

Marketing Healthy Foods

Menu
Quality
Service
Surroundings

*All need to be
inviting in order
to sell.*



Is the food good?



Is the food fresh?



Is the place clean?



Does the staff care about me?



Provision # 1:
Customers choose
healthier when
nutrition facts are
posted at
point of service.

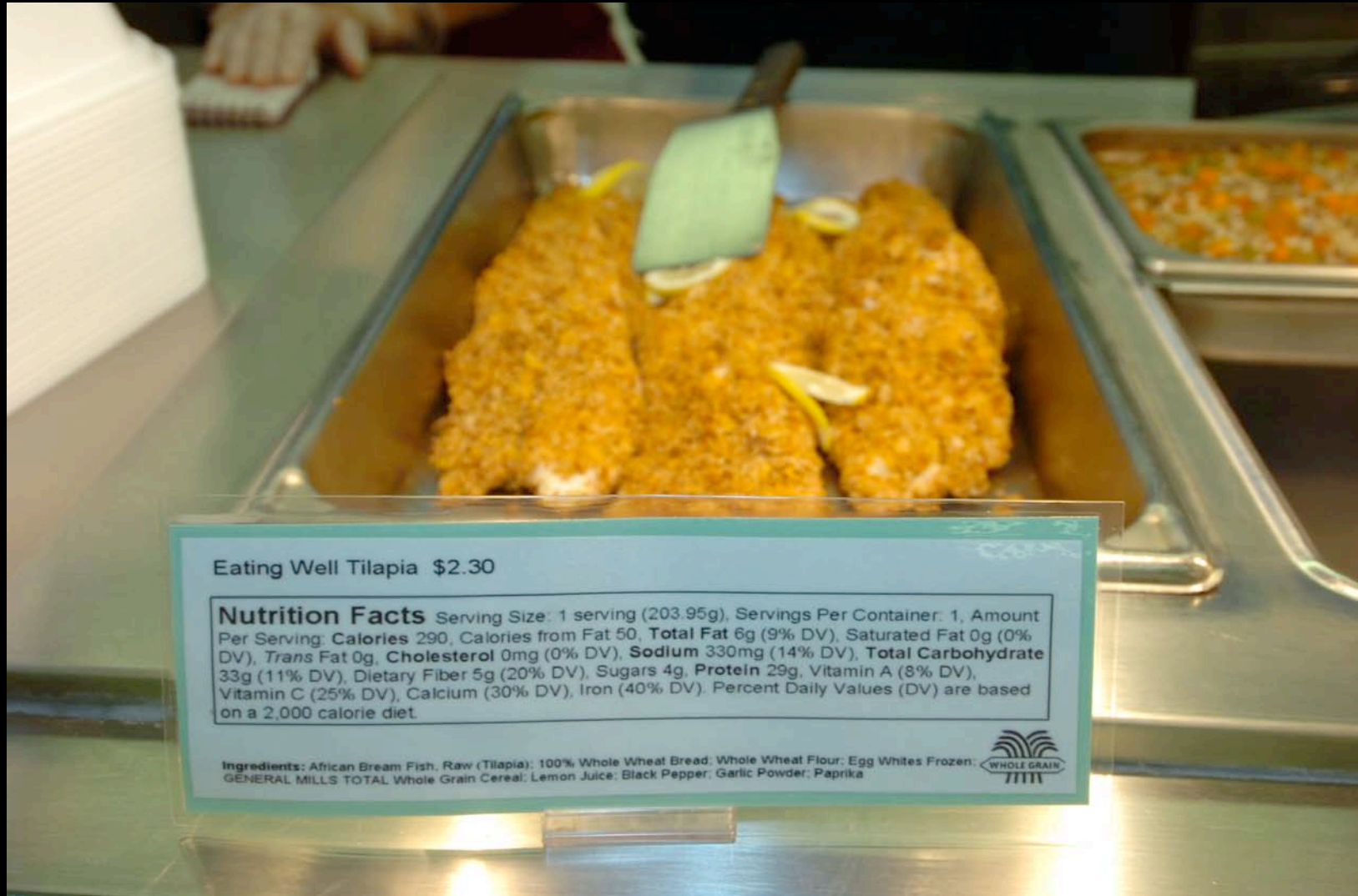
Health savvy customers want to know the same information they get on the labels at the grocery store.



