



Food with Roots

How Healthful Grains and Local Sourcing
Can Fuel a New Kind of Fast Food

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Oldways: Whole Grains in Foodservice

September 27, 2016



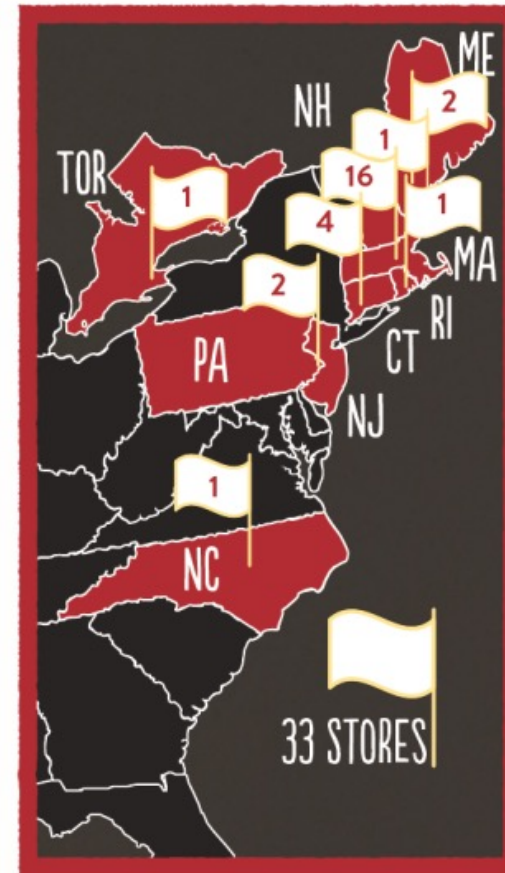
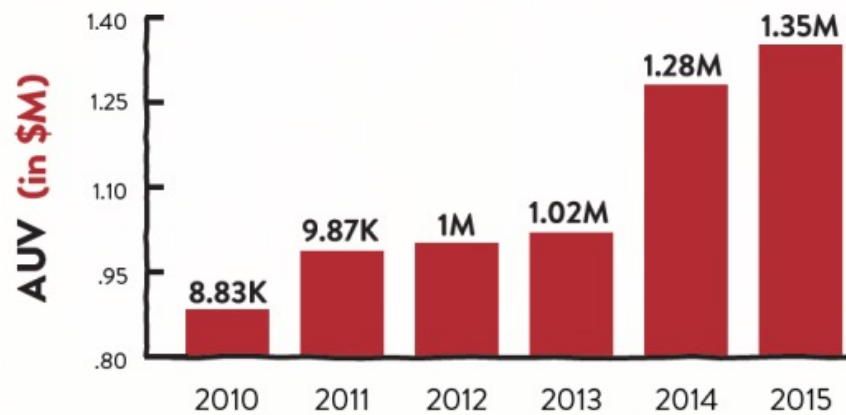
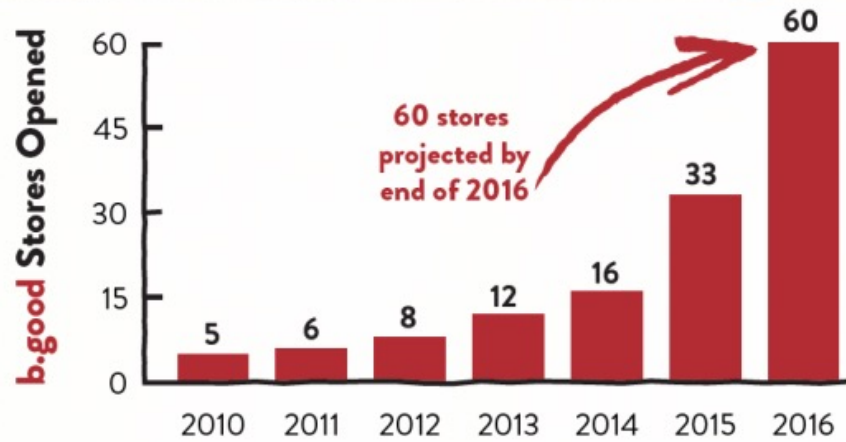
A little bit about b.good



