

WHOLE GRAINS: THE NEW NORM CONFERENCE

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WHOLE GRAINS IN FOODSERVICE

Americans today spend nearly half their food dollars away from home, a percentage that's been rising steadily for more than a century. Yet, even though eating out is now a common occurrence for many of us, restaurant meals still retain a special occasion feel. At home we might be happy eating a simple bowl of soup or a salad, but when we eat out, we're much more apt to eat a large main dish, to add an appetizer or side dish, or to indulge "just this once" in dessert.

It's a documented fact that meals eaten out tend to be less healthy than meals eaten at home – and that they include fewer whole grains. That's why it's especially important that we make sure whole grains become just as ubiquitous away from home as they've now become on the home front.

In this section, we'll document some of the efforts Oldways and the Whole Grains Council are making to make more whole grains available everywhere people eat.

Eating Away From Home

- Steady increases since 1869

Whole Grains Trend Upward in Foodservice

- New NPD and Mintel Data
- Whole grains rate highly in restaurant trends

Whole Grains Make Gains in Chain Restaurants

- A list of some major chain restaurants and the whole grains they serve

The Whole Grains Challenge

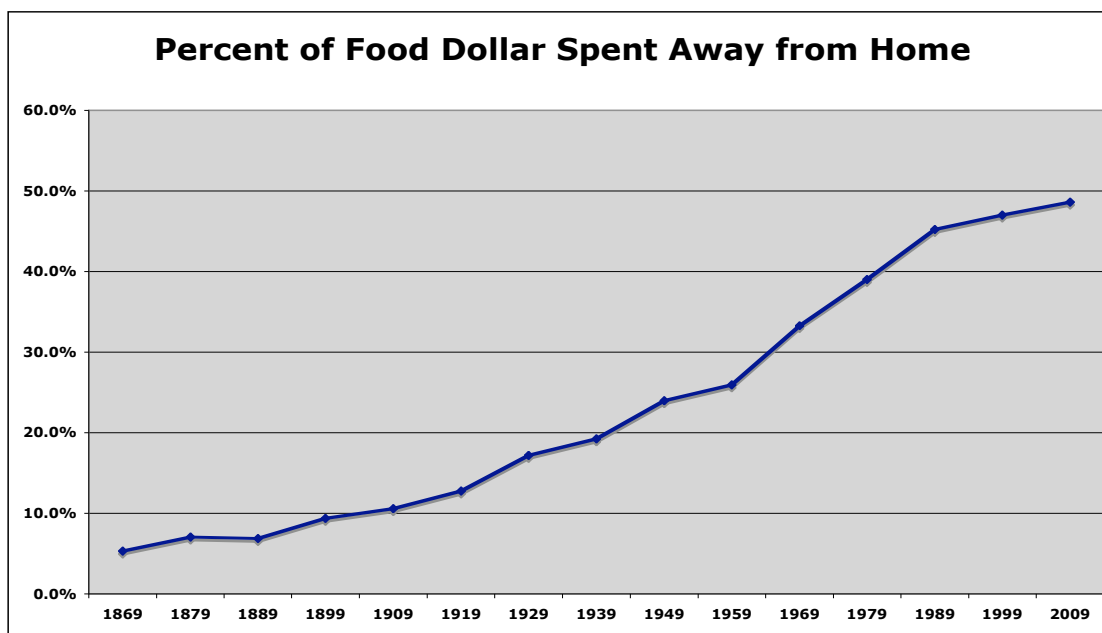
- Examples of creative foodservice promotions of whole grains

EATING AWAY FROM HOME

Eating away from home, once a fairly rare special-occasion treat for most of us, has become increasingly common over time.

According to data from the U.S. Department of Agriculture's Economic Research Service, only about 5% of Americans' food dollars were spent out of the home in 1869, when records were first kept. Within 35 years, that number had risen to about 10%, and by the end of the Roaring Twenties, it had doubled again, to the point where Americans were spending about 20% of their food dollar away from home.