We enter custom recipes into
“Nutritionist Pro” by Axxya Systems),



Then print a label that also includes ingredients. I add the price as well.



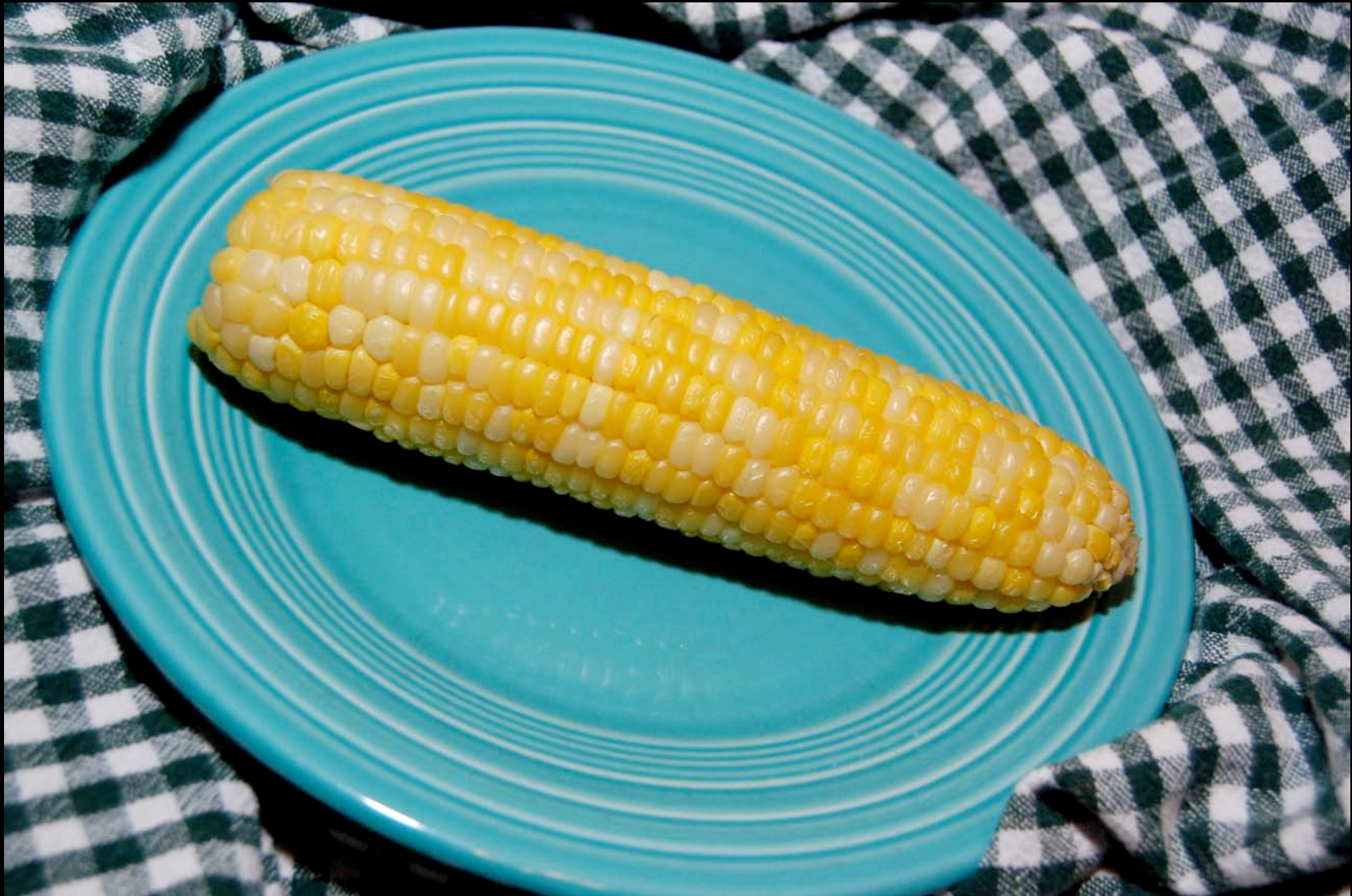
Provision # 2:
The more healthy
choices available,
the more
customers will
choose.

