

# Whole Grain Foodservice Momentum Beyond Wheat, Beyond the Bun



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**Whole Grains Away From Home**  
September 26, 2016

# Overview

- More widespread than you can imagine
- Flavor forward: Taste is no longer a barrier
- Quality, clean label, and the “more message”
- So how do we talk about whole grains?
- Partnerships for complete solutions
- What happens next?

# Wendy's

Power Mediterranean Chicken Salad

Grains: Quinoa

May 2016 / Regular Menu

Grilled Chicken Sandwich

Grains: Red Quinoa, Bulgur, Oats

Sept. 2016 / Regular Menu



# Chick-fil-A

Harvest Kale & Grain Bowl  
Grains: Red & White Quinoa, Farro  
August 2016 / Test Markets



Egg White Grill  
Grains: Whole wheat, oats,  
rye, millet (+refined wheat)  
July 2016 / Regular Menu

# California Pizza Kitchen

Hearth-Roasted Halibut with  
Caramelized Squash Farro

Grains: Farro

December 2014 / Regular Menu

Quinoa Arugula Salad

Grains: Quinoa

August 2012 / Regular Menu



# Applebee's

Pepper-Crusted Sirloin on a Bed of Whole Grains

Grains: Khorasan Wheat, Brown Rice, Wild Rice, White Rice

January 2015 / Regular Menu



# Panera

Modern Greek Salad with Quinoa

Grains: Quinoa

May(?) 2016 / Regular Menu

(update of previous quinoa salad)



Ancient Grain and Arugula

Salad with Chicken

Grains: Freekeh, Farro, Black Barley

September 2015 / Regular Menu



# Subway

## Multigrain Flatbread

Grains: Whole wheat, oats, barley, triticale, rye, amaranth (no refined flour)

August 2016 / Regular Menu



## 9-Grain Wheat Bread

Grains: Whole wheat, rye, corn, oats, triticale, brown rice, barley, millet, sorghum (+ refined flour)

April 2015 / Regular Menu





# Dunkin' Donuts

## Whole Wheat Bagel

Grains: Whole wheat (+ small amounts of wheat bran, degermed corn meal)

January 2014 / Regular Menu



## Multigrain Flatbread

Grains: Whole wheat, rye, corn, oats, triticale, brown rice, barley, millet, sorghum (+ refined flour)

