day and add avocado slices to sandwiches and salads. Purchase organic, cold pressed oils and raw nuts and seeds. Store in the refrigerator. Use the lowest appropriate cooking temperature for the shortest length of time to avoid over exposure to high heat which can cause unhealthy chemical changes in higher fat foods.

- **Include a daily source of omega-3 fat in your diet.**

Omega-3 fats protect against heart attack, reduce inflammation, improve immune function and positively affect hormone metabolism. They're abundant in oily, deep-water fish, and in nuts and seeds. You can get more omega-3 fat by adding freshly ground flaxseeds to breads and muffins you bake at home, and by using fresh walnuts or pumpkin seeds on salads, in sauces or as snacks. Try eggs that contain higher amounts of omega-3 fat in the yolk, and enjoy fish — especially deep-water varieties such as wild salmon and sardines — several times a week.

- **Avoid trans-fat (hydrogenated oils).**

We now know that trans-fat, a byproduct of the hydrogenation process, is as unhealthful as saturated fat from animals. Avoid using regular margarine as a spread or shortening when cooking, emphasize fats that are liquid at room temperature instead. If you use margarine be sure to purchase a brand labeled "trans-fat free." When you shop for baked or packaged goods, be on the lookout for hydrogenated or partially hydrogenated oils in the list of ingredients. If you see "hydrogenated" on the label, make another choice. Create consumer demand for healthier products in the supermarket. Also, keep in mind that many fast foods — especially those that are fried — are loaded with trans-fat.

- **Minimize saturated fat.**

Choose low-fat or fat-free dairy products like milk and yogurt, and use traditional low-fat cheeses such as feta, chevre and part-skim mozzarella in moderate portions. Limit your consumption of foods made with butter and cream and reduce your use of butter and full-fat cream cheese as spreads. Experiment with substitutes for full-fat dairy products in recipes, such as evaporated skim milk. Choose skinless chicken breasts and the leanest, best-trimmed cuts of grass-fed red meats, such as loin and round, with less visible marbling.

(continued on back)

*Eat 8 to 10 servings of
colorful vegetables and fruit daily.
Create a bright palette on your plate.*

Balance meals with some protein-rich food.

Include a protein-rich food with each meal to help control hunger and cravings, and stabilize energy levels. Our favorite sources of protein are beans, soy foods and fish, but there are many other plant and animal foods that can satisfy your protein needs. Don't overlook nut butters, low-fat or nonfat yogurt and cheeses, eggs and poultry.

Be sensible about salt.

Gradually cut down on salt, while pampering your palate with delectable, healing herbs and spices. These additions enhance the flavor of food and gently work their restorative magic. Rosemary is calming; cinnamon warms, ginger and chiles add pizzazz. Salt is also a flavor enhancer, but using it in moderation enhances your health.

Drink plenty of clean water every day.

Your body is approximately 60 percent water. Because water is continuously used in nearly every life process, it's crucial to keep replenishing the supply. Proper hydration is also important for energy and hunger management. Make water your beverage of choice. While your individual needs may vary, eight large glasses a day is a good rule. Install a water cooler in your home or office, and use a beautiful, large tumbler as your glass. Add ice if you like, and a slice of lemon or lime to jazz up the flavor of nature's best beverage. Vegetables and fruit also contribute to your daily fluid intake.

Focus on clean and wholesome food.

Choose fresh, seasonal vegetables and fruit, and foods free from preservatives, additives, hormones, antibiotics and other unnecessary chemicals. Shop for natural foods, choose organically produced food whenever possible and discover great tastes and the rewards of supporting a cleaner and safer environment.

Bon Appetit!

~ BUILD YOUR OWN HEALTHY MEAL ~

first, pick one:



Super-charged
Plate
8.27
w/brown rice



Mixed greens
Salad
7.58



Low-carb whole wheat
Wrap
6.89
w/brown rice,
lettuce or both

then, choose a:

Lean Protein

Mom's lean

Braised Beef

A lean cut of beef, braised overnight with tomatoes, carrots, onions, red wine vinegar and honey until it's moist and fall-apart tender.

12-hour

Turkey

Bone-in turkey breast braised for 12 hours in a marinade of fresh-squeezed carrot, orange and grapefruit juice, fresh ginger and spices, then shredded by hand.

Grass-fed

Spicy Bison

Meatballs

All natural, grass-fed bison, mixed with an adobo sauce and hand-rolled into mini meatballs. Flash-broiled just before serving. It's got a nice kick.