Include seasonal produce

“End of Summer
Fruit Pie”
contains
strawberries,
blueberries &
plums.



Fresh Corn on the Cob



Orange Glazed Acorn Squash



Placing fresh fruits at the registers increases sales.



We place baskets of bananas in more than one place.



The fresh fruit bar at breakfast includes sliced fresh fruits and pink grapefruit.



Customers love fresh cut fruit
in desserts.



Combine fresh fruit with a grainy muffin as a “dessert”.



Add fresh fruit to an entrée salad.



Many colorful raw vegetables are featured on the salad bar.



Calories per ladle of salad dressing
are right on the ladles.



Offer a “Vegetable Plate”
for a special price.



Make sure purchasing specs wheat bread as “whole grain” and reduced calorie bread with fiber.



These whole grain rolls for the deli and grill are proofed & baked on site.



We use brown rice in most of our recipes that call for rice.



This corn tortilla has brown rice
in the “Spanish Rice”



Grains like quinoa, bulgur & barley are served in hot and cold items.



Grains are offered with traditional salads on the salad & deli bars.



Made from scratch muffins served daily have many healthy ingredients.



When featured as part of an entrée salad, customers enjoy “Flax Muffins”



The flax muffin recipe is used
in this “Carrot Cake”.



We offer a variety of beans in recipes.



Homemade salsas with fresh cilantro are featured in several recipes.



**Vegetarian Bean Soups are
sold at reduced prices.**



Fruit & Yogurt Parfaits are made with equal parts light yogurt, fresh fruit and reduced calorie pudding.



We bought smoothie blenders from Target



Smoothies are made with equal parts light yogurt, skim milk & fruit.



Boneless skinless chicken breast is on the menu daily in some form.



We substitute applesauce for the fat in most of our baked goods.



The “Meal Deal” has only 500 calories and is a special price.



A favorite summer “meal deal” with strawberry pie, fish taco & skim milk.



The Breakfast Meal Deal has only 300 calories.



Our Veggie Pizza on a homemade wheat crust is lower in calories & salt.



The Veggie Pita Pizza has _ the calories of the other pizzas and is offered at a reduced price.



The Fresh Strawberry Pie is made with diet jello & a homemade crust.



