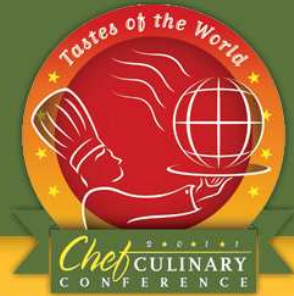


Simple Food, Healthy Eating

Welcome

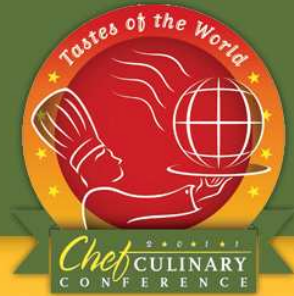




UMass Dining

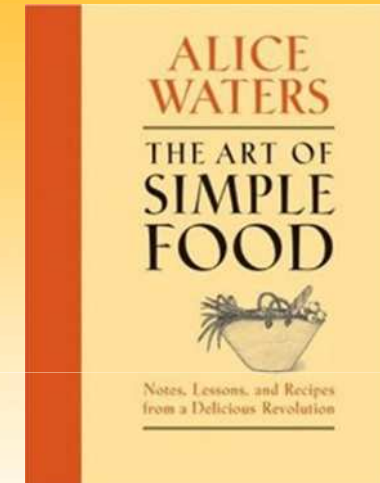
- Operated by Auxiliary Services
- One of the largest (3rd), comprehensive food service programs in the country
- 15,000 students on meal plans out of 27,000 students
- 95% of students living on campus have a meal plan (+ 3000 off-campus students)
- Serves over 5 million meals annually with a budget of over 60 million
- Employs 515 FTEs and 1200 students
- Purchases over 20 million





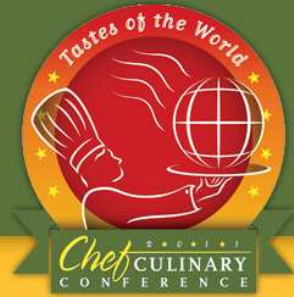
Simple Food, Healthy Eating

- High quality ingredients
- Buy local
- Cook them simply



"I'm convinced that the underlying principles of good cooking are the same everywhere. These principles have less to do with recipes and techniques than they do with gathering good ingredients, which for me is the essence of cooking."

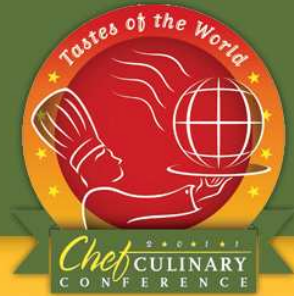




Rustic Movement

- Healthy Food and Flavor 2006
- Flavor, Wellness and Sustainability 2007
- Small Plate, Big Flavor 2008
- World Street Food 2009
- Home Cooking From Around the World 2010
- **Simple Food, Healthy Eating 2011**





Facts

- **Most Americans unwilling to pay more for healthy food***
- **56% of those aged 18 to 24 say they would expect to pay more prices for healthful items****

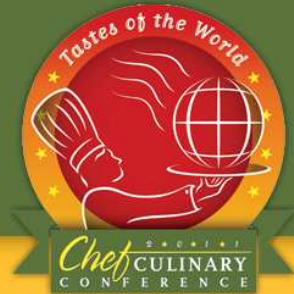
Do you pay more for healthy menu options when you eat out?

