WHOLE GRAIN BOOT CAMP

COLONEL GRAIN WANTS YOU!

June 1–June 30
and July 1–July 31
Virginia Tech’s Dining Services took on the Whole Grains Challenge with its usual gusto and gave 110 percent to each and every aspect of the promotion. It began with meetings between our chefs, bakers, dietitian, managers, administration, and marketing staff. Prior to the challenge, several students had been asking where they could find more whole grain selections. This contest gave us an opportunity to not only offer more whole grains for a month or two, but to take it a step further. Feedback cards were provided that asked guests—students, faculty, staff members, and summer conference guests—their opinions on the various items that they sampled, whether or not they would choose that item again, and what items they would like to see on the menu permanently this fall.

As an added incentive to let us know their thoughts, current students were entered for a chance to win a bicycle when they submitted their feedback cards for the month of June. The whole grains fit right in with our already diverse menus, including vegetarian, vegan, and low-fat selections. We continued serving whole grain items that were already on our menu, altered some existing recipes to incorporate whole grains, and created more than 30 completely new and original recipes such as Spaghetti Bolognese and Buckwheat pancakes. Twenty-five new ingredients were brought in for the challenge, including bulgar, quinoa, amaranth flour, and spelt berries. Most of the new ingredients and recipes will continue to be used in our regular menu cycle. Special action stations were also integrated, including a “make your own” granola station and another featuring whole grain crepes with various fillings and toppings.

While we had originally planned to enter the contest for June only, the promotion and whole grain selections were so popular and had so many students asking for more that we decided to extend it and enter for July as well.

D2 features eight international shops, each of which featured whole grain selections according to its specialty. Mangia, which serves Italian favorites, offered up whole wheat pizza and pasta. Salsas, the Mexican shop, offered a variety of whole grain taco bowls, rice and burritos. La Pâtisserie, which features desserts, offered a variety of fruit cobblers with whole grain topping. At each shop, guests could find new and exciting whole grain dishes to satisfy even the pickiest eaters.
PROMOTIONAL ITEMS

WHOLE GRAIN BOOT CAMP

COLONEL GRAIN WANTS YOU!

Look for foods with the whole grain logo in D2 from June 1 – June 30. Try them out and tell us what you think to help us decide what stays on the menu for this fall. Submit your feedback for a chance to win a Virginia Tech T-shirt or the grand prize—a Diamondback Wildwood Citi bicycle.*

ENLIST WITH COLONEL GRAIN AND FIND OUT WHY WHOLE GRAINS ARE NOT ONLY HEALTHY, BUT TASTY TOO!

*We welcome feedback from all of our conference guests, however, the contest is open to current Virginia Tech students only.

Posters, fliers, table cards, and menu item cards featuring Colonel Grain were created to promote the new menu items.
PROMOTIONAL ITEMS

WHOLE GRAIN BOOT CAMP

Take a look at the type of carbs you normally eat. How many are whole grains? If you’re not eating very many, you may want to think about making some changes to include more whole grains. Not only do whole grains contain good sources of dietary fiber, but they also provide significant phytochemicals and antioxidants that help the body fight disease. In addition, research supports that whole grains reduce the risk of heart disease and certain cancers.

The foundation of a nutritious diet begins with grain products—cereal, rice, bread, and pasta. These foods are typically low in fat, saturated fat, and cholesterol. Whole grains are a good source of energy for vital functions, including your ability to recall information on tests. In addition, whole grains provide essential vitamins and minerals.

Now you have the whole story on whole grains.

HOW DO YOU GET WHOLE GRAIN GOODNESS?

MyPyramid (www.mypyramid.gov) recommends that adults eat at least 3 ounces of whole grain foods every day. To be sure you are getting whole grain goodness, look for the word “whole” in front of the grain name in the list of ingredients.

TIPS TO HELP YOU GET MORE WHOLE GRAINS EACH DAY:

- Look for foods that list a whole grain as the first ingredient. Some whole grain ingredients to look for include: whole wheat, whole barley, whole oats, cracked wheat, graham flour, and whole cornmeal.
- Make a habit of requesting whole wheat bread or rolls and brown rice as meal accompaniments when you eat out.
- Have a whole grain cereal, such as oatmeal, for breakfast.
- Stock your pantry with whole grain staples: brown rice, low-fat whole wheat crackers, cereal, breads, and rolls.

Look for the whole grain logo in D2 throughout the month and on restaurant menus to identify whole grain selections.

Table cards were created to educate our customers about the benefits of incorporating whole grains into their diets and to explain the Whole Grain Boot Camp program.
A full list of whole grain menu options was displayed daily.

Menu item cards noting the benefits of eating whole grains, including nutrition information, were placed on the serving lines.
1. Bicycle winner Brian Harris, a senior at Virginia Tech, poses with his prize and D2’s manager, Kelvin Bergsten.
2. Quinoa Berry Salad topped with oats in a whole grain bowl.
3. A bread display—combined with the bike prize, poster, and feedback card box—greeted guests as they entered D2.
4. Executive Chef Terry Reed serves a student at the “make your own” granola action station.
5. The whole-wheat white pizza was a hit.
Feedback cards were provided that asked guests—students, faculty, staff members, and summer conference guests—their opinions on the various items that they sampled.

### Whole Grain Boot Camp Feedback

#### Whole Grain Boot Camp Feedback

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Submit this completed card for a chance to win a Diamondback Wildwood Citi bike!
We welcome feedback from all of our conference guests, however, the contest is open to current Virginia Tech students only.

Name: [Student Name]
Phone: [Student Phone]
E-mail: [Student Email]

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Would you choose this option again? Yes □ No □
What whole grain item would you like to see on future menus?

- [ ] Whole grain pasta
- [ ] Whole grain rolls/breads
- [ ] Whole grain desserts

Additional Comments:

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Would you choose this option again? Yes □ No □
What whole grain item would you like to see on future menus?

- [ ] I really, really like the pizza. Keep it on the menu.

Additional Comments:

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