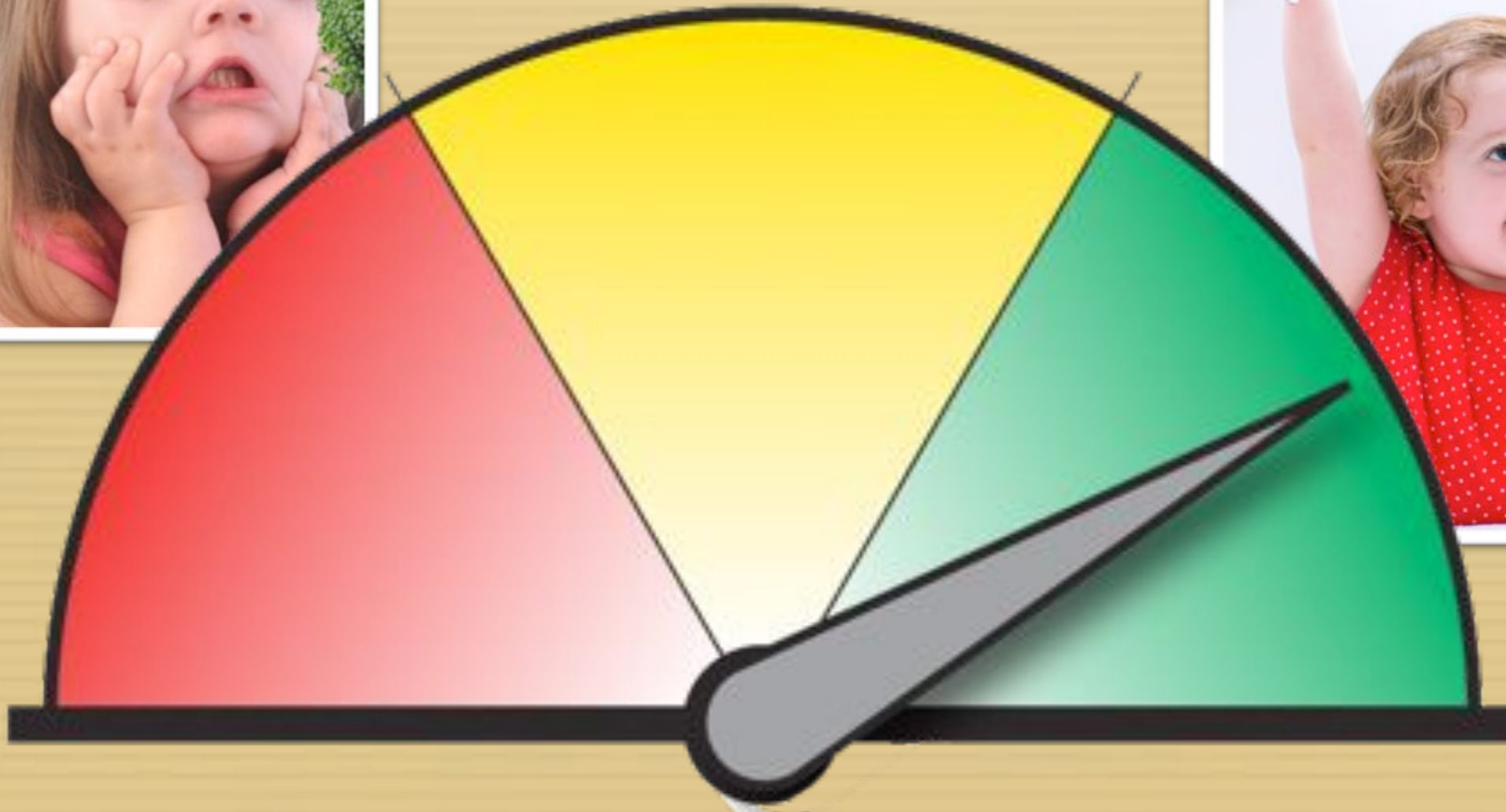
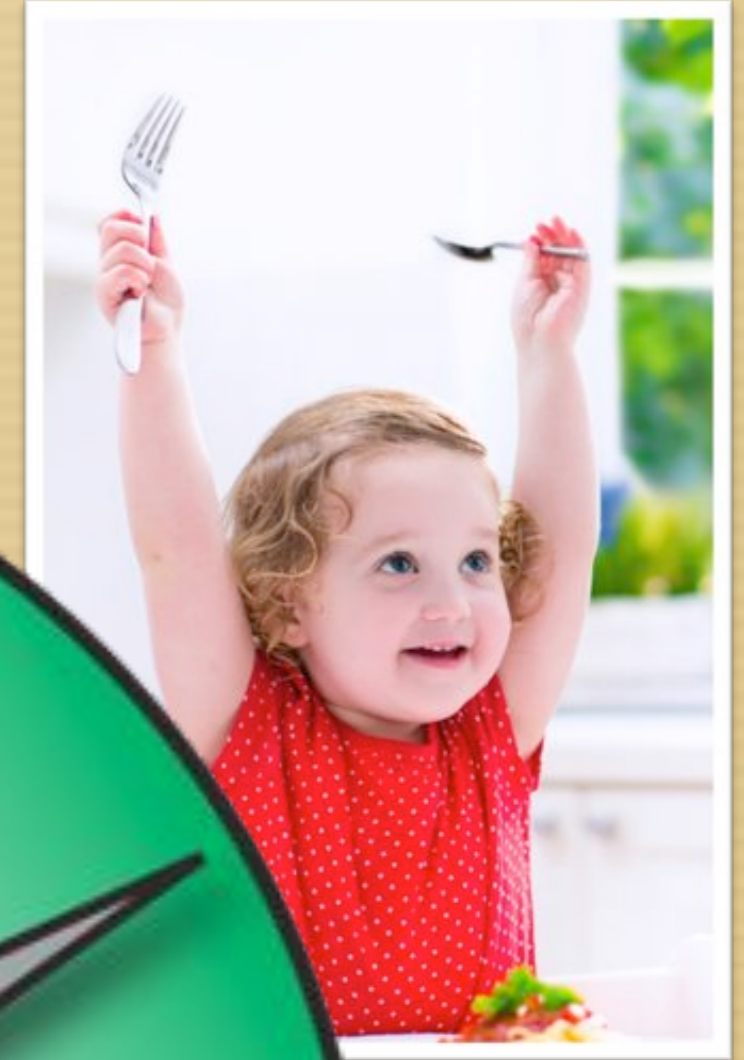
January 2014 / Regular Menu



# Fresh, Fast and Casual



# Flavor Forward: Taste is a Plus



# Lunchrooms Paved the Way



*Boulder Valley School District (Colorado)*



## **Kids ate just as much pizza with whole grain crust**

“...the impact on whole-grain intake could be substantial if large, national restaurant chains served pizza made with whole grain crust.”