Depression and war slowed the rate of increase in our exodus from home meals, but in the 60s, 70s, and 80s – as fast food franchises vastly increased the number of restaurants per capita – the pace picked up, and today almost half of our food money is spent away from home.



Source: USDA Economic Research Service
<http://www.ers.usda.gov/briefing/cpifoodandexpenditures/data/>

Today, however, even though we eat out fairly frequently, somewhere in our psyches we still think of eating out as the treat it once was – a time to skip the vegetables in order to leave room for dessert. Here's how away-from-home meals differ from home meals, according to a February 2010 USDA ERS report titled "The Impact of Food Away from Home on Adult Diet Quality:

- they're higher in total fat (37.6% of calories, vs. 31.5% of calories in home meals)
- they include 22.3% less fruit and 31.4% fewer dark green and orange vegetables
- they include 26.8% fewer whole grains
- they include more saturated fat, solid fat, alcohol and added sugar

Both diners and foodservice operators contribute to the fact that consumers eat less healthily outside the home. According to a November 2010 “Healthy Eating Consumer Trend Report “ from Technomics, about 40% of consumers describe their at-home eating as “very healthy” while only about 25% say the same about eating away from home. The same report, however, documents that consumers are starting to understand that meals away from home can be both delicious and nutritious. Only 19% of consumers feel that food described as “healthy” on the menu does not taste as good as other options.

To turn the tide and make sure that meals away from home can combine good taste with good health, Oldways and the Whole Grains Council have been working to increase availability of whole grains in the foodservice channel, with initiatives like these:

Just Ask for Whole Grains Campaign

Throughout 2007, we encouraged consumers to ask for whole grains whenever they dined at their favorite restaurants. We designed a “report card” they could leave behind, to praise restaurants or to nudge them to improve their performance, and we awarded prizes to diners who reported their whole grain successes to us. The campaign continues, with dietitians and health professionals continuing to distribute “Just Ask for Whole Grains” buttons.

Web-based Resources to find Restaurants

We maintain a list of chain restaurants, independent restaurants, workplace dining halls, and schools that serve whole grain options, to help everyone find the increasing number of dining outlets that “get” whole grains. We have also provided key information on whole grains to Healthy Dining Finder, a nationwide website promoting healthier options for eating away from home.

Outreach to the Foodservice Community

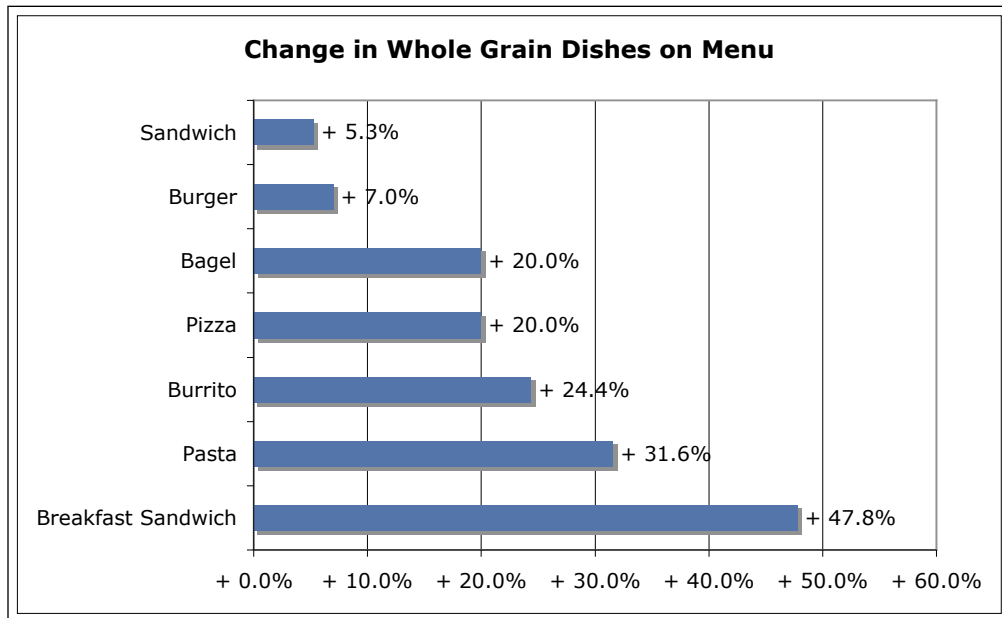
Whole Grains Council staff have been featured speakers for the National Restaurant Association, the Research Chefs Association, and at the Gluten-Free Culinary Summit, among others, and even judged a national whole grains cooking contest for foodservice workers, as part of our efforts to encourage creativity with whole grains.

