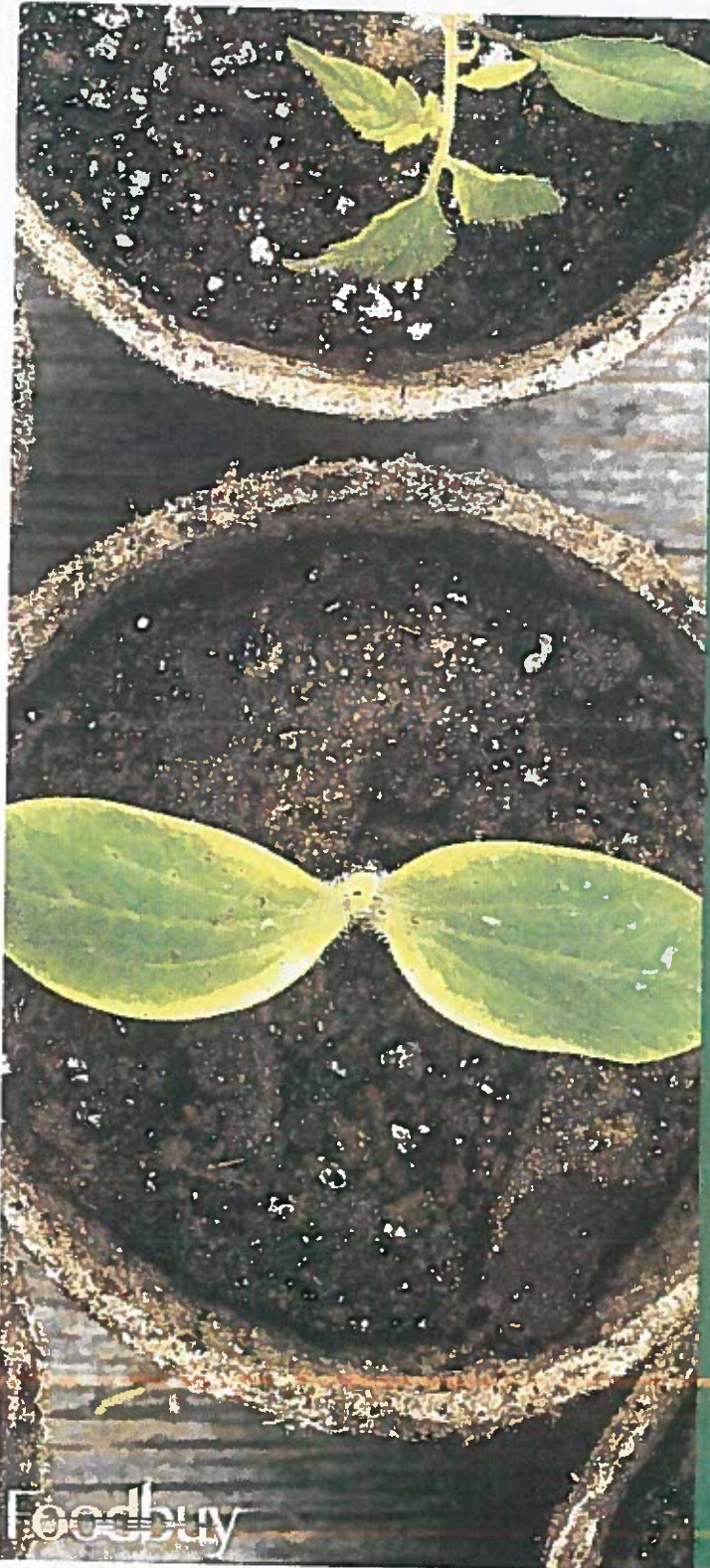


Sustainable Choices Just Got Easier

The new sustainability icon identifies products on your MOG that meet Compass Group's sustainable criteria. Look for this icon the next time you place an order through MyOrders.

Be on the lookout for this new icon!



What is Compass Group's Sustainable Criteria?

Humane Farm Animal Care (HFAC) Certified Cage-Free Shell Egg Assures:

- A producer meets our standards and applies them to animals from birth through slaughter.
- No cages, no crates, no tie stalls. Animals must be free to do what comes naturally. For example, chickens are able to flap their wings and dust bathe.
- A diet of quality feed, without animal by-products, antibiotics or growth hormones.

rBGH (also known as rBST) Free Dairy (milk and yogurt)

- We serve only fresh fluid milk and yogurt from cows that have been certified to be free of the artificial growth hormones rBGH/rBST.

