



# MIX

FOOD | FLAVORS | IDEAS | WINTER 2014

## It's All About **Balance**



**Healthy Options** Mean Better Sales

# Healthy Options

## Part of an Overall Strategy to Offer Menu Variety

Yes, it's possible to offer menu items that are healthy *and* delicious. The marketplace demands it.

You know it happens all the time: You put healthy items on the menu, and customers still order the burger and fries. Even as the demand for menu labeling heats up, so do the sales of menu items like supersize sandwiches and luscious desserts.

In fact, new research from NPD reveals that despite everything that's been said and done about health, wellness, and diet, many consumers still want to indulge when they're dining out—only 24% of U.S. consumers say they eat healthy when they dine out (while over half of foodservice

visitors say they are healthy eaters at home). At the same time, numerous studies indicate that consumers *expect* to see healthy options on the menus of their favorite restaurants.

Bottom line, the marketplace demands that the foodservice industry take a leadership position in the fight against obesity. And many consumers do seek healthy options outside of the home, very vocally—whether it's items that are lower in calories and fat, vegetarian or vegan, gluten free, or in a right-sized portion.

### Stealth Health: The New Definition of "Healthy"

Health and wellness options, then, are part of an overall strategy for appealing to customers; some customers will order them, some won't, but they all have to feel that the option is there if they want them. And customers will choose another establishment if you don't provide that option, and they may take their friends and family with them.

Moreover, better-for-you items don't have to be bland or boring, particularly when there are ingredients to tweak and prep methods to explore, making offerings more sensible, without losing any of the crave factor. Call it Stealth Health, and there are lots of ways to offer it.



Chicken Salad with Mango & Cashews  
featuring MINOR'S® Red Chile Adobo  
Flavor Concentrate

## leancuisine

Chicken Enchiladas with Green Sauce featuring LEAN CUISINE® Glazed Chicken



**Customizable Options:** Putting the customer in the driver's seat when it comes to how they can order their meal is a win-win, not only for those with health concerns but for just about any patron who cares about food.

- **Action Stations:** From display stir-fry on college campuses to a toss-to-order salad concept like Saladworks, exhibition-style serveries where customers can order the ingredients they like and watch them being used in front of them speak not only to freshness but also to infinite variety. And they accommodate both the light eater and the person with the XL appetite, no questions asked.

### TIP

Sell more global soups, healthy options, and dessert and breakfast selections with turnkey Display Station concepts from NESTLÉ PROFESSIONAL.®

- **Build-Your-Own Menu Items:** Many of the most popular items can be menued as a mix-and-match concept, including sandwiches (choice of bread, filling, condiment); pizza (regular or gluten free crust, an array of toppings); chicken wings (mild to spicy, one sauce or three); ice cream (cup or cone, mix-ins galore) and so on.

## DID YOU KNOW?

Even as more U.S. restaurants list nutritional information on their menus, less than half of Americans, 43%, say they pay a "great deal" or a "fair amount" of attention to it.

—Gallup, 2013

- **Menu Variety:** A menu that offers as much choice as possible—from turkey wraps to lasagna, chocolate layer cake to fresh fruit—allows customers to be as indulgent or as healthy as they want.

The point is, you are allowing customers to follow their own cravings or consciences, without singling anybody out with designations such as "heart-healthy" or "supersize."

*Continues on next page.*



Peppercorn Seared Tuna with Soba Noodles featuring MINOR'S® Honey Citrus Pepper Sauce

## How To...

### Peppercorn Seared Tuna with Soba Noodles



**STEP 1** Season the tuna with cracked black pepper.



**STEP 2** Sear peppercorn-crusted tuna until browned on the outside but still medium-rare inside.



**STEP 3** Allow tuna to cool, then slice.



**STEP 4** To order, toss salad ingredients with honey citrus pepper dressing, then plate, top with tuna, and serve.

*For the recipe, see pg. 7.*

Above left: A seared tuna and soba noodle salad makes for an elegant yet healthy small plate or light meal.

get recipe



For the entire free collection of Balanced Menus, Better Sales recipes, visit [www.NestleProfessional.com/BalancedMenus](http://www.NestleProfessional.com/BalancedMenus) by 6/30/14.





Grilled Latin Caesar Salad with Shrimp featuring MINOR'S® Red Chile Adobo Flavor Concentrate

**Lighter Choices for Healthy Lifestyles:**

There are plenty of target audiences who will actively seek out healthy options: athletes, college students, young working women, educated urbanites. How to satisfy them without alienating more traditional eaters?