The Whole Grains Challenge Award Program

We’ve just completed our 4th Annual Whole Grains Challenge. This award program salutes dining outlets that serve at least one whole grain option every day for an entire month. We scour the country for contenders, and award prizes to recognize foodservice providers in ten different categories, from quick-serve to fine dining, schools to universities, and workplaces to hospitals.

WHOLE GRAIN CONSUMPTION AWAY FROM HOME INCREASES

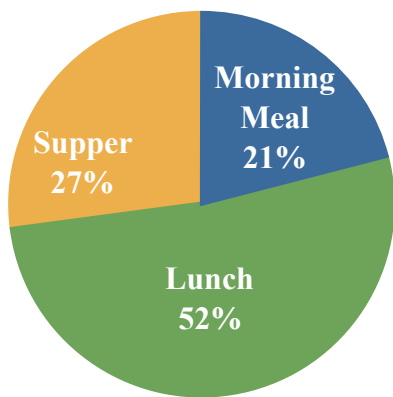
All signs point to increases in whole grain consumption away from home. Mintel Menu Insights data show major increases in many menu items from Q2 2009 to Q2 2010:



Source: Mintel Menu Insights, September 2010

Overall, Mintel reported that whole grain menu choices were up 7.8% in the one-year period from Q2 2009 to Q2 2010.

Percent of Foodservice Meals where Whole Grains were Served (2010)



Source: NPD CREST®, January 2011

Whole grains are not only showing up on more menus, but they're actually being eaten by more consumers. That confirmation comes from data from NPD's CREST® (Consumer Reports on Eating Share Trends) Survey, which showed away-from-home meals including whole grains increased 12% from 2009 to 2010. According to the NPD CREST data, whole grains were served more often during lunch than during breakfast and supper combined.

A top performer was hot cereal / oatmeal (up 9% from 2009 to 2010), and among those choosing sliced bread for their sandwiches and burgers, wheat bread (9.4% and rising; 12.8% and rising if combined with multi-grain) beat out white bread (7.4% and falling).

WHOLE GRAINS ARE A HOT TREND FOR RESTAURANTS IN 2011

2011 shows whole grains continuing strong, as shown by this roundup of trend reports:

Whole Grain Rices one of Top Ten Side Dish Trends

“The new whole grain rice blends are shaking up the side of the plate with fancy risottos and new strains. Black rice, red rice, all of a sudden it seems there is a plethora of new varieties. ‘Consumer are becoming more aware of healthy food choices including the benefits gained from whole grains that are found in rice and rice blends, such as brown rice, wild rice and quinoa,’ says Travis Smith, Executive Chef for One Ski Hill Place and breckenridge Mountain Dining in Colorado.”

Food Channel.com, October 29, 2010, based on research conducted by The Food Channel in conjunction with CultureWaves®, the International Food Futurists® and Mintel International. ¹

New Whole Grains one of Seven Hot Trends

“New grains like sorghum, quinoa, and amaranth add excitement to breakfast cereals while new styles of bread and even gluten-free products expand the A.M. offering with better-for-you options.”

