



MIX

FOOD | FLAVORS | IDEAS | WINTER 2012

Good Food,
Good Life



Your Customers Want Balance

“Good for You” Means More than Just Nutrition

Today’s notions of “health and wellness” go beyond nutrition—and even beyond food—to embrace the health of the planet and the good of society.

Sustainability. Social consciousness. Green living. Well-being. Authenticity. Better-for-you nutrition. Balanced lifestyle.

What a difference a decade makes: Were any of these now-common phrases even part of the conversation 10 years ago?

According to the Hartman Group, research continues to show that consumer interest in pursuing healthier lifestyles and a higher quality of well-being is on the increase, and consumers are on the lookout for companies, brands, products, and services that can help them fulfill their aspirations and goals.

And today the goal of a healthier lifestyle goes beyond mere diet and exercise to encompass the entire concept of whole living.



Eggplant Parmesan with Angel Hair Pasta featuring STOUFFER'S® Eggplant Parmesan

Have Your Nutrition and Eat Cake Too

When it comes to food, peoples’ expectations and assumptions come in all shapes and sizes: low-calorie, reduced-fat, all-natural, whole-grain, vegetarian. One thing everyone can agree upon, however, is that you shouldn’t have to give up pleasure in order to eat better.

The idea that you have to deprive yourself doesn’t work for consumers who have been brought up on variety, convenience, flavor, and value. A new quick-service restaurant in Chicago called Flavor 180 captures the essence of that theory with a menu divided into two categories: Naughty (burgers, fried chicken wings, fries) and Nice (salads, turkey-based sandwiches, grilled fish).

It’s the customer’s call, and even desserts are part of the equation, with small, individually portioned treats like cupcakes available to those who want to indulge.

Good Food, Good Life

All of this comes at a time when obesity rates are rising and pressure is increasing on food and foodservice companies to practice full disclosure on nutritional. At the same time, however, consumers are deeply weary of fads and dietary restrictions, and are unsure of what the information overload means.

“Many customers today are so confused about what is and isn’t healthy that it’s a relief for them to be able to approach wellness in a more simple, balanced fashion,” says Dean Small, managing director of Synergy Restaurant Consultants. “They are looking to foodservice operators to menu healthy foods that they can feel good about ordering.”



Red Curry Mussels featuring MINOR'S® NEW Thai-Style Red Curry Sauce RTU

DID YOU KNOW?

The top 5 foods cited for being most helpful to Americans in improving or maintaining their health: Fruits and vegetables, fish/fish oil, dairy, whole grains, and herbs/spices.

—International Food Information Council, 2011



That thinking certainly plays out in “My Plate,” the successor to the decades-old USDA food pyramid, which officials felt had grown overly complex and tried to communicate too many nutrition facts at once. The new symbol for balanced dining is a schematic of what should be on diners’ plates when they sit down at the table—a simple circle divided into quadrants that contain fruits, vegetables, protein, and grains.

The new guidelines advocate:

- Avoiding oversized portions
- Making half of the plate fruits and vegetables
- Making half of all grains whole grains
- Switching to fat-free or low-fat milk
- Avoiding sugary soft drinks
- Choosing foods with lower sodium



In addition to placing stronger emphasis on nutrition, the new Dietary Guidelines for Americans also advocates increasing physical activity. Most notable, perhaps, is My Plate’s very first piece of advice: Enjoy your food but eat less to balance calories.

Putting Value on Flavor

In other words, it’s not about giving up the things you love—just eating sensibly and practicing portion control. And this is especially true when people eat away from home, according to a new study by the NPD Group.

“Typically, the perception has been that healthy eating to consumers means low calorie and low fat, and our findings show that the perception is not the reality,” says NPD’s Bonnie Riggs. “Descriptors like fresh or natural will resonate more with consumers than less calories.” In addition, the study revealed that consumers place a high value on taste whether they are eating healthfully or not, and some consumers equate healthier foods as not being as tasty.

Strategies such as offering more fruits and vegetables, menuing whole grain items, and touting wholesome, authentic, and clean-label (not overly processed) products also appeal to today’s consumers.

Continues on next page.

How To... Make Cake Pops



STEP 1 Mix prepared cream cheese batter and crumbled brownie pieces to create the “dough.”



STEP 2 Use a 1 oz scoop to portion brownie mixture onto parchment-lined sheet pans; roll portions to form spheres.



STEP 3 After inserting sticks and freezing the pops to set, rapidly dip and spin in warm chocolate glaze.



STEP 4 Dredge pops in candy pieces to coat, dry and serve.

Sweet little indulgences
add pleasure to a
balanced lifestyle.

For the recipe, see pg. 7.



