

Whole Grains on Every Table

Restaurants and foodservice outlets nationwide are serving more whole grains because...

- Chefs think whole grains are hot!
- Whole grains are full of rich new flavors.
- Consumers appreciate the availability of whole grain choices.
- Whole grains are good for the health of your customers – and of your business.

WHOLE GRAINS ARE HOT!

In January 2008, Mintel Menu Insights named “Grain Goodness” as one of the top 8 trends for 2008, saying “With the health benefits of whole grains becoming more widely known, certain nutritious grains will grow on the American restaurant menu. Kamut, quinoa, barley and millet pack a worldly punch along with healthy, essential nutrients. These grains are the ideal backdrop for tomorrow’s innovative ethnic flavor and health trends.”

In October 2007, the National Restaurant Association surveyed 1,282 members of the American Culinary Federation, asking them to rate 194 different culinary trends as “hot,” “passé” or “perennial favorite.” Whole grain bread ranked in the top fifth of popularity, with an 84% positive rating. 56% of favorites rated whole grains as hot, with another 28% calling whole grains a “perennial favorite.”

WHOLE GRAINS BROADEN A GOOD CHEF’S PALLET OF FLAVORS

Protein is no longer at the center of many menu descriptions, as chefs innovate with whole grains. Paul Lynch, Executive Chef at the Firelake Grillhouse and Cocktail Bar in Minneapolis, likened his introduction to whole grains to “an artist who’s suddenly been given several new colors of paint – my pallet of creative possibilities just exploded.” The best chefs are rising to the opportunity, and learning to create delicious whole grain dishes.

CONSUMERS ARE “JUST ASKING” FOR WHOLE GRAINS

If you serve it, they will buy. Restaurant chains PF Chang’s China Bistro and Pei Wei’s Asian Diner, for example, offer a choice of brown or white rice to every diner. The upshot? 45% of their customers choose brown rice. Chef Paul Lynch also reports that his whole grain creations consistently sell out on the menu.

WHOLE GRAINS ARE GOOD FOR HEALTH

Recent studies have confirmed that eating more whole grains can reduce heart attacks, cardiovascular disease, asthma, and many other chronic diseases – while also helping with weight control. With delicious whole grains, restaurants and foodservice can attract customers and build profits — while doing the right thing for their customers’ health.

**WHOLE
GRAINS
COUNCIL**



Whole Grains at Every Meal

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The Whole Grain Menu Symbol

Consumers are now accustomed to looking for the Whole Grain Stamp, to find good whole grain choices in their favorite grocery. In 2008, an equally-helpful tool became available to restaurants and other food outlets: the Whole Grain Menu Symbol.

Who is Eligible?

Any food outlet that continually offers at least one whole grain dish* or whole grain breadbasket option* offering a “half serving” of whole grain is welcome to join the WGC. It’s all about choice: it’s not tough to make sure you have *at least one* whole grain option!

What Your Restaurant / Foodservice Membership includes:

Your WGC membership is a valuable tool to publicize the fact that you believe delicious food can be healthy – in the hands of a talented chef. Your WGC membership gets you:

1. Listing on the Restaurant List in our “Whole Grains Finder” on the WGC website, with a link to your website.
2. Free media opportunities, when journalists contact us to learn who’s taking a leadership position with whole grains in restaurants.
3. The right to use the Whole Grain Menu Symbol on menus, ads, etc. to promote any dishes or breads containing at least 8g of whole grains per serving.
4. Access to our scientific and culinary advisors, for help with your whole grain questions.

How to Join

Restaurants can download a membership application online at www.WholeGrainsCouncil.org. Or, enter our Whole Grains Challenge in September and compete to win a *free* Restaurant / Foodservice membership. Go to “2008 WG Challenge” in the Get Involved menu on our website for details.

* Examples of Whole Grain Options

- A side dish made with any whole grain, such as brown rice, exotic colored rices, wild rice, quinoa, or barley – or whole grain pasta
- Oatmeal, granola or other ready-to-eat whole grain cereals
- Whole grain breads, crackers, and flatbreads in the breadbasket
- Whole grain cakes, cookies, brownies for dessert
- Ethnic dishes like whole corn tortillas, buckwheat soba noodles, or kasha

* How much whole grain must be in a dish to qualify as a “half serving?”

Whole grains (brown rice, quinoa, bulgur, etc.): 1/4 cup cooked or 1/2 oz dry

Hot cereal (oatmeal, etc.): 1/4 cup cooked or 1/2 oz dry

Whole grain pasta: 1/4 cup cooked or 1/2 oz dry

Bread: 1 small slice 100% whole grain bread; 1 large slice “half and half” bread

Just 2 TBS whole grain flour per serving counts as a half-serving of whole grain... But more is always better!

For more information contact Cynthia Harriman, Director of Food & Nutrition Strategies, Oldways and the Whole Grains Council. 617-896-4820 or cynthia@oldwayspt.org

Mark the Whole Grain Choices on your Menu with our Symbol!



Sunday Brunch Menu



Barley risotto with asparagus



Buckwheat soba with shrimp

Melon with prosciutto



Multigrain blueberry waffles

Poached eggs Florentine



Ginger salmon over quinoa