

nutritional analysis

An Easy Way to Jump on the Bandwagon



Dr. Food Tech

With more than 30 million people on a low-carb diet of some kind and a study (called SizeUSA) concluding people in the United States are bigger around (in all directions) than they used to be, it's no wonder every foodservice operation is considering—if not already offering—nutrition information.

What does this mean for hotels?

If you haven't already started providing easily accessible and accurate nutrition information, you'd better begin soon, if not now.

HERE'S WHY

- Your customers want to know what's in the menu items you offer in your restaurants and on your room service menu.

- Your competition is doing it. There are low-carb supermarkets. Subway, Applebee's, and other restaurants—fast food to elegant—have allied themselves with specific diets or groups like Weight Watchers. In Buffalo, New York, 25 restaurants participate in a program called Healthy Options. Their menus are analyzed (confidentially), and more healthful practices are suggested (using Pam instead of margarine in one instance dropped the sodium content of an item from 340 milligrams to 11 milligrams).

HERE'S HOW

- NetNutrition®, a web-based nutritional analysis program, was created by the CBORD Group. This Ithaca, New York-based company has developed software for the foodservice market for nearly 30 years.

With this, customers don't just read static information printed on the bottom of a menu or look for heart-healthy symbols. NetNutrition is so sophisticated the analysis changes as the product does. Want to know what happens to the carb count if you eat only the bottom half of the hamburger bun? This product tells you.

TWO MORE BENEFITS

- CBORD® can brand the program so it meshes with your corporate image or the "look" of one of your particular restaurants.

- While your foodservice team develops menus, they can determine what happens to the nutritional content if rice is substituted for potatoes or milk is used instead of cream as the base for the pasta sauce.

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4 Don't be hooked on just one protein. Eat a variety and be kind to nature. Our love of salmon is decimating the environment. Try mackerel, sardines, herring, sea bass.

5 Reduce the portion of meat and increase the portion of vegetables.

6 Eat several times a day. Many people starve themselves all day, then eat late at night and overwork their system.

7 Change the type of carbs you eat. Don't eliminate them. Eat whole grain breads and explore a variety of vegetables—maybe Peruvian purple potatoes.

8 Pretend butter, heavy cream, and processed foods don't exist.

9 Grow and harvest at the right time . . . the soul of the vegetable comes from the soil, its lifeblood from the rain. Slow down and listen to nature. —MRC



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