Reduced Antibiotic Poultry (turkey and chicken)

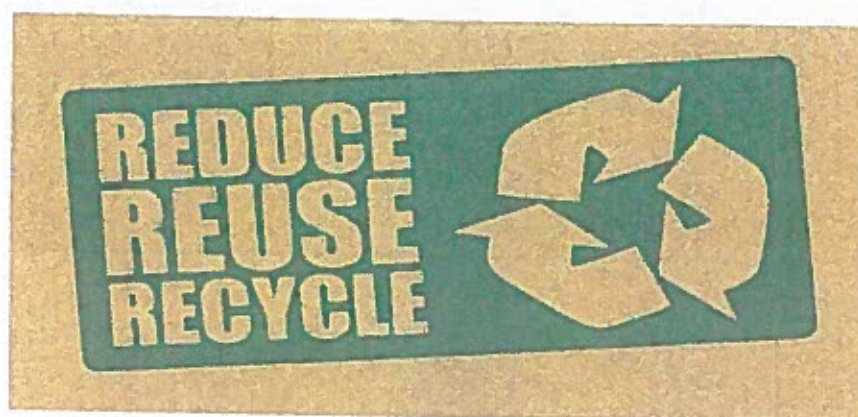
- The non-therapeutic use of antibiotics in animal production is a growing public health concern because it decreases the effectiveness of antibiotics to treat diseases in humans.
- We only serve chicken and turkey produced with restricted use of these drugs, especially as a growth additive in feed.

Sustainable Seafood

- In collaboration with the Monterey Bay Aquarium's Seafood Watch Program, Compass Group has developed purchasing standards for sustainably sourced seafood.

Social and Ecological Certified Sustainable Coffee

- Coffee production can have a tremendous impact on the social or environmental well-being of the countries where it is produced.
- Responsible production methods are certified in a variety of ways including Fair Trade, Rainforest Alliance, Shade Grown, USDA Organic and C.A.F.E practices.



RINGLING DINING TO GO BOX PROGRAM

Choose to Reuse: Eco Container Program

The sustainable to go green box program is Ringling Dining's take out option for the Hammond Commons. This environmentally responsible program reduces waste in landfills by eliminating disposable Styrofoam to go boxes.

How does it work?

Swipe in to the Hammond Commons with your meal plan or pay the door price like usual. Leave your student ID with the cashier while you go fill your box, and pick up your ID on the way out. Bring back your used eco-container the next time you are ready for a to-go meal, and you can exchange it for a clean container from the cashier. You may exchange your box as many times as you would like throughout the semester at no additional cost. Please make sure to dispose of any uneaten food by throwing it in the trash can. Do NOT put food down your sink or toilet, as this will cause major plumbing and pest problems.

How much does it cost?

Undamaged boxes may be exchanged as many times as you would like throughout the school year at no additional cost. Replacement boxes are \$6 from the cashier station in the Hammond Commons.

Policies

- You are choosing to take a to-go meal instead of an all-you-choose-to-eat meal.
- Food may not be consumed before leaving the all-you-choose-to-eat area.
- The container must be closed when leaving the Hammond Commons.

- Food should be consumed within 1 hour upon leaving the Hammond Commons or immediately refrigerated at or below 40 degrees and consumed within 24 hours.

- Should your container become damaged or lost, you will need to pay the \$6 fee for a new box if you wish to continue the program.

Reheating Instructions: Reheat in the microwavable box for at least 15 seconds and a minimum of 165 degrees F to avoid food borne illnesses. Food cooking in a microwave can be very hot at the edges while still cold in the center. Occasionally stirring foods while reheating helps the food cook evenly. Allow item to sit for 2-5 minutes after heating. Serve reheated food immediately.

By using a green eco container box, you agree to abide by the policies of the eco-container program as listed above.

THE PROGRAM

ROOTED... IN GOOD TASTE

Rooted continues to be a great answer to a growing demand for delicious vegan recipes and menu items. As more consumers seek out meat-free meals, plant-based foods are moving to the center of the plate to meet the increasing consumer demand.

Our customers are becoming increasingly more conscious of the types of food they choose to put in their bodies. A rise in popularity of Flexitarian, Reducotarian & Opportunivores provides us with evidence that our customers are looking to add in or substitute plant-based menu items for the traditional meat entrée.

Did you know that eating more plants can help your health and the environment simultaneously? It's true. Eating more plant-based foods is linked to better health for both you and the world around you. Plant-based foods are associated to less environmental impact, including greenhouse gas emissions, energy, land and water use.