Cake Pops featuring NESTLÉ® CRUNCH®, BUTTERFINGER®, and WONKA® NERDS®



For the entire collection of 10 Good Food Good Life recipes, visit NestleProfessional.com/GoodFoodGoodLife by 6/30/12, register for NestleProfessional.com and follow the easy download instructions.



Whole Wheat Fettuccine with Cilantro Alfredo featuring TRIO® Alfredo Sauce Mix



It's no coincidence that many foodservice establishments are increasing their efforts to offer locally sourced and farm-raised products. In Maryland, for instance, a group of 17 hospitals—members of the group Maryland Hospitals for a Healthy Environment—hosted farmers' markets this past summer. Dining Services at the University of Massachusetts Amherst (see next page) has been sponsoring an on-campus market for four years, and has made an industry-leading commitment to source at least 25% of its produce locally.

DID YOU KNOW?

69% of college applicants say having information about a school's commitment to environmental issues would contribute to their decision to apply or attend.

—The Princeton Review, 2011

NESTLÉ PROFESSIONAL™ has a complete lineup of products that support the balanced nutrition trend, from whole grain versions of macaroni and cheese and lasagna to all natural bases and high fructose corn syrup-free sauces.



Stouffer's For the recipe, see pg. 7.

Macaroni & Cheese with Sun-Dried Tomatoes, Caramelized Onions, and Baby Spinach featuring STOUFFER'S® Mac & Cheese made with Whole Grains

Eco-Consciousness Raising

The times are also changing when it comes to issues having to do with the health of the planet and society as a whole. A small, exploratory study conducted at Ohio State University revealed that more than seven out of 10 respondents felt that it was good for restaurants to protect the environment, and that more than 80% would even be willing to pay more to dine at a “green” restaurant. (In this case, the definition of *green* included taking actions to protect the environment, such as reducing energy waste and using biodegradable or recycled products, as well as using organic products and serving locally grown food.)

A number of foodservice organizations have already gone there. Bon Appetit Management has been at the forefront of sustainable food practices since it first launched its Farm to Fork program in 1999. The Dell Children's Medical Center in Austin, Texas, is widely touted as the world's most sustainable hospital, having achieved the healthcare industry's first LEED

(Leadership in Energy and Environmental Design) Platinum certification. Starbucks, Arby's, and McDonald's have all been instrumental in the greening of quick-service restaurants, from Arby's “Green Power” standard (which calls for at least 35% of a building's electricity to be provided from renewable sources) to McDonald's Global Environmental Commitment, first established in 1990.

It's Easy Being Green

Though the word *green* has no standard definition, it need not mean expensive or restrictive programs such as green building technology or organic sourcing. In fact, there are many relatively easy ways to be green, including:

- Recycling programs for disposables, containers, cooking grease, etc.
- Reducing food waste (whether donating excess to a food bank or through composting, or via such programs as trayless cafeteria systems)
- Source reduction in packaging and other goods
- Using repurposed materials, such as recycled paper for menus or refurbished chairs
- Regulating energy usage (ie, using compact fluorescent light bulbs and automatic sensors to turn off lights)
- Promoting eco-friendly items (such as biodegradable cleaning products) or ingredients in-store
- Featuring ethically sourced products, such as cage-free eggs or Fair Trade exports

Success Story: UMass Dining

Ken Toong and his staff at UMass Dining are committed to doing things the sustainable way. As executive director of auxiliary services, which oversees the award-winning Dining Services department at University of Massachusetts Amherst, Toong is responsible for serving some 5 million meals a year to a demanding, socially conscious student and employee population.

The array of dietary options—ranging from display cooking, traditional and international dishes, comfort foods, pizza, grill items, pasta, salad, sushi, and omelet bars, to noodle bowls, vegan, and vegetarian dishes—is designed by a task force of students and Dining Services decision makers to meet the complex dietary needs and desires of students. Most recently, this has included the new “Be Smart. Eat Smart. Live Smart,” program which is designed to deliver to students both delicious food and healthy options. It features 11 steps to help students embrace a healthy lifestyle, eliminating trans fats, limiting sodium and sugar, offering protein from plants and fish, and providing more fruits, vegetables, and whole grains.