Breakfast Trends: Culinary Trend Mapping Report, October 26, 2010 ²

Chefs include 4 Whole Grains in Top Trends for 2011

Every December, the National Restaurant Association surveys more than 1500 top chefs to find out what the hottest trends are expected to be for the coming year. Asked to rate 226 possible choices in December 2010, the chefs rate black rice (sometimes called forbidden rice) as #27, quinoa as #29, ancient grains (kamut, spelt, amaranth, etc.) as #30, and red rice as #43. By picking 4 whole grain choices among the top 20% of their choices, the chefs sent a strong signal about their commitment to whole grains.

What’s Hot in 2011, National Restaurant Association, December 2010 ³

Pizza Consumer Trend Report: Consumers Want More Whole Grains

Two out of five consumers (41 percent) say they would like pizza establishments to offer healthier ingredients, examples being whole wheat crusts (42 percent), organic toppings and crusts (30 and 28 percent, respectively), and all-natural and locally-sourced ingredients (50 and 38 percent).

Technomic’s Pizza Consumer Trend Report, April 2010 ⁴

¹ <http://www.foodchannel.com/articles/article/top-ten-side-dish-trends/>

² <http://www.restaurantmagazine.com/restaurant-trends/todays-breakfast-trends-take-the-beloved-meal-to-new-places/>

³ http://www.restaurant.org/pdfs/research/whats_hot_2011.pdf

⁴ http://www.technomic.com/Pressroom/Releases/dynRelease_Detail.php?rUID=50

Lunch Diners Seeking Health Benefits of Whole Grains

“Ingredients are almost as important as price for many consumers when dining out, and food operators confirm guests’ growing interest in better-for-you choices. Customers seek foods offering positive health benefits (such as fiber and whole grains) and menu items featuring more vegetables or fruit but less meat.”

LunchTrends in the U.S. Foodservice Market, Packaged Facts, September 2010 ⁵

The World of Trends [in Quick Service]

“Overall, Americans are eating healthier today than four years ago and are more conscious of whole grains... Whole grains mean better health and even strike chords of nostalgia in consumers today. Think about the memories of childhood that resonate from a steaming bowl of oatmeal.”

QSR Magazine, January 8, 2011 ⁶

5 Top Trendy Foods for January: Gluten-Free Grains

“...Just because you’re sidestepping wheat and its grain relatives doesn’t mean you don’t crave tasty carbs—or need heart-healthy whole grains in your diet! Fortunately, restaurants are beginning to cater to the taste buds of gluten-avoiding patrons by offering dishes made with flavorful gluten-free grains like nutty-tasting quinoa, millet and amaranth, which has a pleasant, peppery taste.”

Yahoo! Health, January 6, 2011 ⁷

Whole Grains are Top Ingredient Trend for 2011

“Look for: Pasta made with spelt, buckwheat, grano arso, farro or cultivated wheat like Einkorn pasta.”

The Daily Meal, December 17, 2010 ⁸

⁵ <http://www.free-press-release.com/news-spending-on-lunch-at-restaurants-forecasted-to-reach-114-billion-in-2011-1284060696.html>

⁶ <http://www.qsrmagazine.com/articles/features/119/trends-2.phtml>

⁷ <http://health.yahoo.net/experts/healthieryou/5-top-trendy-foods-january>

⁸ <http://www.thedailymeal.com/top-food-trend-predictions-2011>

RESTAURANTS SERVING WHOLE GRAINS

Consumers can't order whole grains until they're on the menu. It's all about choice. Today, leading chain restaurants are increasingly offering whole grain choices, so that everyone gets what they want. The table below shows *just a sampling* of the U.S. national chains that offer choices with at least 8 grams (and often more) of whole grain per serving.