According to a study released by Wakefield Research, 55 percent of US residents plan to eat more plant-based foods. Millennials are showing the greatest interest with 60 percent of Americans aged 21-34 consuming plant-based meals.

follow the trend...

**Consumer
demand is
on the rise...**

34% of consumers eat a vegan meal once a week!

Consumers are looking for vegan and vegetarian alternatives in markets, cafes and restaurants across the country. Drive your business by offering on trend items that meet their ever-changing needs.

THE CULINARY

MENU STRATEGY

Build plant-based options into all dayparts and menus and market them as delicious. As we already covered, vegans are not the only guests that are eating plant-based options, so you need to have variety in your offerings for all of your customers. Add menu items to traditional meal periods, snacks, pop-ups, LTO's as well as catering.

Every item that you put on your menu matters. You need to drive your sales as well as your bottom-line profits otherwise you are wasting the valuable real estate on your menu.

When it comes to Rooted menu items, the thought is vegetables and grains are cheaper so we should charge less, this is not necessarily the case.

Be aggressive with your sell price, don't outprice yourself but do some testing to see where you can take it. Chef Tables and LTO's are a great way to test your premium pricing. Tinker with the recipe and pricing until you hit the right margins and then introduce the new Rooted items on your menus.

CREATE DELICIOUSNESS

Creating deliciousness is the number one goal of any item we menu. There are a multitude of ways to get there but in the end, it must be craveable to drive customers to your business and grow revenues.

All the Rooted recipes were built while taking these points into consideration.

Let's discuss a couple of ways to create deliciousness:

PRODUCE - should be in-season and local whenever possible... look for the tractor icon in my orders

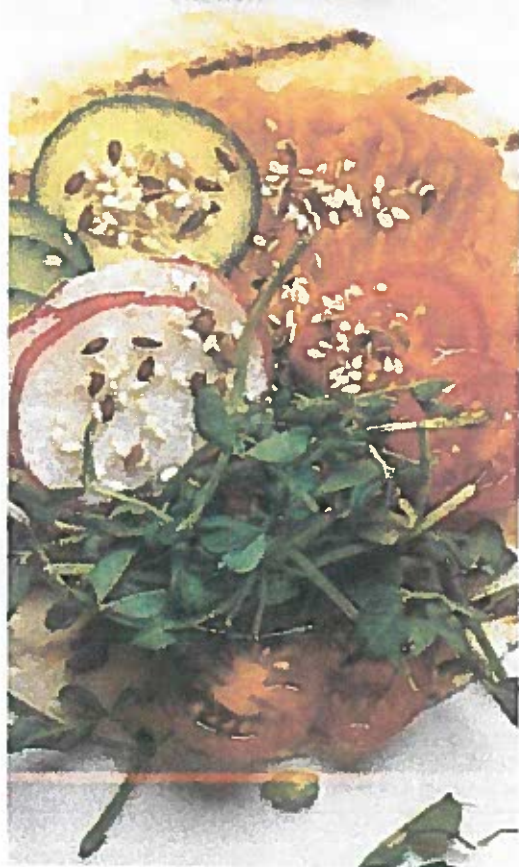
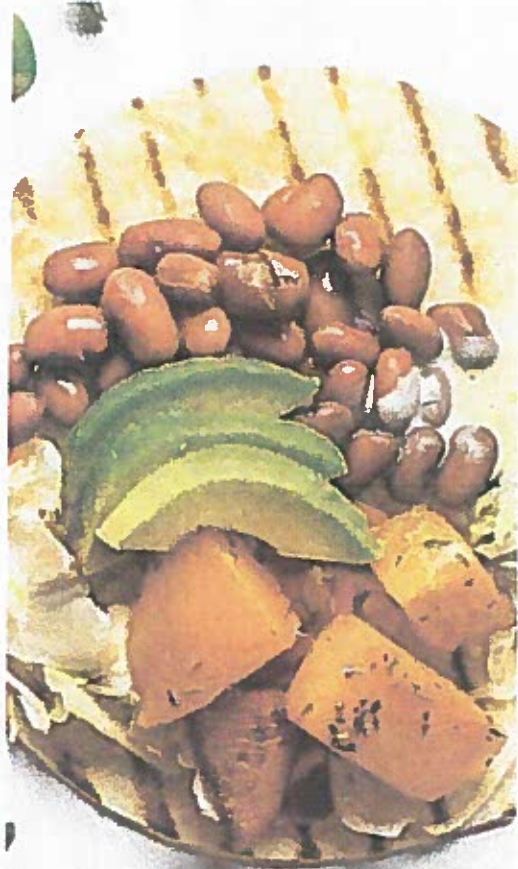
COOKING TECHNIQUES - a great way to build flavors

Proper marinating, searing, braising, sautéing, caramelizing, grilling and roasting are all great ways to build delicious and complex flavors into your food

GRINDING & TOASTING - Grinding your own spices vs pre-ground will deliver greater flavor. Toasting spices and nuts in a pan bring out more aromatics and flavors as well

PICKLING - This is a great way to add exciting flavors. It's also great for wasting less food. Like pickling watermelon rinds for example.

