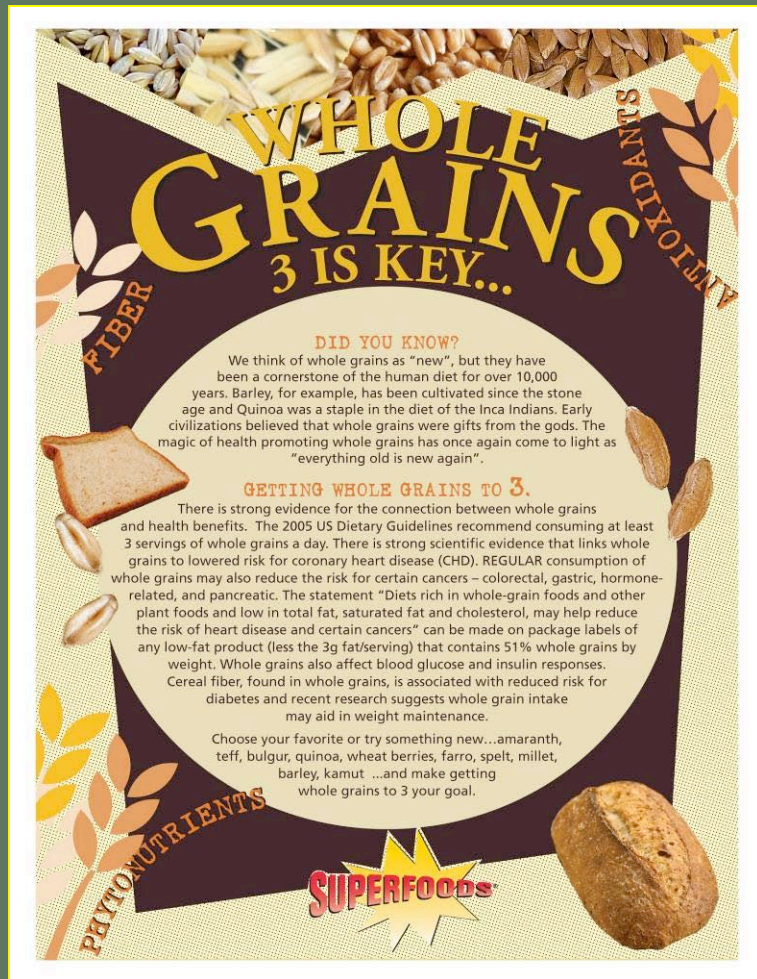


Whole Grains Get Promoted at Work



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RD, CDN

Director of Nutrition

Compass Group, The
Americas

Compass Group PLC

- World's leading foodservice company
- \$19.5 billion revenues
- Over 400,000 employees around the world
- Ranked the 12th largest employer by Fortune magazine in 2006.
- Emphasis on Sustainability and Health & Wellness



Our Biggest
Challenge
Customer
Perception

That's Life



Strategies

- Pair unfamiliar with familiar
- Capitalize on growing interest in world cuisines
- Take advantage of demand for local/ organic/ sustainable foods
- Stealth Health
- Re-engineering catering menus
- Reward whole grain purchases
- Educating & Training

Midwest client

New “premium”
burger served on
custom whole
grain bun



- East Coast/ Mid-Atlantic client
- 2 week cycle of whole grain side salads offered at grill and deli in lieu of fries/ chips



- Tabbouleh
- Turkish Lentil and Bulgur Soup
- Brazilian Kamut Salad
- Acorn Squash stuffed with Millet, Lentils & Tofu
- Bulgur Meatballs in Spicy Tomato Sauce
- Ethiopian Black Barley Soup