Marinated

Chicken Breast

Chicken breast marinated overnight in olive oil, lemon juice and fresh herbs. Steamed in small batches throughout the day.

Organic

Baked Tofu

Organic baked tofu, marinated in sesame and soy.

*½ & ½ of 2 proteins (5 oz.) +0.92

**double protein (7 oz.) +2.76

add:

Nutrient-Dense Vegetables & Legumes

Balsamic marinated
'Shrooms

Steamed
Sweet Potatoes

Steamed
Baby Spinach

3-bean
Chunky Veg Chili

Roma Tomatoes
w/ basil

Cucumbers
w/ dill and vinegar

Caramelized
Peppers & Onions

Weekly Veg
ask us!

then, add some:

Good Fats

Grass-fed
Cheddar

Reduced-fat
Swiss

House-made
Hummus
+1.15

Fresh-made
Guacamole
+1.15

don't miss:

Sauces

"Hot" Hot Sauce

Sweet Red Hot Sauce

Roasted Red Pepper
with toasted almonds

Cucumber & Lime

Honey Mustard

House-Made Dressings
basil or balsamic vinaigrette

{ Pine & Pearl }
212.785.1110



THERE'S MORE! →

We Think, You Eat.



ENERGY SHAKES

All 20 oz. shakes blended with Only 8 nonfat frozen yogurt and crushed ice, unless noted or requested

- Mocha Rocket 4.59**
Coffee, milk, chocolate whey protein
 - Peanut Butter Dream 5.97**
All natural peanut butter, milk, chocolate whey protein
 - Darkberry 5.05**
Strawberries, blueberries, raspberries, cranberry juice
 - Smooth Sailing 4.59**
Strawberries, bananas, milk
 - Sunburst 5.05**
Fresh-squeezed orange juice & Source of Life
 - Pro-Omega 6.89**
Mixed fruit, apple juice, açai, flaxseed oil, whey protein
- ~ Supplements available for extra charge ~

Drinks

- Fresh-Squeezed Juices (12 oz.) . . . 3.44**
Additional fruit .46 each
- Bottled Drinks 2.07**
GuS Soda, Hint, Honest Tea, Bot Water
- Organic Iced Tea 2.07**
- Poland Spring Water 1.61**
- Fiji Water (1 liter) 2.99**
- Kobrick's Coffee 1.84**
- Kobrick's Iced Coffee 2.07**

Other Things

- Soups 4.13**
3-bean chunky vegetarian chili
- Side of Veg or Protein . . 2.99/4.82**
- Side of Guac or Hummus . . . 1.15**
- Baked Sweet Potato Chips . . . 1.84**
- Baked Pita Chips 1.84**
- Only 8 Frozen Yogurt 3.67**
Toppings .46 each
- Protein Muffins 2.30**
Carrot apple, multi-berry, banana walnut, zucchini almond
- Energy Cookies 2.30**

“Tell me what you eat, and I will tell you what you are.”
Jean Anthelme Brillat-Savarin

BREAKFAST

~ Served until 10:30 a.m. ~



- Healthy Burrito 3.67**
Low-carb, whole wheat wrap, baked egg whites, green peppers and onions, guacamole
- Breakfast Sandwich 3.67**
Baked egg whites on a honey wheat English muffin or whole wheat toast
- Pumped Oatmeal Bar 3.67**
Special blend of whole-grain oats, soy milk and protein, choice of two toppings
- Greek Yogurt Bar 3.67**
Fage Greek yogurt, choice of two toppings
- 7-Grain Mini Pancakes 3.22**
Three baked-to-order mini pancakes with whey protein, sugar-free maple syrup
- Egg White Omelet 4.59**
Baked-to-order egg whites with your choice of toppings



Everything Here is Good for You.

Tastes good, too. We make everything from scratch, every day. We start with fresh, unprocessed whole foods, then we get down to details. We make all of our own sauces and dressings each morning and use only fresh-squeezed juices and herbs. We even bake (not fry) our own chips.

The same awesome people that serve your food are the ones who make it every day. Wonder how something's prepared? Just ask.

~ Delivery subject to 15% surcharge. Minimums may apply ~

ORDER ONLINE
www.pumpenergyfood.com



Mon-Fri, 7am-9pm
Sat-Sun, 10am-9pm

We Think, You Eat.