Fast food, but a lot greener (and grain-ier)



We have 45 restaurants, mostly on the East Coast



We define ours as “real food”



- Source locally from family farms and producers
- Provide ingredient and nutrition transparency
- Create a menu that respects the seasons
- Deliver diverse menu offerings that reflect the spectrum of wholesome ingredients that fit b.good's definition of real food

WE SHOW CUSTOMERS WHERE OUR INGREDIENTS COME FROM



WE SERVE MENU ITEMS THAT ROTATE BASED ON SEASONAL & LOCAL AVAILABILITY

Much of b.good's food is inspired by our youth



I grew up hard in the 80's in suburban Boston

The food of my own youth can be divided into 2 categories

What I wanted



The Holy Grail of Breakfast Cereals



McDonald's Soldiers' Field Road



Hostess Chocolate Whatever

What I got



Kasha and Bowties (Mom)



Stuffed Cabbage (Nana)



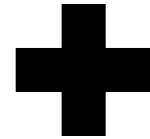
Cinnamon Buns (Grandma)

The Idea Behind b.good

Take the fast food that we had always loved and turn it into something homemade and “real”



Take a couple of idealistic 20-somethings

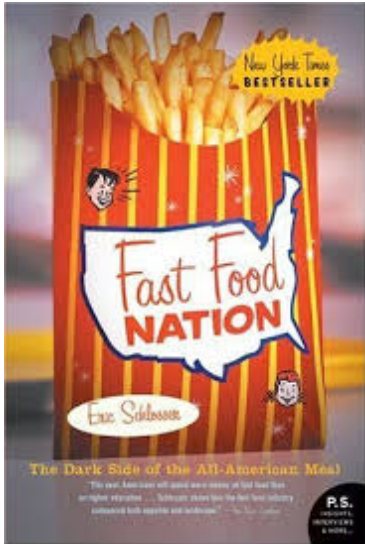


Add traditional fast food, in need of a rework



Something better for you; something substantial, nourishing... real

When b.good opened in 2004, an awakening in fast food was taking place



Fast Food Nation

Eric Schlosser

2001



Supersize Me

Morgan Spurlock

2004



Chipotle had started sourcing natural meats from Niman



Shake Shack founded first food cart in Central Park in 2004, sourcing beef from Pat LaFrieda

Sourcing, locally, was always goal #1



Stephen Violette

Dick's Market Garden

Lunenburg, MA

Local squash, corn, tomatoes



Frank Swazlowski

Swaz Potato Farm

Hatfield, MA

Chef's potatoes



The Quinzani Family

Quinzani's Bakery

Boston MA

Bread



Tim Bartlett

Pineland Farms

New Gloucester, ME

Beef

Upon opening, we quickly had a couple other realizations...



1. We were growing up

I started actually missing the kasha and bow ties of my youth



2. So were our customers

- Salads were a bigger part of our business than expected.
 - So were women; about 65% of our customer base
- Every survey we conducted said nutrition was the thing.



The result of all of these factors...

(Of childhood eats and our ideals and the health consciousness of our customers and our first year or two of being in business...)

- **Healthfulness:** Our goal to create “better for you” fast food had now become more like a mission
- **Transparency:** The need to be completely transparent about our sourcing and our ingredients was essential to build the sort of trust we needed with our customers.
- **Vegetables... and Whole Grains:** To achieve our mandate to make truly healthy fare, vegetables and whole grains had to become an even larger part of our menu.

Whole Grains at b.good: Part 1 (2004)

We started with the grains baked in...
(not as stand-alones)