But the Dining Services department also exists in the dimension of sustainability and social consciousness, with a decades' worth of industry-leading initiatives, including:

- Approximately one-quarter of the produce (including organic wherever possible) is purchased from local farmers.
- There is an extensive recycling/re-use program, including composting of all wet food waste, with a student education component
- Seafood is served sustainably, to Seafood WATCH guidelines

- A Small Plate, Big Flavor program offers smaller portions
- UMass works with four other local colleges for its Farm-to-School Project, and hosts a Farmers Market from September to November
- There are four annual theme specials to promote sustainability
- The department provides meals for a local Meals-on-Wheels program, as well as a “Skip-a-meal” program to support just causes
- Coffee is fair trade, shade grown and organic coffee
- First organization in Massachusetts to qualify for (OS1) green certified program

This year, UMass Amherst is home to one of the first permaculture gardens on a public university campus in the nation, supplying local and sustainably grown produce to its dining services. The Franklin Permaculture Garden is currently in its first growing season and is already providing fresh vegetables to the UMass Amherst community. Previously a grass lawn, the 1/4-acre permaculture garden is located adjacent to Franklin Dining Commons, one



Sautéed Mushrooms with Beef Demi Glace featuring MINOR'S® Beef Demi Glace

of the four dining commons on campus, and is expected to produce more than 1,000 pounds of vegetables annually.

“As the campus foodservice provider, we share a strong responsibility to provide not only great food, but to educate our customers on where food comes from, and to ‘do the right thing’ as far as supporting local business, reducing our carbon footprint, and helping make the world a better place,” says Toong. “And it’s what the students want: food that is locally sourced, socially responsible, and healthy.”



Farmer's Corn Chowder featuring MINOR'S® Low Sodium Chicken Base and TRIO® Chicken Gravy Mix

Get to Know FIT HARVEST™



FIT HARVEST is a one-stop resource for today's operator, offering restaurant-quality recipes, with fresh-tasting, easy-to-prepare concepts and information about integrating better-for-you options into an efficient and profitable operation.



Chef-mate

get recipe

Country Breakfast Scramble featuring CHEF-MATE® Country Sausage Gravy

In creating FIT HARVEST, NESTLÉ PROFESSIONAL™ surveyed operators to find out what they would need in order to serve better-for-you menu options that their customers would order and come back for. The wish list included:

- Simple component-cooking recipes with readily available ingredients
- Few preparation steps
- Versatility to allow them to use products in multiple ways to present flavorful variety and on-trend menu selections
- Meeting nutritional guidelines as well as flavor demands

The FIT HARVEST program was created with these concerns in mind, and includes the following elements, all available free of charge for healthcare foodservice operators simply for signing up:

- 1. Seasonal Updates**—FIT HARVEST materials are sent seasonally, providing a constantly changing resource of fresh, timely recipes, tips, and trends.
- 2. Recipes and Menu Applications**—FIT HARVEST focuses on great-tasting, chef-created recipes and menu applications based on the following guidelines:

- 450 calories or less per portion for full plate options, and 200 calories for à la carte options
- 2–3 servings of fruits and vegetables
- Healthy fats, whole grains, and moderate levels of sodium, fat, and sugars

3. Nutrition, Health and Wellness

Information—Trend papers and briefs, written by NESTLÉ PROFESSIONAL nutrition and culinary specialists, bring you comprehensive and up-to-the-minute insights and trends to help you deliver the most appetizing and nutritious menu options.

4. Foodservice Rewards® Points

Operators get 500 FSR points on signup.



GET STARTED WITH FIT HARVEST:
Scan the code at left,
log on to our website at
www.NestleProfessional.com/FitHarvest
or call us at 1-800-288-8682



FIT HARVEST™ is endorsed by the NESTLÉ PROFESSIONAL™ Wellness Program



LEAN CUISINE®

get recipe

Whole Grain Lasagna with Grilled Panzanella Salad featuring LEAN CUISINE® Whole Grain Lasagna

For More Information on the Topics in this Issue

- **International Food Information Council Foundation**
<http://www.foodinsight.org/foodsforhealth.aspx>
- **Dietary Guidelines for Americans**
<http://www.choosemyplate.gov/guidelines/index.html>
- **Green Restaurant Association**
<http://www.dinegreen.com/>
- **The Food Alliance**
<http://foodalliance.org/>



Cake Pops



Yield: 88 oz
Prep Time: 60 min

Servings/Size: 12 (7.3 oz)
Cook Time: 5 min

INGREDIENTS	WEIGHT	MEASURE
Butter, unsalted, softened	10 oz	1 ¼ cups
Cream cheese, softened	8 oz	1 cup
Confectioners sugar, sifted	4 oz	1 cup
Vanilla extract		2 Tbsp + 1 tsp
NESTLÉ® Hot Cocoa Mix, sifted	1 oz	½ cup
Fudge brownie, prepared	1 lb 11 oz	1 (9" x 13") pan
Heavy whipping cream, 36%	4 oz	½ cup
Light corn syrup	1 oz	2 Tbsp
NESTLÉ® TOLL HOUSE® Baking Chocolate, chopped fine	8 oz	1 cup
NESTLÉ® CRUNCH® Candy Pieces		1 cup
BUTTERFINGER® Candy Pieces		1 cup
WONKA® NERDS® RAINBOW Bulk		1 cup
Lollipop sticks		30 ea