- **80% of UMass students thinks healthy options are important****

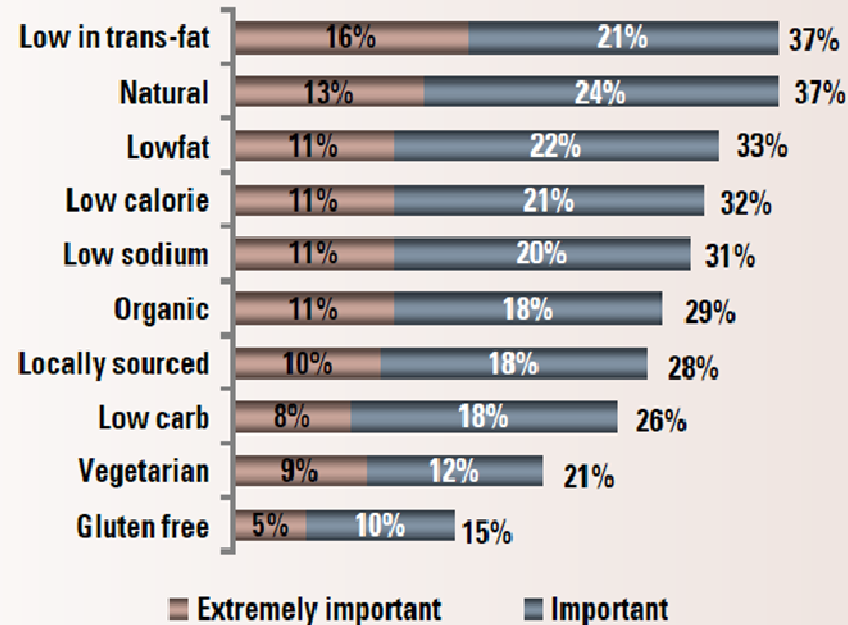
*Based on 2011 NDP data

**Based on 2010 UMass customer satisfaction survey





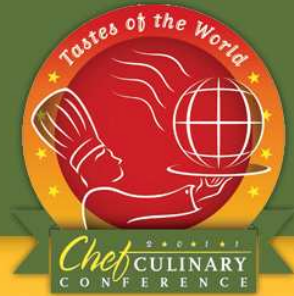
Importance for on-campus and off-campus operations for offering products with the following characteristics



Base: 1,500 full-time students aged 18+

Students indicated their opinion on a scale of 1–6 where 1 = not important at all and 6 = extremely important



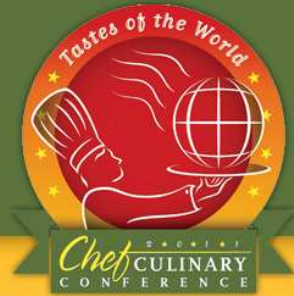


The Millennials

- Health conscious
- #1 natural eater - men > women
- #1 specialty/gourmet shopper
- #1 appetizer, chicken, late night
- Highly anti-chemical and additive, concern with weight loss
- Most likely to try new beverage and food
- Idea of health is different than older groups
- Protein is very important to 4 in 10 of them, right behind fruits, vegetables and unprocessed

- SLOAN TRENDS



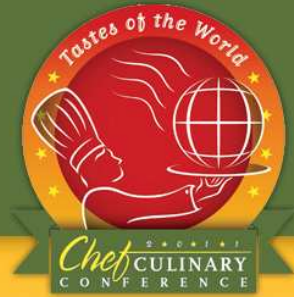


My Kind of Food

- **Simple and natural (less processed)**
- **Flavorful**
- **Exciting to eat**
- **Light**
- **Healthy**
- **Convenient**
- **Ethical**

- Based on 2010 UMass customer satisfaction survey





Definition of healthy food

- Fresh, quality ingredients, a choice of portion size, balanced food groups, and grilled items

- Based on 2011 NDP data

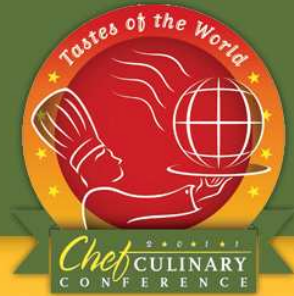




Principles of Healthy Menu Research and Development

- Look to the healthiest elements of Mediterranean, Latin, Asian, and other world culinary traditions for inspiration to support successful, flavor-driven menu innovation
- Focus on fruits and vegetables first
- Highlight the increased use of healthy plant-based oils, eliminate trans fats, and substantially reduce saturated fats
- Increase options for healthy protein choices, adding fish, nuts, and legumes
 - Culinary Institute of America and Harvard School of Public Health 2006





Principles of Healthy Menu Research and Development

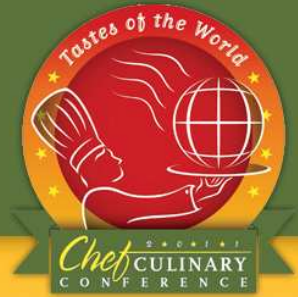
- Emphasize healthy carbohydrates, increase menu presence of whole grains
- Look for opportunities to reduce salt and sodium in food preparation
- Focus on minimizing “empty calories”—especially those from sugar, other calorie-laden sweeteners, and refined carbohydrates
- Practice a strategy of “stealth health”
 - Culinary Institute of America and Harvard School of Public Health 2006



Mega-Trends on Campus

- Grab-n-go is the most popular concept
- Dining styles: communal tables
- Trayless is here to stay
- Noodle Bowl is hot
- Students can nibble on tapas all day
- We are flipping more burgers
- Sushi is main stream
- Anytime eating: Snacking
- Buy local is a craze
- The more fresh fruit, the better
- Late night snacking is growing
- Home Cooking is back again
- **Simple Food, Healthy Eating**

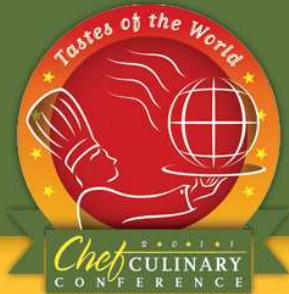




We Want to Make Food...

- **Simple to prepare**
- **Simple to cook**
- **Simple to serve**
- **Simply delicious**





Ah, you can't beat simple home cooking!

