



Plant-Based Meal Options Gain Momentum

The global market for plant-based foods could see fivefold growth by 2030 helped by rising demand for sustainable products, according to a Bloomberg Intelligence report. In response, Whitsons is focused on expanding our menu offerings to accommodate these changes in consumer trends. Some initiatives include:

MEATLESS MONDAYS

We work in collaboration with the Center for a Livable Future at the Johns Hopkins Bloomberg School of Public Health to offer a Meatless Monday campaign across all of the school districts we serve. In addition to traditional meat entrees on Mondays, we feature student-friendly plant-based options.

VEGGABOLS

Whitsons has partnered with the Humane Society of the United States to increase healthy, sustainable plant-based menu offerings to K-12 school districts through Veggabóls, the first 100% plant-based K-12 concept in the country. As a U.S. Food Loss and Waste 2030 Champion, Veggabóls is a signature step in Whitsons School Nutrition's goal of providing at least 10% plant-based menu offerings by 2024.



To learn more about Whitsons and our commitment to helping people live healthier lives, visit us at WWW.WHITSONS.COM     



Partners in Serving Wholesome Food with Higher Nutritional Value



In 2004 - ahead of government regulations - Whitsons made the bold decision to re-evaluate the food we served so we could offer our customers food made from the same ingredients that we would serve to our own families. It is important to us to work with manufacturers and local vendors that share our Simply Rooted® philosophy and take pride in the farming, production and handling of their products; in fact, we required our suppliers to remove harmful ingredients from their products in order to continue our partnership.

Today, we are taking it a step further: we have returned to our roots; back to the farm and to ingredients straight from the source:

- Locally-sourced, all natural, organic or non-GMO ingredients whenever possible.
- Ingredients that are fresh, natural, wholesome, local, seasonal, unprocessed and sustainable.
- Elimination of refined, highly processed food devoid of nutrients or containing artificial flavors, colors, preservatives, sweeteners and altered fats.

We pride ourselves on working diligently to partner with likeminded vendors who can also meet our volume demand. When it comes to our food ingredients, less is more.



To learn more about Whitsons and our commitment to wholesome ingredients, visit us at
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Doing Our Part to Reduce Food Waste



The staggering amount of wasted food in the United States has far-reaching impacts on food security, resource conservation and climate change. To help galvanize U.S. efforts to reduce food loss and waste, the USDA and EPA announced the first U.S. food loss and waste reduction goal in September 2015. At Whitsons, we have stepped up to do our part to help the nation reach this critical goal by pledging concrete steps to reduce food loss and waste in our operations by 50 percent by the year 2030. Some of our efforts to date include:

SOP DEVELOPMENT

We have been working to develop standard operating procedures, audit implementation schedules, training documents and messaging in coordination with the USDA and EPA.

LOCAL DONATIONS

Several of our clients are donating prepared foods that are offered but uneaten by packaging and freezing them to be served at local shelters, food pantries and meal programs. The program was designed to eliminate and/or reduce food insecurities by re-serving school food service meals that students did not eat.

SHARE TABLE PROGRAM

Many districts are offering a share table program in the cafes; rather than tossing out items (such as single-serve milk cartons, cheese sticks, yogurts, sealed fruit cups, bagged baby carrots and fresh fruit), students place these items on the share table. The shareable items are then either taken by other students, placed in a refrigerator for use by after-school programs or donated to local pantries.



To learn more about Whitsons and our waste reduction practices, visit us at

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Our Movement Towards Organic Ingredients



Wholesome food is not just a movement; it has a real story. Science has proven that produce grown in nutrient-rich soil free of pesticides, meat from grass-fed cows without antibiotic or hormone treatments and eggs produced by free-range chickens all result in higher nutritional values. This is the Whitsons focus today—a return to traditional, wholesome ingredients the way nature intended us to eat.

Our goal is to serve only the very best foods to our customers. We work continuously with our farmers and suppliers to grow organic products that are affordable for school lunch and breakfast programs. If we cannot source a particular ingredient organically, or if an organic choice is not financially viable, we source a comparable wholesome alternative.