1. Our bread



2. Our veggie burger

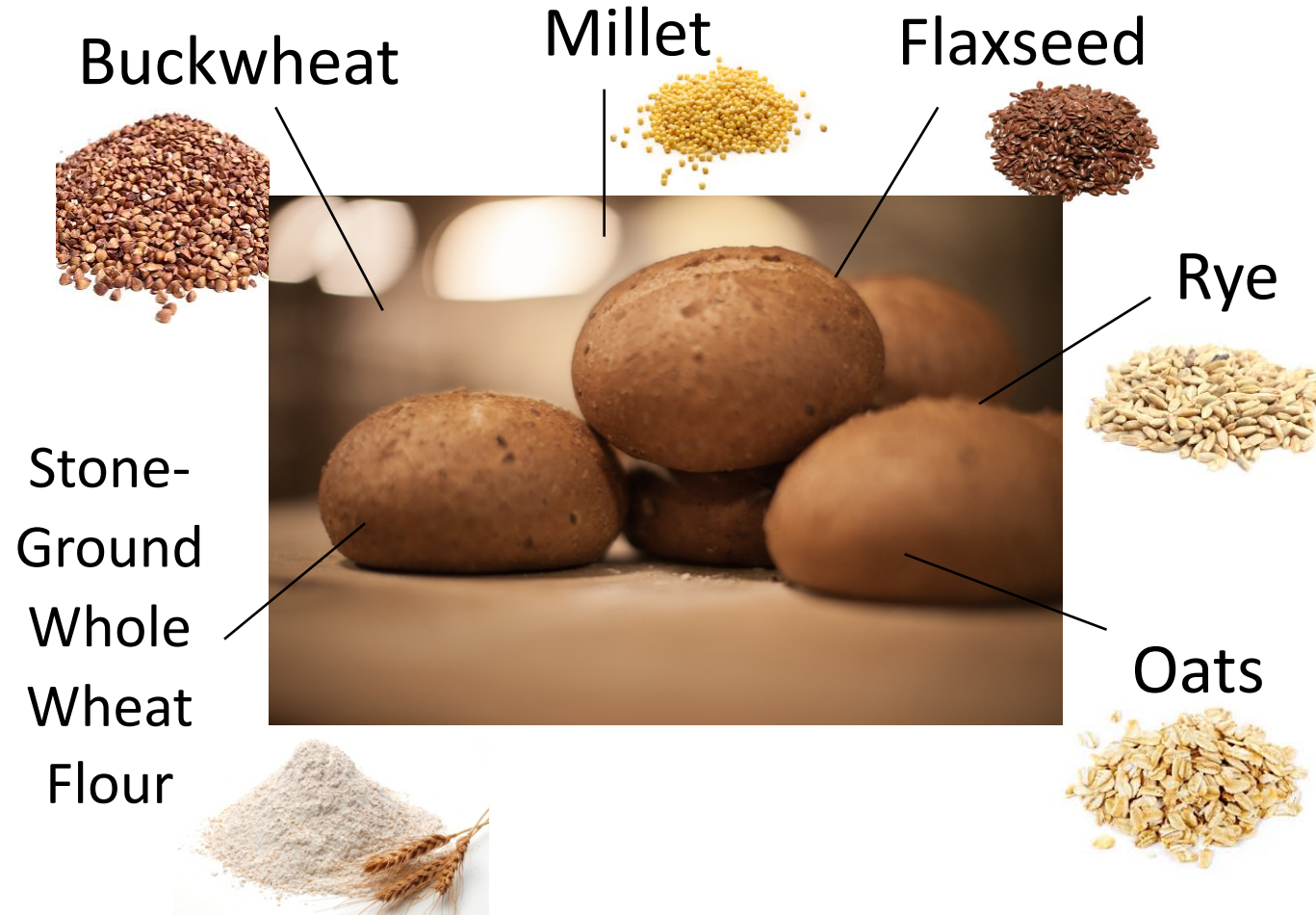
Making a good whole-grain bun ain't easy.

The balance between bready and dense is tricky.

Our bakeries

It takes a good baker to make whole-grain bread delicate enough for a burger

- Pain d'Avignon: Hyannis, MA
- Wildflour Bakery: Philadelphia
- Balthazar Bakery: Englewood, NJ
- Tre Mari Bakery: Toronto

