

Whole Grains for Millions of Meals: Sodexo's Strategy to Increase Access to Whole Grains for All Consumers

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- 1. Why Do We Care?
- 2. Strategies for Today
- 3. Strategies for Tomorrow





Why Does Sodexo Care About Whole Grains?

Sodexo Serves Guests at Every Stage of Life

- The overall sustained Quality of Life of our guests is top of mind.
- "Contributing to a More Pleasant Way of Life" is core to our Corporate Mission
- Focusing on Health and Wellness is part of our culture.
- In today's market it is also a competitive advantage.
- There is much evidence directly correlating the consumption of Whole Grains with increased health benefits.
- In short, it's a "no brainer."





Strategies for Today



What Sodexo is Doing in the Whole Grains Space Today?

We have included Whole Grains Solutions into a number of our Divisions:

- Mindful- Our Overarching Cross-Divisional Health and Wellness Platform
- O'Goodness- Consumer Facing Snacking Strategy for Mindful
- C&U- Build to Order Station
- Schools NSLP Whole Grain Conversion
- Government Services
- Simplicity/Transparency Must Be Part of the Overarching Message



Mindful- Breakfast Options





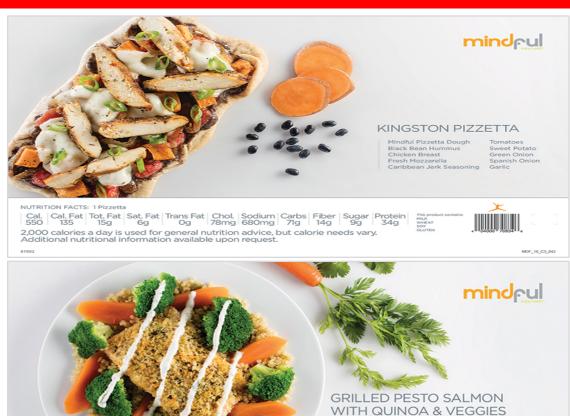
Easiest introduction happens when:

- Strong vendor partnerships
- Product looks/tastes delicious



Lunch/Dinner Options





NUTRITION FACTS: 1 Plate
 Cal.
 Cal. Fat
 Tot. Fat
 Sat. Fat
 Trans Fat
 Chol.
 Sodium
 Carbs
 Fiber
 Sugar
 Protein

 440
 135
 15g
 3g
 0g
 48mg
 400mg
 50g
 6g
 9g
 28g

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutritional information available upon request.

Olive Oil

Vegetable Stock

Tabasco Sauce

McCormick® Grill Mates®

BBQ Seasoning

Panko Bread Crumbs Black Pepper

Green Bell Peppers

Nonfat Greek Yogurt

Yellow Onion

White Quinoa

Lime Juice



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Parsley

Garlic

Celery

Carrots

Honey

Cilantro



Simply To Go- Mindful "Grab & Go" Solutions





Must build quick default whole grain based solutions into your food program for easy adoption.



O'Goodness

Consumers will love Mindful's new O'Goodness Fresh Baked Protein Energy Bars, even before thinking about the nutrition!

- Healthy indulgence Full flavor with absolutely no artificial additives, sweeteners or flavors and only 190 calories per 2oz. bar
- Made with wholesome oats, honey, crunchy nuts, and either real fruit or dark chocolate, each bar is a good source of protein for long-lasting energy and fiber for digestive health.

Three Indulgent Flavors:

DARK CHOCOLATE PEANUT BUTTER

BERRY CINNAMON CASHEW

DARK CHOCOLATE CHERRY ALMOND



O'Goodness

Satisfy your taste buds with Mindful's New O'Goodness Fresh Baked Cookies without any of the guilt. These better-for-you cookies are so packed with flavor that you won't believe they are actually good for you!

- Healthy indulgence Full flavor with absolutely no artificial additives, sweeteners or flavors and under 100 calories per cookie.
- Made with rich dark chocolate, crunchy pecans or plump fruit, heart healthy flaxseed and organic sprouted quinoa, each cookie is trans fat free and is low in sodium and cholesterol.

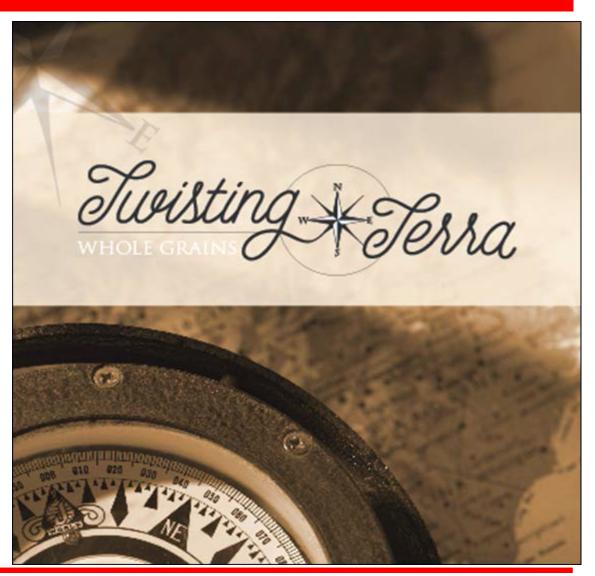
Two Indulgent Flavors:

OATMEAL RAISIN CRANBERRY DARK CHOCOLATE
QUINOA PECAN FLAX SEED DARK
CHOCOLATE CHUNK



Campus Services- MTO Interactive Stations

- Built as a Cost Savings Platform
- Encourages Student Customization
- Can Replace 5
 Separate Platforms
- Offers Bowls,
 Salads, Desserts
- Uses Existing Equipment
- Whole Grain Focused- "Be WILD, not refined!"





Schools- National School Lunch Products













Strategies for Tomorrow

What Does the Future Hold?

We have included Whole Grains Solutions into a number of our Divisions:

- Mindful- Integration into High Schools
- Adults at Work Culinary Creations Stations
- Continued Applied Technology and Vendor Partnerships
- Sourcing/Distribution Solutions
- Note that these are "In the Works"



Mindful High Schools

- Designed with Contemporary Flavors
- Created in conjunction with Vendor Support
- Meet NSLP
 Requirements and
 Sodexo Mindful
 Criteria
- Utilize base "subrecipes" to help with unit prep
- Whole Grain aspect assumed/integrated vs. called out specifically.









Adults at Work- Retail Culinary Creation Stations

- Designed Using Crossroads of Consumer Insight/Culinary Intuition
- Partnership with InHarvest- Important to Maximize Product Selection/Handling
- Grains are Direct
 Ship or Through
 Central DC- Key
 Element







