



PHILOSOPHY & RATIONALE



the philosophy

- balance good taste and good sense
- only the best ingredients
- seasonal fresh vegetables
- healthy eating that is never boring and always delicious
- complete meal for 450 calories or less; no more than 35% calories from fat
- seasonal menu cycles; new recipes and old favorites

the rationale

- flavorful and healthy together on one plate
- no one feels deprived
- sensible portions/real life food
- wide variety of choices



OBJECTIVE



- Educate employees to the benefits and great taste of Flavors 450 Conscious Cuisine so they can eat better, feel better and have more energy and nutrients to perform better
- Move the Flavors 450 eating philosophy out of the cafeteria and into the fabric of the hospital
- By offering employees healthy, delicious food (*not diet food!*), you show them that you understand their needs

INNOVATION

Food Management
Magazine announces its
2009 Best Concept
Award Winners

**Best Management
Company Concept**



MAKING NEWS WITH OUR FOOD



Flavors 450 is making news for Morrison clients and stirring national attention of Morrison's leadership in changing the foods served in healthcare and senior living facilities.

Chef Neff and Flavors have been featured in:

- **55** national new articles
- Conducted **7** radio interviews
- Appeared in **20** televised cooking demonstrations





**ASIAN EDAMAME &
SWEET CORN PILAF**





**ROASTED TOMATO & ARTICHOKE
FLATBREAD**



**SESAME GINGER SOBA
NOODLE SALAD**





**TURKEY MEATBALL SUB ON A FLATBREAD FOLD
SERVED WITH CREAMY TOMATO BASIL SOUP**





**SOUTHWESTERN RICE WITH CORN & BLACK BEANS SERVED
WITH CINNAMON ROASTED PORK FINISHED WITH A MOLE
SAUCE**

WHOLE GRAIN OPPORTUNITIES

- Menu design highlighting awareness of whole grains
- Increase nutritional values
- Reduction of plate cost and increase revenue
- Experience creative textures and flavors
- Reduce inventories and increase menu varieties

