

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

Chef Lisa Feldman, CRC

Director of Culinary

Sodexo Culinary Solutions Center

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A G E N D A

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

1

Why Do We Care?

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.”

2

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



RED QUINOA PANCAKES

- Pancake Mix
- Whole Wheat Flour
- Red Quinoa
- Cinnamon
- Apricots
- Mint
- Pure Maple Syrup
- Strawberries

NUTRITION FACTS: 2 Pancakes + 1/2 Cup Strawberries

Cal.	Cal. Fat	Tot. Fat	Sat. Fat	Trans Fat	Chol.	Sodium	Carbs	Fiber	Sugar	Protein
370	36	4g	1g	0g	7mg	370mg	78g	6g	29g	9g

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

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Easiest introduction happens when:

- Strong vendor partnerships
- Product looks/tastes delicious

Lunch/Dinner Options



mindful
eat. think. live.

KINGSTON PIZZETTA

- Mindful Pizzetta Dough
- Black Bean Hummus
- Chicken Breast
- Fresh Mozzarella
- Caribbean Jerk Seasoning
- Tomatoes
- Sweet Potato
- Green Onion
- Spanish Onion
- Garlic

NUTRITION FACTS: 1 Pizetta

Cal.	Cal. Fat	Tot. Fat	Sat. Fat	Trans Fat	Chol.	Sodium	Carbs	Fiber	Sugar	Protein
550	135	15g	6g	0g	78mg	680mg	71g	14g	9g	34g

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

This product contains:
MILK
WHEAT
SOY
GLUTEN

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mindful
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GRILLED PESTO SALMON WITH QUINOA & VEGGIES

- Salmon Fillet
- Panko Bread Crumbs
- Green Bell Peppers
- Yellow Onion
- White Quinoa
- Nonfat Greek Yogurt
- Lime Juice
- Salt
- Black Pepper
- Vegetable Stock
- McCormick® Grill Mates®
- BBQ Seasoning
- Olive Oil
- Tabasco Sauce
- Parsley
- Garlic
- Celery
- Carrots
- Broccoli
- Honey
- Cilantro

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.

This product contains:
MILK
FISH
WHEAT
SOY
GLUTEN

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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



3

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 “sub-recipes” 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