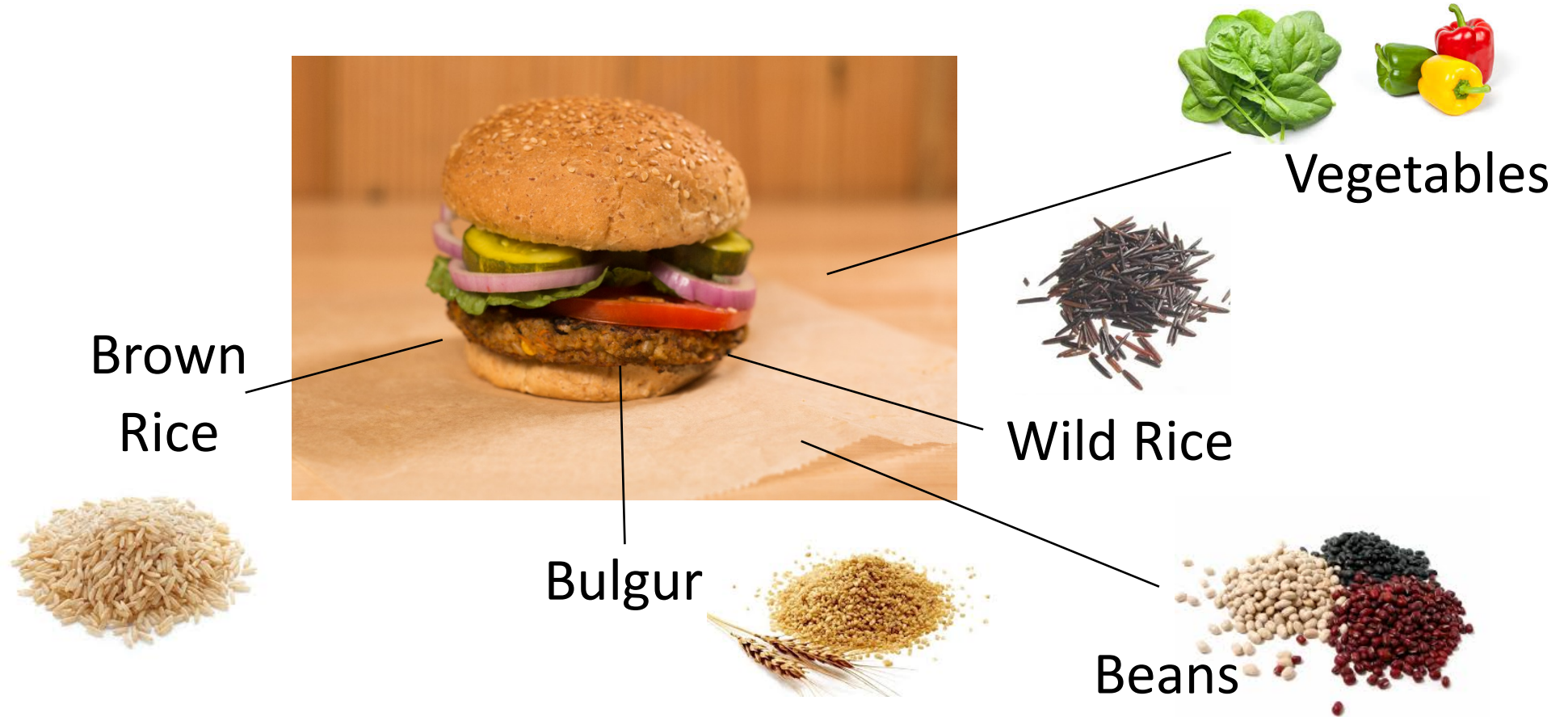


Our veggie burgers

(which really are grain and vegetable burgers)

Still gotta be real

We aren't in the business of creating imitation food ("I can believe it's not meat!!")



The success of our veggie burger comes down to technique....