Our customers can continue to expect us to be ahead of the curve as we continue to expand the use of local and organic ingredients offered through our programs. We realize that big journeys begin with small steps, so we work with each district to customize a program to meet their needs one step at a time.



To learn more about Whitsons and journey towards a more transparent and natural food experience for all, visit us at

WWW.WHITSONS.COM





Accommodating Allergens

Whitsons has a variety of options for students with documented food allergies and special dietary needs. Our goal is to enable children with food allergies and sensitivities to be free to enjoy great tasting, safe and healthy foods in the school lunchroom through:

ONLINE MENUS

Our custom, interactive meal viewer enables browsers to click on our menus to easily access links to nutritional and allergen information for each menu item.

COLLABORATION WITH SCHOOL NURSES

We work with individual school nurses, parents and guardians and students to develop a menu plan for students with food allergies and special dietary needs.

ALLERGEN TRAINING

All of our team members are fully trained in allergen handling and control, including the dangers of cross-contamination and how to respond to a child having an allergic reaction.



You can **count on us**
to deliver a
safe, nutritious & delicious
experience for your children.

To learn more about Whitsons and our allergen management plan, visit us at

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Fresh from Farm to Fork



What does Farm to Fork mean to Whitsons? That we have the opportunity to serve fresher, healthier ingredients, while teaching the children the importance of supporting their local community and being environmentally responsible.

Purchasing locally grown food benefits everyone. The food is fresh, all natural and organic when possible, so schools and parents can feel good about what their children are eating. Plus, it helps support local families and businesses and builds community connections. Some of our local programs include:

GREENLEAF CUISINE

Through Whitsons' local produce program, we partner with our suppliers to offer local day promotions, featuring different fresh ingredients as part of our menus. We are committed to supporting regional farmers by sourcing fruits and vegetables locally whenever available and in season.

LOCAL GROWERS PROGRAM

This program highlights local farmers' products and brings them closer to the end consumer. We provide details on the farm and ingredients for a complete educational experience.

ONSITE GARDENS

We encourage school communities to implement onsite gardens as both an academic resource and as a source of food for school meals.



We're on a
journey for a
better food system
for all.

To learn more about Whitsons and our local partnerships, visit us at

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Simply Rooted Promotions

Our marketing and communications programs encourage healthy food. To complement our daily menu selections, we offer concepts and promotion campaigns that highlight available meal options, while presenting new offerings that students will enjoy.. Some of our more popular promotions include:

FLAVES

Our Flaves program is designed to introduce a new theme every month to incorporate the most innovative menu items sure to keep students coming back for more.

MONTHLY HARVEST OF THE MONTH

Our monthly healthy food theme features a “Learning the Basics” or “Safari” taste test lab, Harvest of the Month feature days, nutritional information, sample recipes and marketing materials.

POP-UP SHOPS

While young customers are craving new and interesting ways to enjoy food, Whitsons is on the cutting edge by bringing our award-winning Pop-up Shops to the K-12 marketplace

ONGOING PROMOTIONS

In addition to rotating food features, we also offer a number of popular promotions on a regular basis, including Student Appreciation Day, All Day Every Day, Local Farm Days, Meatless Mondays, Brunch for Lunch, Mighty Milk Day, Lucky Tray Day, Seasonal Themes and Industry Promotions featuring new trends.



Innovative promotions
that create
excitement and
build participation.

To learn more about Whitsons and marketing programs, visit us at

WWW.WHITSONS.COM





Teaching Our Children the Habits of a Lifetime

Our award-winning nutrition awareness program, Nutrition Safari™, is designed to help “walk” our youngest customers down the road to lifelong healthy eating habits. Using our unique “spokesanimal” characters, we reinforce healthy eating and the importance of physical activity as part of a healthy lifestyle. Highlights include:

NUTRITION SAFARI SCAVENGER HUNT

Students can participate in our monthly lunch lab and participate in scavenger hunt to learn about nutrition in their school cafeteria.