PROCEDURE

- In an electric mixing bowl, combine 2 oz butter and cream cheese, using a paddle attachment mix until well creamed, approximately 4 minutes. Add 1 tsp vanilla and while mixing at low speed, gradually add sugar and cocoa powder, mix well to incorporate.
- In a large mixing bowl, crumble brownies into small pieces, fold in cream cheese mixture, mix until well blended. Chill for 20 minutes.
- Using a 1 oz scoop portion the brownie mixture onto sheet pans lined with parchment, roll portions to form spheres, insert sticks vertically and freeze for 40 minutes.
- In a 2-qt sauce pan over medium heat combine remaining 8 oz butter, 2 Tbsp vanilla, heavy cream, and corn syrup. Heat to boiling, remove from heat, add chocolate. Using a wire whip, stir constantly until chocolate is melted and well blended. Set aside and hold warm.
- Remove portioned brownie cake pops from freezer.
- Working quickly, dip cake pop in and out of 160°F chocolate glaze, carefully spin to remove excess. Lightly dredge into candy pieces to coat (approximately 1 tsp of candy per 1 oz cake pop).
- Position in miniature cupcake papers to dry and serve.

Follow us on Twitter @NestleProUSA for ongoing menu ideas and recipes all year round.

Macaroni and Cheese with Sun-Dried Tomatoes, Caramelized Onions, and Baby Spinach



Yield: 10 lbs 6 oz
Prep Time: 20 min

Servings/Size: 20 (8 oz servings)
Cook Time: 90 min

INGREDIENTS	WEIGHT	MEASURE
STOUFFER'S® Mac & Cheese made with Whole Grains	64 oz	1 pouch
Olive oil		¼ cup
Onions, white, julienne	54 oz	4 qt
Sun dried tomatoes, julienne	20 oz	5 cups
Spinach, baby	10 oz	5 cups

PROCEDURE

- Prepare STOUFFER'S Mac & Cheese made with Whole Grains according to package instructions.
- In a large pot over medium high heat, add olive oil and onions. Cook onions, stirring occasionally, until evenly caramelized, approximately 25–30 minutes. Remove from heat, transfer to a full sheet pan and set aside.
- Using a large bowl or 4" steam table pan combine STOUFFER'S Mac & Cheese made with Whole Grains, caramelized onions, sun-dried tomatoes, and baby spinach; mix until well blended and ingredients are evenly distributed.
- To serve, place 8 oz servings of macaroni into bowls.



Exclusive Recipe Offer



Download all 10 Good Food Good Life recipes at: NestleProfessional.com/GoodFoodGoodLife

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
Red Curry Mussels	NEW MINOR'S® Thai-Style Red Curry Sauce RTU
Sautéed Mushrooms with Beef Demi Glace	MINOR'S® Beef Demi Glace
Whole Grain Lasagna with Grilled Panzanella Salad	LEAN CUISINE® Whole Grain Lasagna
Macaroni & Cheese with Sun-Dried Tomatoes, Caramelized Onions, and Baby Spinach	NEW STOUFFER'S® Mac & Cheese made with Whole Grains
Marsala Chicken with White Bean Salad	STOUFFER'S® Chicken Marsala
Whole Wheat Fettuccine with Cilantro Alfredo	TRIO® Alfredo Sauce Mix
Country Breakfast Scramble	CHEF-MATE® Country Sausage Gravy
Farmer's Corn Chowder	MINOR'S® Low Sodium Chicken Base TRIO® Chicken Gravy Mix
Eggplant Parmesan with Angel Hair Pasta	STOUFFER'S® Eggplant Parmesan

Cake Pops

NESTLÉ® CRUNCH®, BUTTERFINGER®, and WONKA® NERDS® Candy Pieces



This Changes Everything.™

SCAN THIS CODE TO LEARN
MORE ABOUT FIT HARVEST™



Today's consumers want to eat healthier, but no one wants to sacrifice flavor. Now, thanks to the FIT HARVEST™ Program from NESTLÉ PROFESSIONAL,™ no one has to.

Changing how people think about better-for-you at every meal means finding the foods, flavors, and variety that create the demand. Operators have said that they need multi-function/multi-use products, portion control, simple component preparations, and minimal packaging that makes inventory easy to store.

That's why we created FIT HARVEST: It's a whole new way of looking at Better-for-You.