*Public Health Nutrition. 2014 Aug 16:1-5  
(Tritt A et al.)*

# Fuller Flavor is an Asset

Although  
**37%**  
of people cited  
**TASTE**  
**AS A**  
**BARRIER...**



**40%**  
of people said  
**TASTE**  
was a reason they  
**CHOOSE**  
**WHOLE**  
**GRAINS**

# Quality: Foodies Love Whole Grains



# The More Message

## Healthy ≠ Depriving You

<b>“Giving More to You”</b>	<b>“Taking Away From You”</b>
<b>Whole Grains</b>	<b>Low Fat</b>
<b>Now with Real Fruit</b>	<b>Low Sodium</b>
<b>Ancient Grains</b>	<b>Heart Healthy</b>
<b>Artisan, Traditional</b>	<b>Egg whites</b>
<b>Premium, Fresh</b>	<b>Low Calorie</b>



# Don't Eat by the Numbers

“Fewer calories does not necessarily mean a better choice. For example, a 400-calorie sandwich on **whole-grain** bread with veggies and lean meats is a **more nutritious** choice than a 300-calorie cheeseburger on a white bun. We are taking steps to educate our customers about nutrition quality and **promote adding veggies and whole grains to up the nutrition and calorie quality** of their menu choices.”



- Lanette Kovachi, RD, in a Q+A in Fast Casual

# 2 Types of Customers

How do we reach both?



**Health Seekers**



**Fast & Familiar**

# On the Go, No Compromises



# Whole Grains Take Fast Casual



# Reaching the Fast & Familiars



**Add new items**



**Improve existing items**

# World's Largest Blind Taste Test

## Brief

When Kraft announced they'd be removing artificial ingredients from their mac & cheese, people were worried the taste would change. Kraft asked how we could convince people that the new recipe tasted the same. Our answer? Don't tell people they're eating it.

## Execution

Last December, Kraft started selling the new recipe in original boxes, and over the next three months, Sammons removed it without raising a flag. That's what we announced when we'd done.

## Results

Over 1 billion earned media impressions.  
32 million boxes of mac & cheese sold during the taste test.  
Millions of boxes sold since.

Started selling  
December 2015

January 2016

February 2016

Started telling  
March 2016



# Customers Hold You Accountable



# Distributors: More Options



**Eat Fit NOLA.**  
Where nutritious meets delicious.

 **EMBRACE HEALTH** *deliciously*

*fresh. tasty. fit.*

Menu items that are balanced and nutritious, yet still craveable.

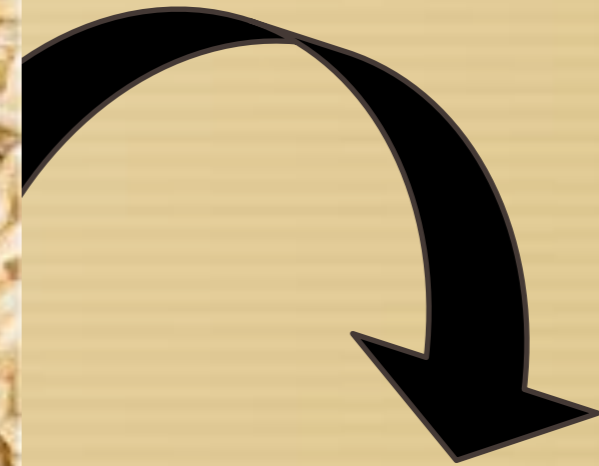
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Cheesecake Bistro and Ochsner Health System have partnered in this endeavor, **Eat Fit NOLA.** This is a partnership that highlights the better-for-you items right on the menu, making it effortless for anyone to eat nutritiously, at any Cheesecake Bistro.





# Manufacturers: Mix it Up



**Single SKU**

# Foodservice: Just Ask!



# Takeaways

- More widespread than you can imagine
- Whole grains represent MORE (quality, clean label, fuller flavor)
- Tailor your approach to your customers
- Distributors, manufacturers and foodservice can work together for win-win solutions.

## Freshii CEO to McDonald's CEO: Try us



Bruce Horowitz, USA TODAY

5:13 p.m. EDT May 6, 2015



In an [open letter](#) to McDonald's CEO Steve Easterbrook, the 33-year-old CEO and founder of Freshii, Matthew Corrin, virtually dares McDonald's to co-brand a Freshii store -- famous for its fresh salads, quinoa, whole grain wraps and pressed juices -- inside one of McDonald's 14,000 locations anywhere in the U.S.

Within one year, promises Corrin, in the letter emailed to Easterbrook late last week and posted Wednesday afternoon on Freshii's website, same-store sales at that McDonald's location will jump 30% and the store's annual profits will jump \$250,000. If not, his letter continues, Freshii will refund the difference. "I'll assume all the risk to prove my theory that fast food and fresh food can coexist, to the benefit of all," his letter states.



# The Whole Grains Council



**Helping people worldwide  
enjoy more whole grains**

[www.WholeGrainsCouncil.org](http://www.WholeGrainsCouncil.org)