- **More Produce:** Fruits and vegetables offer lots of advantages beyond nutrition, including satisfying flavors and textures, great color, and a naturally low-fat, low-cal way to fill people up. Offering and merchandising produce in as much variety as possible is a great strategy for making your menu more appealing to all comers.
- **Fresh and Seasonal Offerings:** Nothing says *healthy* like foods that are freshly made and in-season. Display cooking, enticing menu copy (“farm-fresh eggs to order”), and items that are geared to the weather (grilled foods in summer, hearty braises in winter) help to affirm this positioning.
- **Smaller Portions:** You don't have to shrink value, just quietly acknowledge that appetites are different, with half-portions, small plates, samplers to share (customers can try more things but still spread the calories around), and other diminutive choices. The popularity of small plates has already changed the playing field, but operators can also consider working with existing menus to offer the option of ordering one piece of chicken rather than two, or a half portion of lasagna instead of a full one.
- **Court Everyone:** Design meatless menu options with the same care that you devote to any selection, paying attention to flavor, balance, texture, eye appeal, nutrition, and perceived value. The mark of a successful plant-based menu item is the fact that it is ordered by a cross-section of customers. Introducing a Meatless Monday special is a great way to test the waters of demand and acceptance; the national program has better than 50% awareness and is growing rapidly.
- **Flexitarian Categories:** Certain kinds of foods lend themselves naturally to vegetable-centric approaches, including pastas, pizzas, soups, salads, and side dishes, making it easy to incorporate meatless options onto the menu in a way that appeals to people who are open to everything (often called “flexitarians”).

**TRY THIS:** *The recipes section on [www.nestleprofessional.com/recipes](http://www.nestleprofessional.com/recipes) includes many snacks, starters, and sides that can be repurposed as smaller portions or sampler components.*



Roasted Cauliflower Soup featuring MINOR'S® Natural Gluten Free Vegetable Base

**DID YOU KNOW?**

22% of Americans follow a “vegetarian-inclined” diet.

—Vegetarian Times, 2011

**Vegan and Vegetarian Selections:**

While the number of people who actually eschew meat (vegetarians) or all animal products (vegans) all the time is still relatively low in the general population (around 3% according to some estimates), the appeal of plant-based menu options is growing.

In fact, many restaurants regularly use these categories as a means for satisfying vegetarian/vegan demand in an all-inclusive way.



NESTLÉ PROFESSIONAL® offers a wide variety of vegan and vegetarian products, ranging from STOUFFER'S® and LEAN CUISINE® lasagnas and macaroni and cheese to MINOR'S® flavor concentrates and bases.

## Lodging: On the Road with Nutrition, Health & Wellness

Anyone who's traveled knows how hard it is to maintain healthy habits on the road, a fact that hasn't been lost on the food and beverage departments of hotels. That's why many lodging properties and chains have committed to wellness as both a means of building customer loyalty and setting themselves apart from the competition.



Hyatt's initiative is all-encompassing.

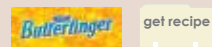
Hyatt Hotels has launched a global philosophy initiative called "Food. Thoughtfully Sourced. Carefully Served." as an evolving commitment to sourcing and providing food and beverage options that are good for Hyatt guests and associates, good for the planet, and good for local communities.

The program is grounded on three "pillars":

- **Healthy People**, offering portion control, balanced offerings, and natural ingredients prepared with nutrient-preserving cooking techniques. *Examples: gluten free and vegetarian options; organic produce; natural meats without supplemental growth hormones or antibiotics; and reduced sodium*
- **Healthy Planet**, implementing sustainable practices that will improve the long-term health of people and the planet. *Examples: sourcing sustainable seafood, naturally raised beef and pork; planting on-property chef's gardens; recycling programs; and new takeout containers and packaging*
- **Healthy Communities**, sourcing from local suppliers as well as sharing knowledge and actively supporting farmers' markets and other community events. *Examples: serving at least five local ingredients on menus; partnerships with schools and local community groups; empowering Hyatt associates through education; and sponsoring local culinary schools in competitions*

At Six Park Grill in the Hyatt Regency Irvine (California), for instance, the California Coastal Cuisine menu showcases such vegetarian, StayFit, and gluten free items as a salad with baby greens, tomatoes, pine nuts, Parmesan, upland cress, and housemade lemon vinaigrette; whole wheat spaghetti and portobello bolognese; and grilled Skuna Bay salmon.

The property's extensive catering options are equally accommodating. For example, there are break offerings such as the Local Orange County (mini tangerines, Orange 50/50 Bars, Gary's Almond Orange Cookies, Berry Fruit Tart, and Orange Chocolate Frappuccino) and Superfoods (Chocolate Avocado Bites, Sea Salt Blanched Almonds, Seasonal Berry Galettes, Gary's Granola Bar, and Beet Yogurt Smoothies).



