



# Whole Grains in Foodservice

A Free Workshop on Wednesday, February 2, 2011

The Nines Hotel, 525 SW Morrison, Portland, Oregon

Whole grains are gaining momentum in schools, restaurants, workplace cafeterias, and everywhere else we eat. If you'd like to learn how to make the most of the growth of whole grains, you're invited to attend a FREE workshop run by the Whole Grains Council and Oldways.

This workshop is designed to break down the three main barriers to increased consumption of whole grains in foodservice:

- #1 Consumer Attitudes: Will my customers like whole grains?
- #2 Purchasing Challenges: Where do I get them? What do I look for?
- #3 Preparation Skills: How do I cook, store, and serve whole grains?

## Workshop Schedule

- 1:00-1:15 Consumer Attitudes - Demand for whole grain is strong
- 1:15-1:30 Tips for Specifying and Purchasing Whole Grains
- 1:30-2:30 Whole Grain Cooking Demos with Chef Mike Holleman
- 2:30-2:45 Break
- 2:45-3:30 Roundtable Discussions among Foodservice, Manufacturers & Distributors
- 3:30-4:00 Roundtable Summaries and Action Plan

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This workshop is designed specifically to **open a dialog** among foodservice providers, manufacturers, and distributors, so that each group better understands the needs of the others - to ensure that all three groups will succeed, together.

**Why Foodservice Managers should attend this free workshop:**

- Learn easy, affordable ways to make delicious whole grain dishes
- Share your success stories and questions about serving whole grains
- Become aware of available whole grain products
- Understand how and where to buy the products you need

**Why Distributors and Brokers should attend this free workshop:**

- Meet potential foodservice customers from Oregon and Washington
- Talk to manufacturers about their newest whole grain products
- Understand why whole grains will be a key part of your business

**Why Food Manufacturers should attend this free workshop:**

- Make contacts with distributors and brokers
- Become aware of the needs of foodservice customers
- Get inspiration for new product opportunities!



Register today for the Whole Grains Workshop at <http://guest.cvent.com/d/ddqf9f>

Whole Grains Council and Oldways  
266 Beacon St., Boston MA 02116 USA



office: 617-421-5500  
[WholeGrainsCouncil.org](http://WholeGrainsCouncil.org) and [Oldwayspt.org](http://Oldwayspt.org)



# Foodservice Workshop

## Whole Grains: the New Norm

A conference organized by the Whole Grains Council & Oldways  
January 31 - February 2, 2011 • Nines Hotel • Portland, OR

The Whole Grains Foodservice Workshop is a free session offered as part of **Whole Grains: the New Norm**, an international scientific and culinary conference.

Register today for the full conference or for the free Whole Grains Foodservice Workshop online at <http://guest.cvent.com/d/ddqf9f>

### Schedule at a Glance for the Full Conference

#### Monday January 31, 2011

- 4:00-4:30 The New Norm: whole grains have gone mainstream
- 4:30-5:00 What Do They Know that I Don't? How and why social norms affect our behavior
- 5:00-5:30 Whole Grains & Health: a Roundup of New Research
- 5:30-6:00 Whole Grains in the new 2010 Dietary Guidelines
- 6:00-6:10 The ECO Project & Bob's Red Mill
- 6:10-8:00 **Networking cocktail reception**, with plenty of delicious whole grain hors d'oeuvres.

#### Tuesday February 1, 2011

- 8:30-9:15 Manufacturers' panel: Where Whole Grains are the Norm
- 9:15-9:45 Whole Grains in Every Aisle of the Supermarket
- 9:45-10:15 Healing Whole Grains Make Hospitals Healthier
- 10:15-10:45 Break
- 10:45-11:15 Whole Grains for a New Generation: Schools
- 11:15-12:00 Media panel: Words & Photos for a New Norm
- 12:00-1:00 **Grain Bar Buffet** — *Your chance to try a range of different grains, and wonderful foods made from them.*
- 1:00-1:30 The Pace Picks Up: the Whole Grain Stamp Spurs Sales
- 1:30-2:00 Healthy Corner Stores, a Nationwide Movement
- 2:00-2:30 Vending Machines Make Whole Grains Ultra-convenient
- 2:30-3:00 Break
- 3:00-3:30 Increasing Whole Grains in Central & South America
- 3:30-4:00 China's Plans for More Whole Grains
- 4:30-5:30 Whole Grains Council Member Meeting
- 7:00-9:00 **Awards Dinner** — *A leisurely dinner, with special tributes*

#### Wednesday February 2, 2011

- 8:30-9:15 Farmers' panel: Issues that Affect Grain Supply & Quality
- 9:15-9:45 What Makes a Grain "Whole" after it's been Milled?
- 9:45-10:15 Break
- 10:15-11:00 Gluten-Free and Sprouted Whole Grains
- 11:00-11:45 Marketing Whole Grains: You Convinced Me!
- 11:45-12:00 Concluding remarks for the Main Session
- 12:00-1:00 **Whole Grains on the Run** — *a quick lunch to go*
- 1:00-4:00 Free Whole Grains Foodservice Workshop

Conference Fees	Regular	Discounted *
Foodservice Workshop Feb. 2 afternoon	Free. Nada. Nothing.	Free. Nada. Nothing.
Full Conference Jan. 31 - Feb. 2	\$685	\$445

\* **Discount available** to RDs, other health professionals, government workers, and non-profits

#### About the Whole Grains Council

The Whole Grains Council (WGC) helps consumers find whole grain foods and understand their health benefits; helps manufacturers create delicious whole grain products; and helps the media write accurate, compelling stories about whole grains. The Whole Grain Stamp, the WGC packaging symbol that identifies products containing at least 8g of whole grain per serving, is now being used on more than 4,700 products in 21 countries.

#### About Oldways

Oldways is an internationally-respected non-profit, changing the way people eat through practical and positive programs grounded in science, traditions, and delicious foods and drinks. Oldways is perhaps best known for creating the Mediterranean Diet Pyramid, and for its two decades of promoting traditional foodways, especially in European countries. In 2003, Oldways founded the Whole Grains Council, which it continues to manage today.

#### Thanks to our Conference Sponsors:

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