| Restaurant | Outlets in U.S. | Whole Grain Choice(s) Available |
|--------------------------|-----------------|--|
| Arby's | 3,700 | Fresh Market Sandwich bread offers 16g whole grain |
| Au Bon Pain | 233 | Oatmeal, Fire Roasted Exotic Grains, Whole Wheat Multigrain Bread, Sesame Brown Rice Orange Salad, Cinnamon Walnut Quinoa and more |
| Bertucci's | 93 | Whole wheat dough available on any pizza |
| Bruegger's Bagels | 290 | Whole wheat bagel can be used with any sandwich |
| Burger King | 8,000 | Whole wheat ciabatta bun, with 8g of whole wheat, comes with Breakfast Ciabatta, and can be ordered with any Burger King sandwich |
| California Pizza Kitchen | 236 | Honey Wheat with Whole Grain crust option offers 58g of whole grain per pizza |
| Caribou Coffee | 500 | Oatmeal in six flavors: Classic, Maple Brown Sugar, Banana Walnut, Apple Cinnamon, Very Berry, and Blueberry Almond |
| Corner Bakery Café | 115 | Oatmeal by the bowl, muesli, and a variety of whole grain breads |
| Cracker Barrel | 594 | Oatmeal breakfast and an assortment of General Mills' whole grain cereals; Any sandwich can be served on whole wheat Sourdough Bread; French Toast can be made with whole wheat Sourdough Bread. |
| Jack in the Box | 2,200 | The Chicken Fajita Pita, a staple on Jack's menu for 20 years, gets a nutritional boost with the addition of a whole grain pita containing 16 grams of whole grains |
| Jamba Juice | 743 | Steel cut oatmeal (Plain, Apple Cinnamon, Berry Cherry Pecan, Blueberry & Blackberry, Fresh Banana) |
| Jersey Mike's | 500 | Wheat Bread has 16g of whole grain in a regular (half roll) and 32g of whole grain in a giant (whole) |
| McDonald's | 14,000 | Oatmeal available all day long; Premium Chicken Sandwiches have a bun containing 8g of whole grain. |

| Restaurant | Outlets in U.S. | Whole Grain Choice(s) Available |
|-----------------------------|------------------------|--|
| Noodles & Co. | 263 | Whole grain Tuscan linguini dish; 100% whole grain fettuccine available as an option in any pasta dish. |
| Olive Garden | 700 | Whole wheat linguini is available as an option in any pasta dish. |
| Panera | 1,421 | Whole Grain Breakfast Power Sandwich; freshly baked whole grain and white whole grain breads and bagels, for sale by the loaf or served with sandwiches, salads and soups. |
| PF Chang's China Bistro | 200 | Offers brown rice with all meals (almost half of diners choose this option) |
| Romano's Macaroni Grill | 215 | Whole wheat penne is available on request in any pasta dish or as a substitute for orzo or potatoes |
| Rubio's Fresh Mexican Grill | 180 | HealthMex grilled chicken or grilled veggie burrito on whole wheat tortilla |
| Ruby Tuesday | 900 | Brown Rice Pilaf is a Classic Signature Side Dish. |
| Samurai Sam's | 45 | Brown rice can be substituted in any dish; whole wheat wraps are standard. |
| Taco Time | 350 | Veggie burrito, super soft taco, is available in a whole wheat tortilla. |
| Uno Chicago Grill | 160 | Brown rice, farro salad; choice of traditional or 5-grain crust on pizzas; choice of Barilla whole grain pasta on all pasta dishes |

CREATIVE PROMOTIONS WITH THE WHOLE GRAINS CHALLENGE AWARDS PROGRAM

Each year, the Whole Grains Council encourages creative whole grain promotions throughout the foodservice community, through its Whole Grains Challenge awards program. Here's how it works:

- The WGC spreads the word through trade publications, associations, and websites.
- For an entire month, foodservice outlets feature at least one whole grain choice on the menu at all times – usually many more.
- Extra credit is awarded for original and creative promotions.
- The WGC picks winners in 10 categories, from Quick Serve to Fine Dining, K-12 public schools to universities, and from workplace cafeterias to healthcare.

Here are just a few examples from the four years we've been running the program, to help you understand how passionate foodservice operators can entice diners into trying and enjoying whole grains. Oldways and the Whole Grains Council are proud to highlight the efforts of foodservice operators like these, in hopes that they will serve as an inspiration to others.