ADDING ACID - acids like fresh citrus juice and vinegars can really wake up all of the flavors in your food and only require small amounts



THE CULINARY

RECIPES

The recipe document for the Rooted Recipes is split into two categories: Existing recipes and the 50+ newly created recipes that have been contributed by The Humane Society.

Click [HERE](#) to download all of the existing and new Rooted Recipes.

CHOICE ARCHITECTURE

Where do we place these Rooted menu items so customers can easily access them? Use Choice architecture – this is menu design with different ways in which choices can be presented to consumers, and the impact of that presentation on consumer decision-making. In layman's terms - put it where they can see and buy it!

VEGAN MENU ITEMS

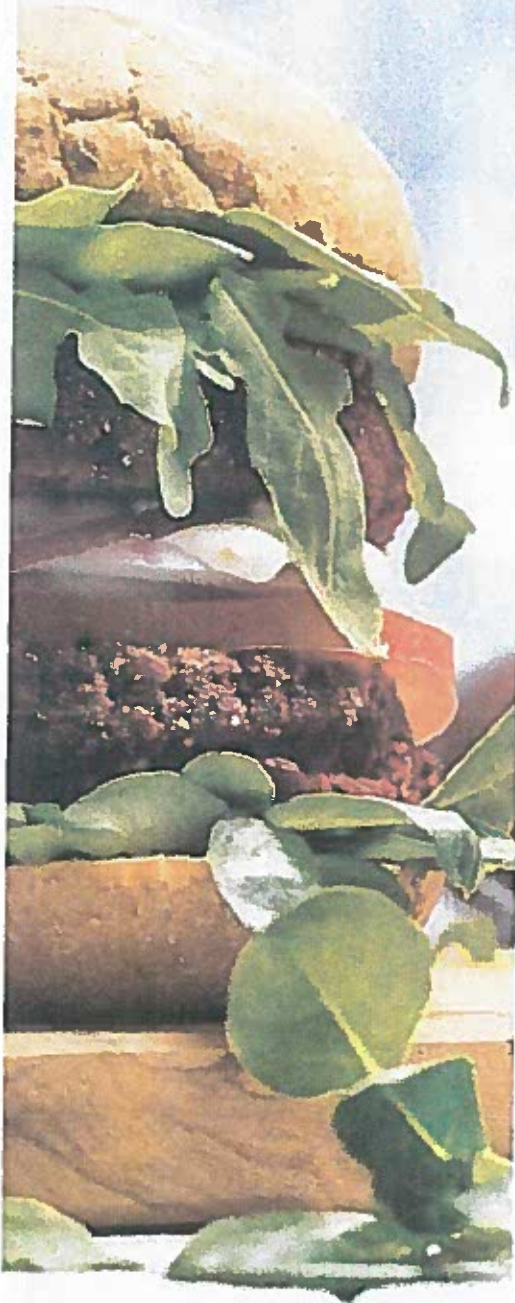
Ensure all ingredients used for your Rooted recipes are free of any animal products or by-products. If you are stating that any of your menu items are vegan, there must be proper steps in place to ensure this is valid. This is not a complete list, just a few main topics to make sure you are serving what you are selling and doing proper training within the unit.

- Avoid cross-contact with animal containing foods. This includes gloves, cutting boards, knives, utensils, etc...
- Dedicate a fryer for vegan use only. If this can't happen, deep-fry any vegan items on the stove in clean oil, safely.
- Cook vegan items in a clean sauté pan instead of on a grill to prevent cross-contact with animal ingredients or have a dedicated grill for vegan items.
- Watch for ingredient mistakes, again, not a complete list, just the most common
 - No dairy (milk, butter, yogurt, cheese)
 - No egg
 - No honey
 - No Worcestershire sauce (with anchovy)
 - No breads with egg
 - No pasta with egg (this includes most fresh and frozen pasta)
 - No broths or stocks from animal products
 - No gelatin

Please note:

Webtrition tags ingredients that are vegan. This is a great resource for you to use as needed.

