



FOOD

GOOD NEWS



APRIL, 2013



On the Menu

Our latest menu, which covers May through September, is being sent via e-mail on the same day we're sending out this April issue of our newsletter. You'll find a new lunch menu *and* a new breakfast/snack menu. Didn't get yours? Please let us know. (For details on the new menu, check out the reverse side!)

BY THE NUMBERS (meal-time math, for just a single meal)

40 cases of 8-count pineapples—that's 320

42 cases of 100-count apples—that's over 4,000

65 cases of 8-count mangos—more than 500

Good Food Company

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Family-owned, and cooking up healthy meals for schools since 1979.

Seeing is Believing

At Good Food, we're confident about the nutrition in our meals, and many times you've heard us say that our lunches are superior to others on the market.

Sometimes, though, seeing is believing.

The kids all love our mac and cheese, so we thought we'd do an "ours vs. theirs" comparison.

Below you'll see two photos—see if you can tell which one shows the Good Food ingredients for mac and cheese, and which one shows a known competitor's.

We use real cheese, whole milk, quality pasta, butter, flour, and garlic. Nothing comes out of a giant can and there is no artificial

coloring. And, it's made fresh in our kitchen and delivered nice and hot to your center.

That's why it's high in nutrition, low in preservatives and additives, and off the charts in taste.

Can you guess how many pounds of cheese we use each time?

Answer: 600 pounds



Note the delicious Yellow 5 and Yellow 6 — the added cheese colors.



Mmm, Mmm, Milk

From time to time, parents ask us about the virtues of organic milk, and how it stacks up to what we regularly serve.

Organic milk is an option for Good Food customers, but it's one rarely chosen.

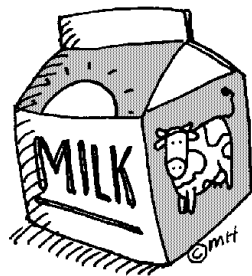
The milk we serve is already rbST-free. "Huh?" you say? Bovine somatotropin (bST) is a naturally occurring hormone in cows. But when you add the "r" (for recombinant) in front, it means the cow that produced that milk

was likely supplemented with a synthetic growth hormone.

Our milk is free of the "r" synthetic piece, and is clearly labeled as such.

Organic milk is available, but is costly for us...and hence for your center and eventually the parents. It's easily twice the cost.

Keep in mind that *all* milk is a healthy choice for most kids, offering protein, calcium, vitamins, and minerals.



Good Food Is on Facebook!

It's official—we want to be “liked.” Good Food recently put the good word about ourselves out on Facebook. From time to time, we'll put information out there that we think our customers might want to see.

So if you're out there “liking” stuff, give us the thumbs up, too!

www.facebook.com/GoodFoodCompany

Quick & Safe Cutting

With the fresh fruit season almost upon us, it's time for a refresher on how to most efficiently cut it up for tiny teeth.

On our website, you'll find links to videos showing the best ways to cut the toughest fruits—pineapple and mango.

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With Warmer Weather Comes a New Menu

So it wasn't the winter all the predictions had us fearing; you're all probably still happy to see the sun and feel its warmth. At Good Food, we're excited to switch the menu over to our new “summer menu” that will run May through September.

We had a few centers sample a new paella dish and a tuna casserole; as with most new items, we had mixed reviews. In your own home, too, it often takes more than once to “convince” wee ones they like something new on their plates.

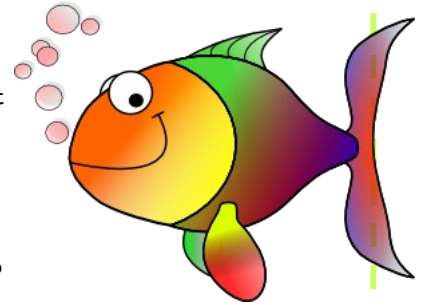
Beginning in May, we'll replace one of the spaghetti meals by alternating between the paella and tuna

casserole. We're really trying to squeeze in a healthy fish dish!

For our snack and breakfast customers, you'll find hummus on the menu to replace the not-so-popular refried beans.

Of course, the kids will also start to see a bigger variety in the types of produce for their breakfast and lunch. The season of fresh fruit is almost upon us, and it comes with melons, berries, and so much more.

Didn't get the menu yet? Let us know at gfoodc@aol.com.



“New” Isn't Always Easy...But You Can Help!

Getting young children to embrace (or even try) a healthy new food is....well, it's probably not high on any parent's bucket list. At Good Food, we know it's a challenge for the teachers, too. But attitude is key. If the adults try the food and like it, your chances of success with the students is greater. Get the kids involved. Talk about the colorful yellow rice in the paella (have them say “pie-a-ya”), or point out the tasty, familiar noodles in the tuna casserole. Let them sprinkle on the parsley we'll be sending with the paella. Put on your best “you're gonna love this” smile!

The (not-so-easy) Evolution of a New Meal

When you decide to mix up your dinner menu at home, it usually involves finding a tempting recipe, shopping for ingredients, then a bit of chopping, pouring, sizzling, and d-o-n-e. When the cooks at Good Food need to put a new lunch item on your menu, it's a learning experience—math, science, logistics, and, always, always....patience.

Here's just a taste (pun fully intended) of what it takes to put a new, yummy, and acceptable-to-kids lunch on your plates.

- Think of foods that a pre-schooler might eat, and that can be easily transported.
- “Upsize” the recipe—teaspoons to cups, fractions of cups to gallons, ounces to tons, etc.
- Find substitutes for impractical ingredients (homemade sauce instead of cream of mushroom soup).
- Locate sources for all ingredients—we don't just go to Safeway, you know!
- Run several trials of increasing batch sizes (math upsizing doesn't always ensure tasty results).
- Decide upon the best packaging method, and send samples to a few centers.
- Find a day in the kitchen cycle when the necessary equipment isn't already being used.
- Gather feedback, make adjustments, repeat steps above until we hit the mark.
- Really, really upsize the final recipe to accommodate thousands of lunches in one day.

So, when you see that paella or tuna casserole on the table, picture the Good Food cooks back in the kitchen...smiles on their faces and fingers crossed.