Mini Fruit Skewers and Chocolate Dipping Sauce featuring BUTTERFINGER® Candy Pieces



- **Merchandising Meatless:** Whether or not you call out vegetarian and vegan options on your menu (as with an asterisk or V symbol) is largely a matter of who your customer base is. Bear in mind, however, that many meat-avoiders are quite sophisticated about their needs, and as long as your menu is transparent as to ingredients, they'll find their choices.

### Gluten Free and Other Restrictions:

Diners with food restrictions, ranging from the preference to avoid certain foods to outright intolerance or allergy, have become a growing challenge for the foodservice industry, particularly in the past four or five years. In fact, according to the Food Allergy Initiative an estimated 15 million Americans, including 1 in every 13 children, has at least one food allergy.

**TIP** MINOR'S® has answered the call for gluten free ingredients with 22 formulations that are gluten free, from Natural Gluten Free Bases to versatile Hollandaise and Demi Glace mother sauces.



- **Embrace the Opportunity:** This is a growing sales opportunity, make no mistake. Being able to accommodate customers with food restrictions is becoming a crucial component for customer satisfaction and safety, as well as for repeat business. In some colleges, and among many restaurants, catering to the food-allergic is a valuable marketing tool.

*Continues on next page.*



Pumpkin Risotto with Seared Scallops featuring STOUFFER'S® Parmesan Risotto and LIBBY'S® 100% Pure Pumpkin

- **Arm Yourself:** Learn about the issues—or designate someone else, such as your chef, to investigate available products and ingredients for you to use. Then, get your entire staff on board with operational and service training. Avail yourself of the growing universe of resources; this is one area where bringing in a consultant can really pay off.

- **“Delicious” not Deprivation:** There are all sorts of tips, techniques, and ingredients for making food that’s “without” more satisfying—herbs instead of salt; applesauce or agave instead of sugar; corn tortillas instead of wheat. Some of the best solutions for dietary restrictions have been devised by people who have them; they’re not feeling deprived and neither are their customers.



Philly Style Turkey Wrap featuring CHEF-MATE® Basic Cheddar Cheese Sauce



## DID YOU KNOW?

Thirty percent of adults—  
one in every three—claims  
to be cutting down on or  
avoiding gluten completely.

—The NPD Group/Dieting Monitor, 2013



**TRIO** get recipe  
Turkey Loco Moco  
featuring TRIO®  
Low Sodium Brown Gravy

## Colleges: A Healthy Education

Offering healthy options has become a growing imperative in college and university foodservice. More than that, however, is the role that the department wants to have in educating students to make a lifetime of healthy choices.

ARAMARK's new Healthy for Life program moves beyond helping its customers avoid the dreaded “Freshman 15” with a multifaceted approach designed to create healthier campus environments and support healthier student lifestyles.

In addition to providing new menu offerings emphasizing fresh produce, whole grains, fewer calories, and other healthy attributes, the initiative offers information, including:

- A Just4U nutrition menu-labeling system featuring easy-to-identify icons to cue students to foods that are low in fat; 500 calories or less; organic; locally grown; low sodium; steamed; and more
- The CampusDish nutrition smartphone app, which allows customers to search and view menus by location, item, and nutritional content
- An interactive “billboard,” called the Healthy for Life Wellness Center, in each residential dining facility
- A customized virtual Campus Wellness Walk tour that showcases healthier options across campus and alerts students to the menu selections that are available at each dining location

- Promotions and special events using social media to highlight healthy dining and wellness, including the Healthy Bites sampling program, Healthy Chef cooking demonstrations, and Wellness Workshops



At Clemson University in Clemson, S.C., an ARAMARK account that helped pilot the program, the dining services department put on a Healthy Tiger Tailgate, to prove to the football-happy Clemson student body that their beloved tradition of tailgating doesn't have to be fattening and unhealthy—with such options as veggie burgers, cut fruit with yogurt dips, and crudités with hummus. And the ongoing monthly Farm to Fork lunch focuses on a different new vegetable each month, offered in different preps at each station.



Caramelized Apples & Blue Cheese Mac and Cheese featuring STOUFFER'S® Macaroni and Cheese made with whole grains







Peppercorn Seared Tuna with Soba Noodles featuring MINOR'S® Honey Citrus Pepper Sauce

## Peppercorn Seared Tuna with Soba Noodles

Yield: 7 lbs 7 oz      Servings: 10  
Prep Time: 15 min      Cook Time: 5 min

INGREDIENTS	MEASURE
Vegetable oil	1 Tbsp
Tuna, Ahi	20 oz
Peppercorns, black, cracked	2 Tbsp
MINOR'S® Honey Citrus Pepper Sauce 4 x 0.5 gal	1 ¾ cups
Rice wine vinegar	½ cup
Soba noodles, cooked according to package directions, cool	2 (12 oz) packs
Snow peas, julienne cut	2 cups
Carrots, peeled, julienne cut	2 cups
Scallions, washed, julienne cut	¾ cup
Edamame, shelled	1 cup