For more information about Vegetarian and Vegan Diets, click [HERE](#) to visit the MyCompass page dedicated to these topics.



WELLNESS

UNDERSTANDING THE VEGAN DIET

People often choose to be vegan for health, environmental and/or ethical reasons. For example, some people reduce or eliminate animal products after experiencing an illness in hopes of improving their condition, while others avoid certain foods due to concerns over the conditions of farm animals. They choose this lifestyle to promote a more humane and caring world. A growing number of individuals are choosing the foods they eat based on how sustainable they are and the impact of their production on the environment.

In addition, well prepared vegan recipes appeal to an omnivore looking to incorporate more plant-based foods into their diet.

VEGAN NUTRITION

The key to a nutritionally sound vegan diet is variety. A healthy and varied vegan diet includes fruits, vegetables, plenty of leafy greens, whole grains, nuts, seeds and legumes.

wellness
PRO TIPS

Call out the protein in your Rooted dishes!

Remember to only use nutrient information from Webtrition.

PROTEIN

It is easy for a healthy vegan diet to meet the recommendations for protein. Combining different vegetarian proteins at each meal based on their protein content (i.e. rice and beans) is no longer considered necessary. The key is to eat a varied diet each day.

A wide variety of the foods eaten in a vegetarian diet provide at least some protein and add up over the course of the day. Vegan sources of protein include beans, lentils, chickpeas, tofu, peas, nuts, peanut and other nut butters, seeds, nondairy milks and whole grains.

Plant-Based refers to ingredients, and sometimes recipes, that are made exclusively of plant ingredients and are therefore vegan. Most people can benefit from following a more plant-forward eating style without the need to completely eliminate animal ingredients.

As vegetable-centric menu items continue to lead industry trends, some say, but where's the protein? Pulses, like beans, offer a substantial amount of plant-based protein that can also help provide large cost savings. According to the Academy of Nutrition and Dietetics, Protein from a variety of plant foods, eaten during the course of a day, supplies enough of all indispensable essential amino acids when caloric requirements are met.

Here are some actual and ranges of protein amounts in a few different plant-based foods:

- 1 cup of soy products such as edamame, tofu or tempeh ranges from 18-21 grams
- 2 oz of seitan is 14g
- Beans, Pulses and Legumes - a 1/2 cup of these varies from 7-9g
- Seeds - one 1/4 cup ranges from 6-8g
- 1/2 cup of vegetables like broccoli or asparagus is 2-3g

OUR PARTNERS

The Humane Society of the United States has partnered with Compass Group on the launch of over 50 NEW craveable plant-based breakfast, lunch, and dinner entrée and dessert items to boost your Rooted catalog of options. All of these new recipes are easy to prepare, cost-effective.



**THE HUMANE SOCIETY
OF THE UNITED STATES**

Click [HERE](#) to learn more about The Humane Society of the United States and what you can do to help.

WHY

Customers' requests plant-based foods is on the rise and on trend, and it's not just vegans and vegetarians. It's flexitarians, people that eat animal-based foods and plant-based foods that are looking to shift their plates towards more plants and less animals.

Customers are doing this for a variety of reasons primarily to help lessen the impact factory farming has on our environment, to improve their health and longevity, and to reduce the number of animals used for food.

As operators, you can offer these trend worthy meals that are interesting and appetizing while potentially lowering food costs. It's an easy way to diversify your menus for client and customer satisfaction.

HOW

These strategies can help build excitement around the new plant-based items.

Make your plant-based option the most delicious items available to your guests. Highlight bright colors for appetizing presentation.

Focus on flavor. The most motivating factor to customers is the satisfaction they get from the foods they choose to eat. When describing plant-based items, keep in mind that guests should be able to imagine the flavors, textures, and smell of the dish.

Be consistent and repetitive. Create new behaviors by offering plant-based options consistently and repeatedly whenever and wherever possible. Leverage promotions such as limited time offers to build on current trends and generate purchasing momentum. Try offering one plant-based option for every animal-based option on your menus.

Promote positivity and excitement. We want our customers to feel good about their choices knowing that their food not only tastes great but also helps the environment, their health, and animals. Help your staff do the same for other staff, stakeholders, and customers.

WHEN

All Day Parts! Breakfast, Lunch, Dinner, Desert and Catering!

Plant-based foods appeal to customers of all generations. Demand is highest amongst Millennials and Gen Z, which is consumers between 5 and 40 years old. Offer a variety of options so that customers have choices. And don't forget the desserts – such as Dolce de Leche Cupcakes and Espresso Iced Brownies – which are sure to please a large variety of guests.