FLIK Around The World

GRAINS AROUND THE WORLD



FLIK is a World of Good Food



New tortilla/ wrap offering: 100% Whole Grain and Organic



TECHNICAL DATA SPEC SHEET

Item #72531

Organic Whole Wheat 12"		Flavored Tortilla	
Product Specifications		Nutrition Information	
Weights			
Weight per dozen	42 oz.	Serving Size	1 tortilla 3.5oz (99g)
Case Net weight (lbs.)	15.75 lbs.	Servings Per Container	12
Case Gross weight (lbs.)	17.50 lbs.	Calories per serving	210
Diameter (inches)	12"	Calories from Fat	15
Count		% Daily Value	
Packages per case	6	Total Fat 2g	3%
Units per package	12	Saturated Fat 0g	0%
Case dimensions: 13.75 x 13.75 x 5.75		Trans Fat 0g	
Julian code date system: 19306L. Made on 193 rd		Cholesterol 0mg	0%
Day of the year, the yr, L-Line/Plant		Sodium 270 mg	11%
		Total Carbohydrate 42g	14%
		Dietary Fiber 7g	26%
		Sugars 0g	
		Protein 8g	
Storage & Shelf Life		Vitamin A 0%	Vitamin C 0%
Storage	Frozen 0 - 10 F	Calcium 6%	Iron 10%
Shelf Life	Frozen 9 months		
	Refrigerated 7 days		

Storage
Shelf Life

g Information

6 X 12
9 X 11
99
17.50
0.480

12 days
days to:

Percent of daily values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories 2000	2500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2400mg	2400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Calories per gram	Fat 9	Carbohydrates 4 - Protein 4

Minimum Order 99 cases

Must be ordered in FULL pallet quantities
Pallets may be mixed flavors.

Whole Wheat Flour, Water, Organic Soybean Oil, Sea Salt, Baking powder (Sodium Bicarbonate, Corn Starch), Lecithin and Rice Bran.

Processed in a facility uses Wheat, Soy and Seeds.

Organic Hot Cereal Bar



2007-2008 Stealth Health Initiatives



BALANCED CHOICES[®]
for a healthy lifestyle



Stealth Health Initiatives

Supporting the Dietary Guidelines for Americans

Next Steps



Reduce/Eliminate Artificial Trans Fat in Our Foods

- Complete transition of all sectors to zero trans fat margarines and spreads by July 2007
- Complete transition of all other products to zero trans fat by December 2007



Reduce Sodium 50% by 2016

- Reduce sodium in other convenience products, deli meats and cheeses



Increase Whole Grains by 50%

- Develop with vendor partners products using “white” whole wheat flour



Reduce Saturated Fat, Encourage Moderate Use of Mono & Poly Unsaturated Fats

- Continue fry life studies to determine feasibility to move all remaining frying oil to canola



Increase Fruit & Vegetable Consumption

- Balanced Choices loyalty programs reward fruit/vegetable purchases as part of Balanced Choices meals

Retort whole grain blends used in steam technology Home Replacement Meals

dream steam® cuisine

READY TO COOK
Microwaves in 3 minutes or less!



Herb & Lemon Chicken with Quinoa Brown Rice & Vegetables

NET WT 14.9 OZ (425 g) KEEP REFRIGERATED

dream steam® cuisine

Herb & Lemon marinated chicken breast, quinoa brown rice blend, fresh snow peas, carrots and cherry tomatoes

Herb & Lemon Chicken with Quinoa Brown Rice & Vegetables



dream steam® cuisine

This unique dream steam® packaging system cooks food perfectly in your microwave... every single time!