Holton (MI) Public Schools, 2010 K-12 Public Schools Winner

Patty Wall, Director of Dining Services for the Holton (MI) Public Schools, is responsible for feeding 1500 breakfasts, lunches, snacks and dinners at four different locations throughout the school year, with a smaller program during the summer. Since hers is a rural school district with more than 70% disadvantaged students, many of Patty's students count on her for three meals a day. She makes healthy eating fun with choices including

- whole grain cream cheese jelly roll "that tastes like a jelly donut"
- whole white wheat pizza crust every day
- whole grain bread sticks and tortillas
- whole grain cereals and mini blueberry muffins

Patty used her back-to-school Open House nights to educate students and parents about whole grains, by asking them to sample a range of whole grain food samples – and fill out a survey, which made them eligible for a drawing for a free bike. Items with the highest survey scores were added to Holton's breakfast menu for the year.

Café Target (MN), 2009 Workplace Winner

Whole grains are a common treat at the workplace cafeteria of retail giant Target, in Minneapolis, where Bon Appétit Management Company serves breakfast and lunch to 4500 people daily. Café Target serves only whole grain buns with their burgers and sandwiches, and only whole grain rice at the Asian station. Mouthwatering menu choices include these and many more:

- wild rice with almonds local Lacinato kale
- ground turkey and barley burger with lingonberry sour cream

- vegetable beef soup with farro
- Thai peanut, chicken and broccoli stir fry with whole grain jasmine rice
- black barley pilaf
- buckwheat pancakes with millet and teff

Café Target took advantage of Bon Appétit min-posters and other support materials to explain the health benefits of whole grains in plexiglas display stands near the whole grain choices, and in brochures and flyers on tables. A prominent “grain bar” near the salad bar gave diners an opportunity to sample 16 grains daily, including quinoa, farro, wheat berries, Kamut® and wild rice. Financial incentives encourage customers to try whole grains too: whole grain pastas are discounted, and a whole grains loyalty punch card offers one free whole grain choice, after the purchase of five whole grain dishes.

Fair Hill Inn (MD), 2008 Fine Dining Winner

Fair Hill Inn, in Elkton, MD, specializes in “farmstead cuisine,” serving the bounty of its own garden, vineyard, and apiary. Chef/owners Phil Pyle, Jr. and Brian Shaw met the whole grains challenge by making sure that every single menu item, for the entire month, featured a whole grain. Diners enjoyed dishes such as

- Shrimp with wild rice pilaf and blue cheese-glaze walnuts
- Truffled squash purée with red quinoa and lobster
- Amaranth, Kamut® and mint salad
- Oatmeal bread pudding with local peaches and blueberry drizzle
- Lamb tenderloin with lack rice risotto

Phil and Brian promoted whole grains on their website, on the top of each menu, and on several direct marketing efforts associated with Whole Grains Month in September, attracting both new diners and loyal customers to try their creative whole grain dishes.

Virginia Tech (VA), 2007 University / College Winner (and Grand Winner)

Dining Services D2 at Virginia Tech in Blacksburg, VA, earned the title of Grand Winner in 2007 with a creative and far-reaching campaign to introduce its students to whole grains. The campaign centered around Colonel Grain, a whimsical cartoon character featured on posters and flyers (“Colonel Grain Wants YOU!”) around campus.

D2 already had several whole grain dishes on the menu in its eight international “shops,” but to meet The Challenge they added more than 20 completely new menu items, trying out new ingredients from bulgur and buckwheat to quinoa, amaranth, and spelt berries.

Creative items included:

- Whole wheat pizza and pasta at *Mangia!* the Italian shop
- Whole grain taco bowls, rice and burritos at *Salsas*, the Mexican shop
- Fruit cobblers with whole grain toppings at *La Pâtisserie*, with its French theme
- A make-your-own granola station and another featuring whole grain crêpes

Feedback cards allowed students to share their opinions about which new dishes should become permanent menu offerings, with prizes (including a mountain bike) awarded randomly to some of the students, faculty, staff and guests who filled out survey cards.