MONTHLY SAFARI LUNCH LAB

Our monthly food themes encourage students to try new healthy produce, beans, grains and more. Our Safari Lunch Lab features a monthly taste test of the Harvest of the Month, including nutrition information and take home recipes.

SAFARI NEWSLETTERS

We offer monthly newsletters, which include information about being active, eating healthy and Harvest of the Month facts. Students can download the newsletter and continue their adventure in learning at home!



Making
nutrition education
an **adventure**
in making healthy choices.

To learn more about Whitsons and our nutrition education programs, visit us at

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Healthy Lifestyles Start Here

We have long recognized the importance of providing sound, wholesome choices with an emphasis on healthy eating and physical exercise. Our Fuel secondary nutrition education program is designed to inform, educate and motivate tweens and teens to eat right to properly fuel their bodies for optimal learning and physical performance. Some of our nutrition tools include:

“LEARNING THE BASICS” LUNCH LAB

Our monthly healthy food theme features a “Learning the Basics” taste test lab, where students are able to sample new foods and have their favorites added to the menu. The tastings are complemented by nutritional information, sample recipes and marketing materials to help encourage them to give new foods a try!

INFORMATIONAL BROCHURES

Our series of informational pamphlets provides a unique insight into many health-related issues, from why breakfast is important and the vitals on vitamins to weight loss tips and the benefits of coconut.

MONTHLY SIMPLY ROOTED NEWSLETTERS

We recognize that physical activity and healthy eating go hand in hand when it comes to overall good nutrition. Our monthly nutrition newsletter features information on the Harvest of the Month, including a take home recipe designed to “fuel” a student for action.



Committed to helping students
lead healthier lives
through balanced nutrition.

To learn more about Whitsons and our nutrition education programs, visit us at

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W.I.N-ning in Nutrition

Through Whitsons Interactive Nutrition (W.I.N.) program, our skilled team of registered dietitians are available at an additional cost to enhance the health and wellness of your students. Some of our W.I.N. services include:

WORKSHOPS AND PRESENTATIONS

We offer a variety of workshop and presentation topics to fit your needs. Some popular topics include: Sports Nutrition for Peak Performance, Food Allergies & Sensitivities and Facts Behind Fat & Sugar.

NUTRITION COUNSELING

Sit down with one of our dietitians and receive nutrition counseling to help you with not just eating well, but also with managing any medical conditions you have. We also counsel athletes to enhance their performance on and off the field.

ASK THE RDS

This service enables anyone to ask our team of expert registered dietitians nutrition-related questions. Have a burning question? Just ask!

NUTRITION REGULATION IN-SERVICES

Our Whitsons RDs focus on the connection between food, fitness, and health, which is why providing education on current state and federal nutrition regulations is so important in understanding how these affect and transform your menu and fuel your students.



We are committed to
nurturing & nourishing
the people around us.

To learn more about Whitsons and our nutrition counseling services, visit us at

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Nurturing the Chefs of Tomorrow

Special visits from a guest chef and onsite culinary programs pique student interest and enhance the dining experience for our customers. Guest Chef events get students even more involved in learning and loving nutritious food through our culinary promotions:

CHEF TREK

Our internal Whitsons' Chef Trek visiting chefs generate excitement around the menu with their exhibition-style cooking, up-beat attitude and general love for creating delicious food.

LOCAL OR CELEBRITY CHEF

Some close knit school communities might benefit from bringing in a popular local restaurant or celebrity chef. Whitsons can assist in getting this coordinated, while ensuring all nutritional and compliance regulations are met.

CHEFOLOGY 101

Our Chefology 101 program is an after-school culinary workshop created by Whitsons' food experts to introduce young students to cooking through using different natural ingredients, creating healthy recipes, learning kitchen safety and more!



To learn more about Whitsons and our guest chef programs, visit us at

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