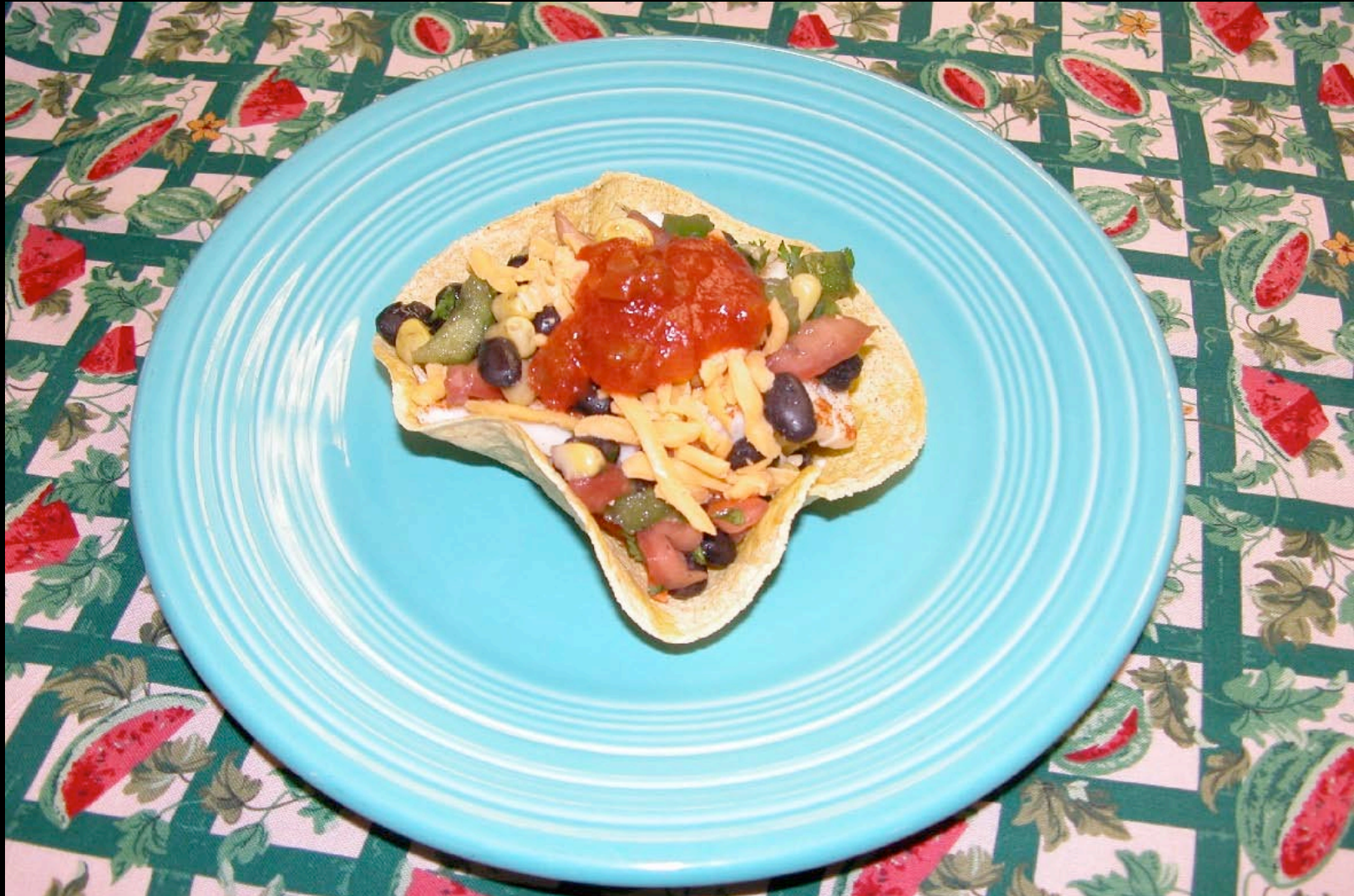
Physicians requested that we carry only small bags of chips.



Some deli sandwiches are offered in “1/2 servings”.



Small corn tortillas are used for wraps, enchilada casseroles & tacos and baked, not fried.



Physicians requested that we use low sodium diced tomatoes in soups.



Offering veggies, fruits, grains & low calorie options on every line.