1. Patty loose
2. Sear well
3. Serve immediately

Wholegrains Part 2: 2013

We started to focus on the grains themselves



Quinoa and "Super" Grains

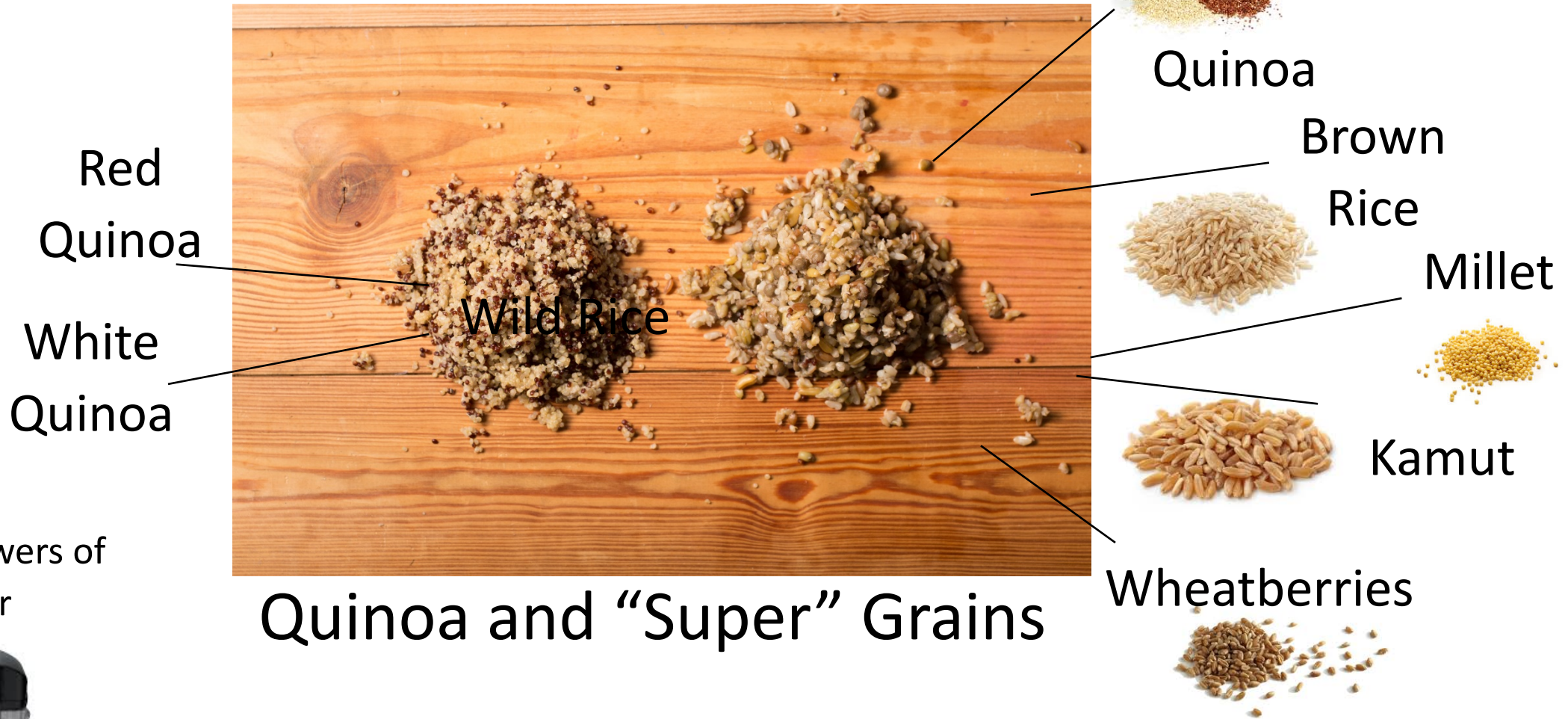
Greens and Grains Bowls

We started to focus on the grains themselves



Avocado-Lime Bowl

The grains in our bowls



Note

The awesome powers of
a rice cooker



Quinoa and "Super" Grains

The formula behind our grain bowls

Sauces, Legumes, Herbs



Sauteed Vegetables



**Grains
& Marinated Kale**



The 3 keys to our grain bowls

1. Bright Colors
2. Contrasting Textures
3. Technique
4. Big Flavors



Power



Farmstand
Tomato-Basil



Curry and Grilled
Avocado



Avocado Lime

Part 3: The Future of Grains at b.good

Less about nutritionism; more about the food



What's next on the menu at b.good

We are creating a whole new category of plant-and grain based plates



Plates

What's next on the menu at b.good

I want to recreate all of those things I have eaten in my travels and get them on our menu (and into the mainstream)



Tuscan White Bean
Soup with Farro



Freekeh and
Pomegranate Salad



Winter Vegetable
Posole



My Mom's
Kasha and Bowties