### PROCEDURE

- Season the tuna with the peppercorns and quickly sear in a hot pan with the vegetable oil until browned on the outside but rare in the middle. Allow to cool and rest before slicing.
- Mix the MINOR'S® Honey Citrus Pepper Sauce with the vinegar to make the dressing. Blend thoroughly and refrigerate until needed.
- To order, toss 2 oz of the soba noodles, 1 oz snow peas, 1 oz carrots, ¼ oz scallions, and 1 oz edamame with 3 Tbsp of the dressing.
- Place the tossed noodle salad on a plate. Top with 2 oz of the sliced tuna and serve.

## Baked Cod in Spicy Tomato Broth

Yield: 192 oz      Servings: 12  
Prep Time: 15 min      Cook Time: 30 min

INGREDIENTS	MEASURE
Olive oil	3 Tbsp
Garlic, fresh, chopped	¼ cup
Tomato, diced, prepared, no salt	5 cups
Tomato sauce, prepared, no salt	4 cups
Roasted red bell peppers, prepared, drained, julienne	1 ½ cups
MINOR'S® Red Chile Adobo Flavor Concentrate	2 Tbsp
Cumin, dry, ground	2 tsp
Coriander, dry, ground	1 tsp
Spinach, fresh	6 cups
Cod fillets	12 each
Salt	2 tsp
Water	3 cups
MINOR'S® Cilantro Lime Flavor Concentrate	½ cup
Couscous, whole wheat, uncooked	3 cups

### PROCEDURE

- Preheat oven to 350°. Heat olive oil in a large pan over medium heat. Add garlic and quickly cook for 1–2 minutes. Add the diced tomatoes, tomato sauce, red bell peppers, MINOR'S® Red Chile Adobo Flavor Concentrate, cumin, and coriander. Bring to a boil and cook for 10 minutes.
- Layer the spinach in the bottom of a 4" hotel pan, season the cod fillets with salt and place on top of the spinach. Pour the tomato sauce over the fish and place in the oven for 20 minutes or until the fish is cooked through.
- Prepare couscous according to package directions, mixing the MINOR'S® Cilantro Lime Flavor Concentrate into the water.
- For each serving use ½ cup of couscous, one fish fillet, and 7 oz of spinach and sauce mixture.



Baked Cod in Spicy Tomato Broth featuring MINOR'S® Red Chile Adobo Flavor Concentrate and MINOR'S® Cilantro Lime Flavor Concentrate

## FREE Exclusive Recipe Offer



get recipes

Download the entire **Balanced Menus, Better Sales** recipe collection at:  
[www.NestleProfessional.com/BalancedMenus](http://www.NestleProfessional.com/BalancedMenus)

Here's a list of the new recipes available for your enjoyment and key ingredients you can use throughout the day in recipes of your own.

RECIPE NAME	KEY INGREDIENT
Chicken Salad with Mango & Cashews	MINOR'S® Red Chile Adobo Flavor Concentrate
Peppercorn Seared Tuna with Soba Noodles	MINOR'S® Honey Citrus Pepper Sauce
Baked Cod in Spicy Tomato Broth	MINOR'S® Red Chile Adobo Flavor Concentrate and MINOR'S® Cilantro Lime Flavor Concentrate
Roasted Cauliflower Soup	MINOR'S® Natural Gluten Free Vegetable Base
Chicken Enchiladas with Green Sauce	LEAN CUISINE® Glazed Chicken
Caramelized Apples & Blue Cheese Mac and Cheese	STOUFFER'S® Macaroni and Cheese made with whole grains
Turkey Loco Moco	TRIO® Low Sodium Brown Gravy
Grilled Latin Caesar Salad with Shrimp	MINOR'S® Red Chile Adobo Flavor Concentrate
Philly Style Turkey Wrap	CHEF-MATE® Basic Cheddar Cheese Sauce
Mini Fruit Skewers and Chocolate Dipping Sauce	BUTTERFINGER® Candy Pieces
Pumpkin Risotto with Seared Scallops	STOUFFER'S® Parmesan Risotto and LIBBY'S® 100% Pure Pumpkin



**FLAVOR**  
MEANS BUSINESS.



*Flavor means everything.* It turns one visit into several, one patron into dozens and one dish into a destination. Since 1951, MINOR'S® has been a leader in delivering premium flavors—bases, concentrates and sauces—to help ensure that your menu is always first choice. 1-800-243-8822 · [flavormeansbusiness.com](http://flavormeansbusiness.com)

 **MINOR'S**  
TRUSTED BY CHEFS™