Week 3: Menu 2007

	Wellness	CRH Prep	Purchased	Ornish	Poultry Noodle	Ribollita
Soup	Vegetable Chili Soup du Jour	Chili Soup A Lentils Cab/ B Lentils Collards/ C Lentil Soup	Mex Chix Chili/ White Xmas Chili (Seasonal) Tomato		French Onion	Cream of Mushroom
Salad	Carrot P. O Relish Alt Fiesta Chopped	Asian Wild Rice Alt Wild Rice Waldorf	A Br Sp WN Sw Potato B 2 Potato Spinach Herbs C Honey Dijon Potato		Black Bean & Corn Salsa	SW WW Pasta Alt Lemon Sp WWW Couscous
Dressing	Lite Olive Oil Vinaigrette		Oriental Sesame Dressing			Fat Free Honey Dijon Dressing
Bread	Ass't Hand Scored Roll	BB/ CB Muffin	Combread		Ass't Hand Score Roll	Leftovers
Hot Meat	Honey Mustard Chicken	Turkey	Mustard Crusted Flank Steak Sp Sld		Bourbon BBQ Chicken	Chicken Stuffing Bake
Vegetarian	A Vegetable Lasagna B Garbanzo Lasagna C Vegetable Lasagna	Macaroni & Cheese	Louisiana Brown Rice		Cabbage & Potatoes	Spinach Souffle Occ Carrot Souffle
Entrée	A Bk Tilapia Spin Tom B O Poach Tilapia Broc C Med Tilapia	Chicken Cordon Bleu	Roasted Pork Loin Stuffed with Spinach & Cheese		Festive Black Bean Chili	Fish Taco
Starch	Garlic Potatoes NO WHIPS NO GRAVY	Whips/ Poultry Gravy	Beans & Greens Alt Beans & Ham		Pierogies NO WHIPS NO GRAVY	Lentil Jambalaya
Starch/Dessert	Brussel Sprouts	Normandy Blend	Sweet Potato Patty NO WHIPS NO GRAVY		Broccoli	Whips Poultry Gravy
Vegetable	Spinach & Mushrooms	Green Beans	Peas		Zucchini	Italian Blend
Vegetable	Corn/ Fresh on the Cob	Yellow Squash Acorn Squash (season)	Bavarian Style Red Cabbage		Carrots Sliced	Corn
Bar	Hoagie Bar Fruit Smoothie	Oriental Chix Salad Occ. Thai Chix Salad	Buffalo Chicken Sandwich Sli Fr Roll		Confetti Chix Salad Alt BLT Wheat Bowl	Outback Stack on Ciabatta
Deli	Seafood Salad Pita Alt Hawaiian Chix Sld Pita	Mediterranean Turkey on Basil Focaccia	Ham & Dill Havarti Multigrain Bread		Southwest Sweet & Savory Turkey Wrap 1/2 Wheat Wrap	Garden Vegetable on Marble Bread
Deli Salad	Pasta Salad A Vender Fr & Cuc (W) Whiskin (B) B CB Chutney (W) BB Corn Relish (B) C PA Waldorf/Waldorf	Fresh Sliced Fruit Quinoa Vegetable Salad Alt Quinoa Pecan & Raisins	Cole Slaw A Mex Pasta B Tomato Sesame Pasta C Hawaiian Pasta		Potato Salad Barley Corn Cucumbers Alt Cilantro Barley	Macaroni Salad Fiesta Chopped Alt Carrot Pepper Onion Relish
Grill	Ribeye Steak P & O Hoagie Roll	BBQ Pork WW Kaiser Alt BBQ Pork Wrap 1/2 Flour Slaw Hot Chips Veggie Wheat	Salmon Cake Lemon Sauce Alt Crab Cake		Gyro Pita Fold	Fried Fish Hoagie Slaw Hot Chips
Pizza	Veggie Pita	Choc Angel Fd Cake Fr Fr Lemonade Pie Carrot Cake	Veggie Pita		Chix Cordon Bleu	White
Dessert	Super Fruity Salad Coconut Cream Pie Cappuccino Flan	Mediterranean Turkey on Basil Focaccia	Ham & Dill Havarti Multigrain Bread		Carrot Cardamom FF Orange Jello Sld Devils Food Cake	Banana Split Dessert End Summer/SB Pie (B) Ch Pudd Choco Bark (W) A Walnut C- B SA C- C Lemon Chiffon
Panini BS	Tuna Melt Italian	BB/ CB	Pumpkin Raisin Cr Ch Sw		Smoked Turkey on Italian	Garden Vegetable on Marble Bread
Br. Muffin	Pound Cake St Lemon				WW Apricot	Orange Bran Flax

Helped Pete the Painter
lose 72 pounds.



For more information contact Cindy
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