Herb & Lemon Chicken with Quinoa Brown Rice & Vegetables



US Patent Nos. 6,967,764 E1

Nutrition Facts		MICROWAVE COOKING INSTRUCTIONS	
Serving Size 1 package (425g)			
Amount Per Serving		• Cook only one package at a time	
Calories 421	Calories from Fat 45	• Do not pierce package before cooking	
		• Remove paper sleeve before microwaving	
Total Fat 5g	% Daily Value *	• For typical 1000-watt microwaves, cook on HIGH for 3 minutes	
Saturated Fat 0.7g	4%	(Lower wattage microwaves may require slightly longer cooking time)	
Trans Fat 0g		• Allow to sit for 1 minute, then peel film from tray, stir contents and serve	
Cholesterol 55g	20%	• Caution when opening as steam will be hot	
Sodium 502.0mg	21%	• Meal will stay warm for up to 20 minutes until film is removed	
Total Carbohydrate 61.5g	20%		
Dietary Fiber 8.3g	33%		
Sugars 6.7g			
Protein 31.6g			
Vitamin A 1.72%	Vitamin C 16%	INGREDIENTS: Chicken Breast, Herb Lemon Marinade, Quinoa, Brown Rice, Snow Peas, Carrots, Cherry Tomatoes, and other natural flavors.	
Calcium 8%	Iron 20%	Contains: Chicken Breast, Quinoa, Brown Rice, Snow Peas, Carrots, Cherry Tomatoes, and other natural flavors.	
*Percent Daily Values are based on a diet of other people's secrets.		Contains: Chicken Breast, Quinoa, Brown Rice, Snow Peas, Carrots, Cherry Tomatoes, and other natural flavors.	
†Percent Daily Values are based on a diet of other people's secrets.		Contains: Chicken Breast, Quinoa, Brown Rice, Snow Peas, Carrots, Cherry Tomatoes, and other natural flavors.	
Total Fat	Less than 10g 6g		
Saturated Fat	Less than 2g 2g		
Cholesterol	Less than 100mg 100mg		
Sodium	Less than 2,400mg 2,400mg		
Total Carbohydrate	100g 100g		
Dietary Fiber	25g 30g		
DISTRIBUTED BY: Compass Group, The Americas®		BEST IF USED BY:	
Shelton, NC 28077			
KEEP REFRIGERATED			

2008 initiative
whole grains as
the default choice
in corporate
catering menus



Promoting Whole Grains with Loyalty



New Media Training and Education

- Webcast on Nutrition & Wellness
- DVD includes segment on cooking with whole grains
- Cgnad.com\nutrition
- Technology Solutions



Bringing Whole Grains HOME



Whole Grains A - Z:

Buckwheat

Buckwheat goes way beyond the pancake mixes we associate with it. Japan's soba noodles, Brittany's crêpes and Russia's kasha are all made with buckwheat. Botanically, buckwheat is a cousin of rhubarb, not technically a grain at all – and certainly not a kind of wheat. But its nutrients, nutty flavor and appearance have led to its ready adoption into the family of grains. Buckwheat tolerates poor soil, grows well on rocky hillsides and thrives without chemical pesticides.

Health bonus: Buckwheat is the only grain known to have high levels of an antioxidant called rutin which may help with heart health.

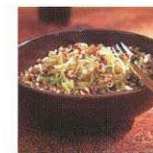
Delicious buckwheat recipe on the back

Kasha with Leeks and Toasted Pecans

- 1 cup uncooked medium-grain kasha (buckwheat groats)
- 2 large egg whites
- 1/4 cup water
- 1/4 teaspoon salt
- 1 cup vegetable broth
- 4 hard-cooked large eggs
- 1 tablespoon olive oil, divided
- 4 cups thinly sliced leek, separated into rings (about 3 leeks)
- 2 tablespoons water
- 1 teaspoon sugar
- 1/4 cup chopped pecans, toasted

Place kasha in a medium saucepan; cook over medium-low heat 3 minutes, stirring often. Gradually add uncooked egg whites, stirring to coat. Add 1/4 cup water, salt, and broth; bring to a boil. Cover, reduce heat, and simmer 15 minutes or until liquid is absorbed. Remove from heat. Cut cooked eggs in half; remove yolks, and reserve for another use. Finely chop cooked egg whites. Add cooked egg whites and 1 1/2 teaspoons oil to kasha mixture; stir well. Heat 1 1/2 teaspoons oil in a medium nonstick skillet over medium-high heat. Add leek; sauté 5 minutes. Add 2 tablespoons water and sugar; cover, reduce heat, and cook 2 minutes. Spoon 1 cup kasha into each of 4 bowls. Top each serving with 1/2 cup leek mixture and 1 tablespoon chopped pecans.

Sources: Whole Grains Council, Cooking Light



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Independent Schools®

by Chartwells®

www.eatlearnlive.com

National Nutrition Month 2008

“Whole Grains 3.0”

