Whole Grains Get Promoted at Work

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Director of Nutrition

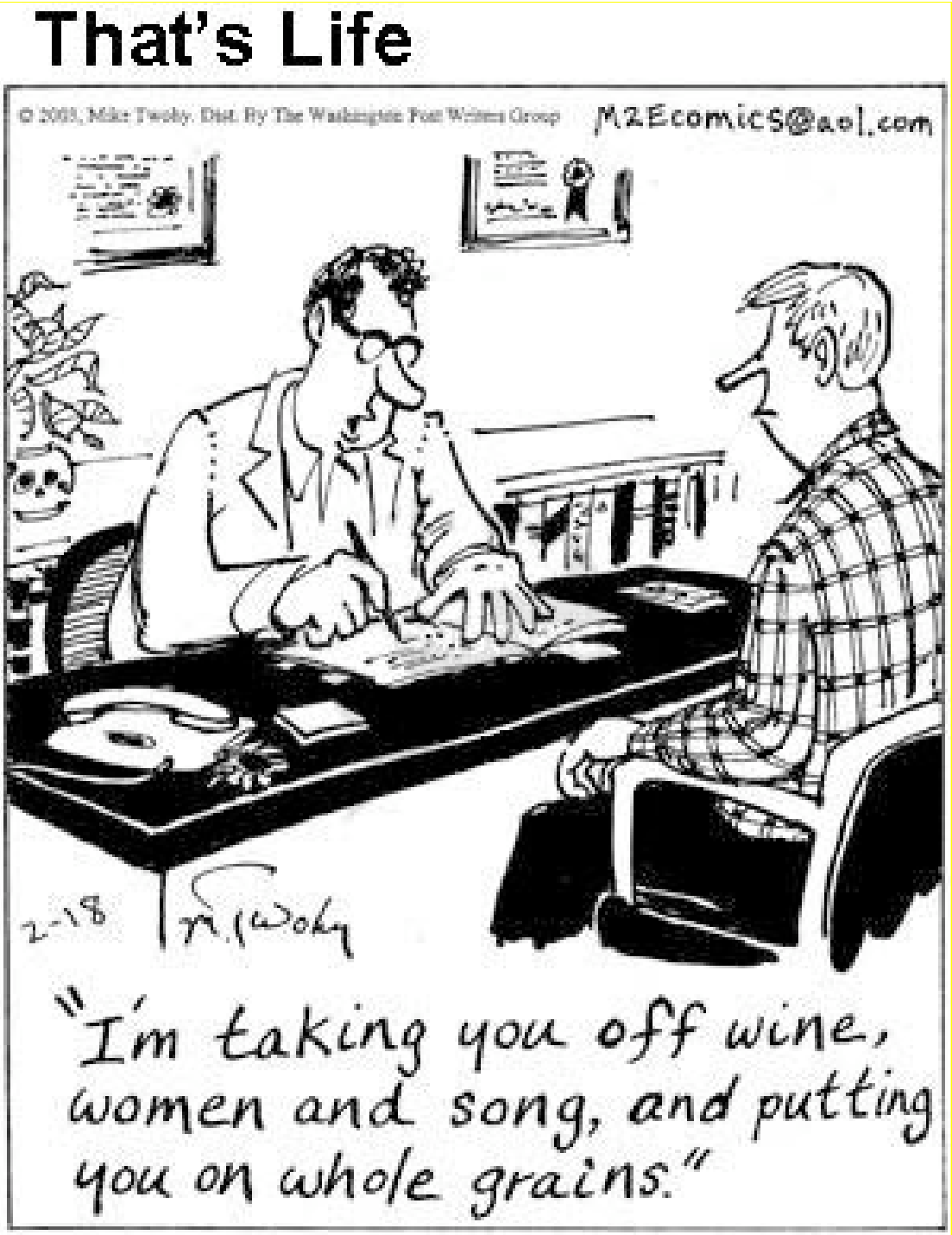
Compass Group, The Americas

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



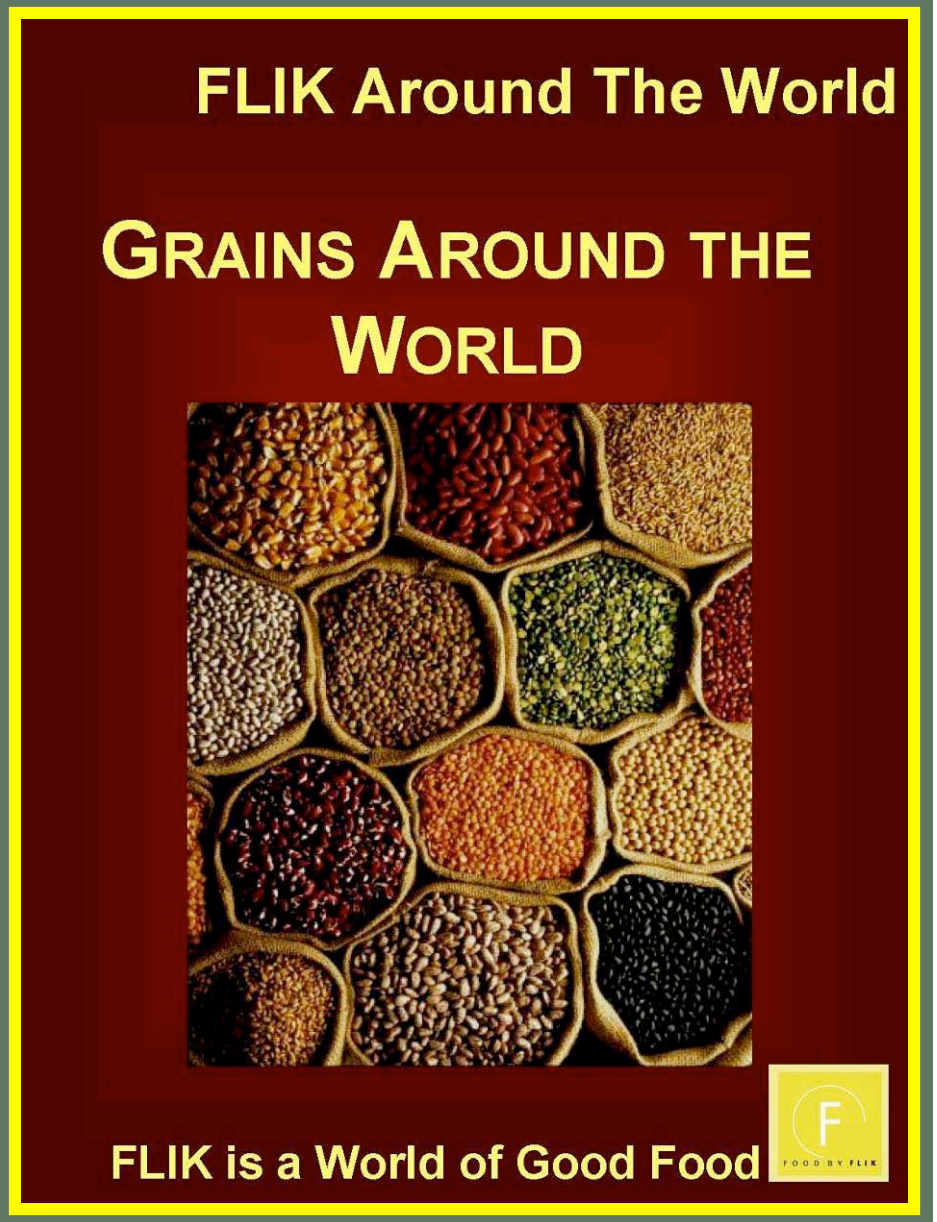
Strategies

- 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



New tortilla/ wrap offering:

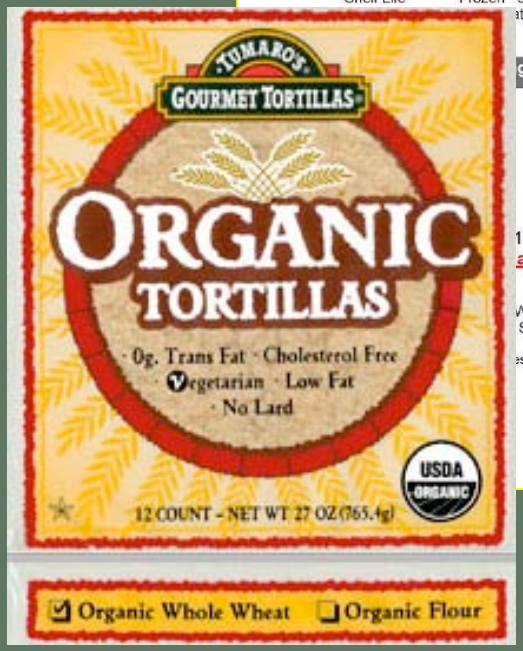
100%

Whole

Grain

and

Organic



TUMARO'S GOURMET TORTILLAS
America's Favorite Gourmet Tortillas®

TECHNICAL DATA SPEC SHEET

Item #72531

Organic Whole Wheat 12" Flavored Tortilla

Product Specifications

Weights

Weight per dozen	42 oz.
Case Net weight (lbs.)	15.75 lbs.
Case Gross weight (lbs.)	17.50 lbs.
Diameter (inches)	12"
Count	
Packages per case	6
Units per package	12

Case dimensions: 13.75 x 13.75 x 5.75
Julian code date system: 19306L. Made on 193rd Day of the year, the yr, L-Line/Plant

Storage & Shelf Life

Storage	Frozen	0 – 10 F
Shelf Life	Frozen	9 months
		ted 7 days

g Information

	6 X 12
	9 X 11
	99
	17.50
	0.490

12 days
ays to:

Nutrition Information

Serving Size	1 tortilla 3.5oz (99g)
Servings Per Container	12
Calories per serving	210
Calories from Fat	15
% Daily Value	
Total Fat 2g	3%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 270 mg	11%
Total Carbohydrate 42g	14%
Dietary Fiber 7g	26%
Sugars 0g	
Protein 8g	
Vitamin A 0% - Vitamin C 0%	
Calcium 6% - Iron 10%	

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.

essed 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

ReduceSodium 50% by 2016

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

IncreaseWhole 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

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.

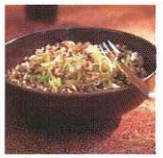
Delicious buckwheat recipe on the back

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



Flik® Independent Schools by Chartwells®

www.eatlearnlive.com

National Nutrition Month 2008

“Whole Grains 3.0”